

CableFAX Daily™

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What the Industry Reads First

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TV (Nearly)Everywhere: Not Fully Here, But No Longer Way Out There

After Time Warner chmn/CEO *Jeff Bewkes* dismissed Netflix as a “200 pound chimp” instead of an 800-lb gorilla during a CNBC interview at CES, Netflix reported yet another monster quarter with continuing to-the-moon sub growth. The results left Bewkes’ snub smacking of overconfident hyperbole, yet Time Warner’s new TV Everywhere deal with Comcast adds even more credence to his constant drum beating of Turner as a multiplatform heavyweight. Turner inked a long-term pact that will provide the MSO’s digital customers with access to hundreds of shows on myriad platforms at no additional cost and shortly after initial airing. Content from TNT, TBS, CNN, HLN, truTV, TCM, Cartoon Net and Adult Swim will be included, with availability planned through Xfinitytv.com, Comcast’s VOD service and Xfinity-branded mobile apps. Live streaming is also planned. And starting in the middle of this year, the Turner content on Xfinity platforms is expected to accrue to Nielsen C3 ratings across TV and the Internet (*Cfax*, 2/1), and eventually to phone and tablet devices. “This landmark agreement... really solidifies our partnership in this effort and really pushes forward the concept of giving consumers more access to quality on-demand content on any device they choose,” said Bewkes in a release. Turner Websites and branded tablet/phone apps will feature the content as well. In a recent interview with *Cfax*, Turner chief research officer *Jack Wakshlag* said the company has frameworks in place with FiOS TV, Cox and DISH to offer similarly fresh content through their TV Everywhere initiatives. Numerous MVPDs, in fact, are flocking to the TV Everywhere corner to create a formidable tag team in the media sector. “This multi-year agreement with Time Warner is a significant next step in our vision to deliver more content to our customers on any device, at anytime and anywhere,” said Comcast chmn/CEO *Brian Roberts* in the Turner release. Just last week, Time Warner Cable and ESPN strengthened their online relationship to offer TWC (and Bright House) subs online access to ESPN2, ESPNU and ESPN Buzzer Beater after rolling out similar access to ESPN and ESPN3.com earlier. Also, along with Comcast, TWC announced at CES plans to offer programming (live and/or VOD) through Samsung tech including Web-connected TVs and tablets. In Nov, meanwhile, DISH began allowing subs to watch all live and recorded TV shows on compatible smartphones, tablets and laptops—including iPhone, iPad, Android and BlackBerry devices—by using a remote access app in concert with

CableFAX Webinars

Profiting from Transactional TV

Thursday, February 17

1:30-3:00pm ET

Content creators and distributors are starting to grasp the power of transactional TV (aka, “T-Commerce”), which melds advertising and sales into a single feature that lives on the TV set. This Webinar will explore this burgeoning field and share the best ways that cable operators, programmers, agencies and brands can capitalize on transactional TV now and as the market evolves.

During this Webinar, You will learn:

- How transactional TV is evolving in light of new players and technologies.
- How consumers are responding to the idea of buying through their remotes.
- How to market transactional TV—and how the relationship between programmer and operator is evolving.
- The latest trends when it comes to windowing.
- Tips on how to increase usage and revenue generation from transactional TV.



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Register at www.cablefax.com/webinars

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a broadband-connected, **Sling**-enabled receiver. The DBS op launched **DISHOnline.com** in Aug. FiOS TV's **Flex View** gives customers access to VOD ent on compatible smartphones, tablets and laptops (TV shows are expected soon), and **AT&T U-verse** launched a mobile version last fall allowing AT&T wireless customers to download and watch TV shows on their device. Around the same time, U-verse TV subs who subscribe to **HBO** and **Cinemax** gained unlimited access to **HBOGo.com** and **MAXGo.com**, which offer more than 1200 collective hours of programming online and via mobile devices. Other TV Everywhere initiatives are active or in the planning stages, and although Wakshlag said it's still "very early days" on the road toward ubiquity, Netflix and similar OTT plays seem to be shedding more competitive pounds each week.

In the States: **Sinclair** expanded its StationView Essentials agreement with **Rentrak** to include measurement of 21 stations in 12 markets.

Carriage: **RLTV** reached an agreement covering distribution by **NCTC** member systems. -- **Time Warner Cable** launched **NESN National** on its spots tier in OH, NE, PA, KS, MO and WI.

Mobile: **Starz** became the 1st TV/net member of the **AT&T Mobile Barcode Service** charter program, and will implement the telco's mobile barcode solutions in select print and outdoor ads in an effort to increase awareness of series including "Spartacus: Gods of the Arena" and create opportunities to drive premium subscription sales through its cable, satellite and telco affils. The barcode tech allows AT&T customers to access immediate info through mobile devices.

Broadband: **NTIA** selected the 1755-1850MHz spectrum band for a detailed evaluation of whether it can be repurposed for commercial broadband use. Analysis factors include industry interest and the band's potential for commercial use within 10 years. -- Cable is well positioned to transition to **IPv6** as the available addresses from the current IPv4 protocol nears exhaustion, said **CableLabs** pres/CEO *Paul Liao*. CableLabs and its MSO members have been working on the transition for more than 6 years—**Comcast** announced Mon the successful activation of its 1st group of cable modem customers using IPv6—and have developed strategies to continue offering IPv4 during the change-over. CableLabs has also reached out to content owners and CE manufacturers who must also transition to IPv6.

Jan Ratings: Spurred by the month's top 12 telecasts—led by the BCS title game and Rose Bowl—**ESPN** donned the prime ratings crown in Jan with a 2.8/2.75mln. **USA** followed with a 2.0/2.03 despite its top-ranked telecast being an ep of "NCIS" in 40th, tying with **Disney Channel** (2.0/1.95mln) in 2nd. **TNT** (1.6/1.57mln), **Fox News** (1.4/1.43mln) and **History Channel** (1.4/1.34mln) completed the high 5. -- **Brag Book:** **Comedy Central's** "The Daily Show with Jon Stewart" was cable's top late night show in Jan, topping charts among total viewers, 18-49s, men 18-34 and men 18-24 while beating TBS' "Conan" among 18-34s for the 1st time ever during the week of Jan 24. -- **Investigation Discovery** scored in Jan its best month ever in prime among total viewers (594K), HHs (474K), 18-49s (236K), 25-54s (299K) and other demos. -- **Bravo** notched its best Jan ever by averaging 1.06mln total viewers and 660K 18-49s. -- Last month ranked as **Disney XD's** most-watched Jan ever in total day among total viewers (297K), kids 6-14 (156K), kids 6-11 (128K), tweens 9-14 (99K) and other demos. -- **Versus** delivered the most-watched **NHL All-Star Game** in its history through nearly 1.5mln total viewers, marking a 36% increase over last year.

Programming: **ESPN** acquired the US multimedia rights in all languages for the **UEFA European Football Championships** in '12 and '16. -- **Investigation Discovery** announced 5 new series for debut in Feb and Mar, including "Sins and Secrets" (Feb 17), focused on how a crime alters the community in which it occurs, and "Nothing Personal" (Mar 9), spotlighting the hit men involved in various murder-for-hire plots. -- **ABC Family** greenlit 3 new series, including comedy "The Great State of Georgia," about an actress trying to make it in NY, and dramas "The Nine Lives of Chloe King" and "Switched at Birth."

On the Circuit: **NCTA** is calling for noms for the **Vanguard Awards**, which will honor the cable industry's outstanding leaders in management, tech, programming, operations and marketing June 16 during **The Cable Show '11** in Chicago. Noms are due Mar 25, and more info is available at **Thecableshow.com/vanguards**. -- The app deadline for the L.A. session of the **NAMIC Leadership Seminar** (Mar 17-18) is Feb 11, and scholarship noms for the ses-

BUSINESS & FINANCE

sion are due Feb 18. Info at NAMIC.com.

People: Edward Sabin was named group COO, **Discovery and TLC Nets** and Amy Winter was named evp/gm, **TLC**. -- **Knology** tapped Robert Mills as CFO. -- **Comcast** appointed Janet Uthman vp, marketing and sales, Western New England Region.

Business/Finance: DISH agreed to buy 100% of the equity of **DBSD North America**, a hybrid satellite and terrestrial comm firm amid Chapter 11 reorg, for approx \$1bln. DISH also committed to provide DBSD with a debtor-in-possession credit facility consisting of a non-revolving, multiple draw term loan in the aggregate principal amount of \$87.5mln as part of the transaction, which requires FCC approval and DBSD's emergence from bankruptcy. **Wells Fargo Securities' Marci Ryvicker** believes DBSD's spectrum "in and of itself is extremely valuable and gives DISH significant optionality." **Stifel Nicolaus** said DISH will likely combine the spectrum with that acquired through an investment in **TerraStar**, which is also in bankruptcy proceedings, giving the DBS op 40MHz of contiguous spectrum. -- **Time Warner Cable** will acquire for approx \$230mln, or \$5.50/share in cash, **NaviSite**, a provider of enterprise-class hosting, managed application, messaging and cloud services.

CableFAX Daily Stockwatch

Company	02/01 Close	1-Day Ch	Company	02/01 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	43.02	0.63	AVID TECH:	16.90	0.25
DISH:	22.00	0.89	BIGBAND:	2.68	0.03
DISNEY:	39.88	1.01	BLNDER TONGUE:	2.41	0.04
GE:	20.80	0.66	BROADCOM:	46.39	1.30
NEWS CORP:	17.09	0.51	CISCO:	21.47	0.32
MSOS					
CABLEVISION:	34.69	0.84	CLEARWIRE:	5.20	(0.09)
CHARTER:	41.64	(0.36)	CONCURRENT:	5.15	(0.01)
COMCAST:	23.40	0.65	CONVERGYS:	14.21	(0.03)
COMCAST SPCL:	21.95	0.51	CSG SYSTEMS:	19.87	0.42
GCI:	12.43	0.32	ECHOSTAR:	27.75	0.50
KNOLGY:	15.04	0.41	GOOGLE:	611.04	10.68
LIBERTY CAPITAL:	67.17	1.51	HARMONIC:	8.76	0.32
LIBERTY GLOBAL:	41.34	0.78	INTEL:	21.48	0.02
LIBERTY INT:	16.37	0.53	JDSU:	17.62	0.65
MEDIACOM:	8.80	0.04	LEVEL 3:	1.29	0.06
SHAW COMM:	21.51	0.40	MICROSOFT:	27.99	0.27
TIME WARNER CABLE:	68.73	0.90	RENTRAK:	29.26	1.81
VIRGIN MEDIA:	26.06	0.90	SEACHANGE:	8.62	0.34
WASH POST:	436.99	8.64	SONY:	34.74	0.40
PROGRAMMING					
CBS:	19.94	0.11	SPRINT NEXTEL:	4.39	(0.13)
CROWN:	2.53	0.13	THOMAS & BETTS:	52.85	1.46
DISCOVERY:	39.00	UNCH	TIVO:	9.77	0.10
GRUPO TELEVISA:	24.51	0.45	TOLLGRADE:	9.40	0.12
HSN:	28.65	0.49	UNIVERSAL ELEC:	27.01	0.68
INTERACTIVE CORP:	28.55	0.26	VONAGE:	3.47	0.19
LIBERTY:	41.27	1.22	YAHOO:	16.38	0.26
LIBERTY STARZ:	67.47	0.80	TELCOS		
LIONSGATE:	6.23	0.03	AT&T:	27.87	0.35
LODGENET:	3.57	0.13	QWEST:	7.15	0.02
NEW FRONTIER:	2.04	0.06	VERIZON:	36.27	0.65
OUTDOOR:	8.36	0.36	MARKET INDICES		
PLAYBOY:	6.13	(0.01)	DOW:	12040.16	148.23
SCRIPPS INT:	46.85	0.35	NASDAQ:	2751.19	51.11
TIME WARNER:	32.31	0.86	S&P 500:	1307.59	21.47
VALUEVISION:	6.28	0.09	TECHNOLOGY		
VIACOM:	49.25	1.59	ADVANTAGE:	2.99	0.02
WWE:	12.03	(0.02)	ALCATEL LUCENT:	3.43	0.12
TECHNOLOGY					
ADDVANTAGE:	2.99	0.02	AMDOCS:	29.50	0.36
ALCATEL LUCENT:	3.43	0.12	AMPHENOL:	56.89	1.55
AMDOCS:	29.50	0.36	AOL:	23.85	0.33
AMPHENOL:	56.89	1.55	APPLE:	345.03	5.71
AOL:	23.85	0.33	ARRIS GROUP:	12.78	0.30
APPLE:	345.03	5.71			
ARRIS GROUP:	12.78	0.30			



Best Advice/Motto Series



"You cannot bore people into buying your product."
 — David Ogilvy

Peter Intermaggio
 SVP, Marketing Communications, Comcast

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