

CableFAX Daily™

Monday — February 4, 2013

What the Industry Reads First

Volume 24 / No. 023

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Hallmark Movie Channel is now in *50 million homes*.
 Another milestone proving the power of a Hallmark Movie.



The Nielsen Company, National People Meter Sample Feb '13. Hallmark Movie Channel actual universe estimate is 49.83M subscriber homes. Subject to qualifications upon request. ©2013 Crown Media United States, LLC. All Rights Reserved.

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Carriage News: Entertainment Studios Strikes Deal with NCTC

It has been nearly 4 years since **Verizon FiOS** launched *Byron Allen's* suite of **Entertainment Studios'** channels. The 24-hour HD cable nets have reached a few tiny deals here and there, including with **Sky Angel** and the **Caribbean Co-op**, but no real in-roads with US cable operators. But now it's wrapped a deal for a hunting license with **NCTC** members, and Allen & Co believe distribution expansion is on its way. ES' syndication business is what makes it able to continue on with the HD channel suite with few carriage deals. Some of NCTC's smaller members, including **Coosa Cable** and **Duncan Cable**, have agreed to launch ES' 7 nets, which include **Cars.TV** and **Comedy.TV**. And ES says more are coming, including larger distributors. "We're not going anywhere. We're going to build these networks until the end of time. We know it's a marathon, not a sprint," said Allen. "It is challenging. But we are building. In order for MVPDs to get customers and retain customers, they need to constantly grow their offerings, and we're part of the landscape." And likely an affordable one. The suite of nets do have a price tag, but Allen said "no one is complaining" about the cost. Separate from the 7-channel suite, ES announced the launch late last year of 8th network **Justice Central.TV**, a channel dedicated to courtroom shows and legal news. It's making Justice available for free for 10 years, with Allen predicting it will be in 80mln homes in the next 24 months. **AT&T U-verse** is currently offering it. "NCTC is pleased to announce our new relationship with Entertainment Studios Networks and provide members access to their suite of linear HD networks," said NCTC pres *Rich Fickle* in a prepared statement. "Byron Allen's approach to the business is unique and welcomed at a time when there are many pressure points on rising programming expenses." As MVPDs complain about rising programming costs, ES believes it's a hard proposition to ask for a significant sub fees for a new net. "They will be dropping networks over the next 10 years. They've already started dropping networks. And we will be there as something that is a viable alternative," Allen said. ES has offerings in several niche cable categories, including cooking, comedy and African-American history.

F-T-C-ya: FTC chmn *Jon Leibowitz* announced he will step down Feb 15, after serving as a commissioners for nearly 9 years. "I have been honored to head this extraordinary, bipartisan Commission and to work alongside the best staff in federal government," said Leibowitz. "Our small but mighty agency has safeguarded the privacy of Americans and stopped predatory financial practices by companies taking advantage of cash-strapped consumers. Our antitrust enforcement has

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helped contain health care and drug costs, and helped reduce prices and increase innovation for smartphones, computer chips and other high-tech products.” Under Leibowitz’s tenure, the agency has delved into privacy concerns, including updates to COPPA, the law protecting children from online advertising. **NCTA** head *Michael Powell* said the chmn demonstrated that “much can be achieved through tough questions, fair hearing, and a consensus driven process.”

Press Clippings: Rough week for **Time Warner Cable**. After officially announcing its **Dodgers** RSN deal, the company endured stories about previously announced rate hikes for the L.A. market that are about to take effect. Then, the stock plummeted Thurs after guidance for '13 missed analyst estimates. On Fri, **Wells Fargo** downgraded the stock to “market perform” and reduced estimates for the year. And then came the **WSJ** Fri afternoon with a report citing “a person familiar with the matter” as saying CEO *Glenn Britt* will step down at the end of the year. If true, wouldn't last week's restructuring announcement have been a good time to mention? (**Cfax**, 1/24) TWC said Britt is “under contract and if and when he decides to step down, we'll have an announcement.” That contract was extended through the end of '13.

Dishing DISH: **DISH** is still in the Clearwire game. In a financial filing, **Clearwire** said it continues to evaluate DISH's \$3.30/share offer to gain ownership of the company, though it remains committed to recommend Sprint's \$2.97/share offer for now. **Clearwire** has yet to exercise an option to receive \$80mln in deal-related financing from Sprint. In Jan, DISH submitted a proposal to Clearwire, providing for DISH to purchase certain spectrum assets, enter into a commercial agreement from Clearwire and acquire up to all of Clearwire shares. Sprint has told Clearwire it believes the DISH proposal is “inferior” and not viable because it cannot be implemented in light of Clearwire's current legal and contractual obligations.

Super Bowl: Ready, set, Super Bowl is here. Ops and nets like **Xfinity TV** and **NFL Network** are working to offer the most Super Bowl week coverage including 140 hours of programming featuring in-depth looks at every past Super Bowl, among others. The Sat coverage includes the red carpet show on NFL Network from 8-9 pm, which precedes the 2nd annual NFL Honors show. In terms of alternative viewing platforms, 2nd screen app **zeebox** will kick off the virtual viewing party at 6:30pm Sun. Hosted by *NeNe Leakes* from **Bravo's** “The Real Housewives of Atlanta,” viewers can join the part via the zeebox app, available for free via **Google** Play and the App Store, to chat with talent and interact with a new feature dubbed “Buzz Bubbler” to track advertising buzz. Meanwhile, nearly a quarter of HDTV owners in the US bought their TVs for the specific purpose of watching the Super Bowl, according to a **CEA** report. Meanwhile, of the 70% of online U.S. adults who plan to follow the game, 53% plan to watch live in HD and 21% plan to watch live in standard definition.

Hopper: The **International CES** announced **DISH's** Hopper, the ad skipping service, joined the Razer Edge gaming tablet as co-winner of “Best of Show” under the **CNET**-produced “Best of CES” awards program for the '13 International CES. CNET editors originally selected the Hopper with Sling Whole-Home HD DVR as “Best of Show” before CNET's corporate parent, **CBS**, forced them to remove the Hopper from consideration due to ongoing litigation between CBS and DISH over specific features of the Hopper. After the Hopper was removed from consideration and a revote by the editors, CNET awarded the Razer Edge as “Best of Show.” “We believe that the DISH Hopper DVR is fully covered by the Supreme Court's ruling in **Sony Corp. of America v. Universal City Studios Inc.** The simple fact is making television easier to watch is not against the law. It is simply pro-innovation and pro-consumer,” **CEA** head *Gary Shapiro* said.

By the Numbers: **Hallmark Movie Channel** is now available in 50mln homes, according to **Nielsen**.

Black History: Our Black History Month special report highlighted just a smidgen of the programming and special plans for this month. **CTAM's** Diversity On Demand is promoting approx. 60 movies and TV programs, including **HBO's** “The Tuskegee Alrmen.” Viewers who like www.facebook.com/DiversityOnDemand receive diversity programming alerts for the month, but also throughout the year. Read more about Black History Month doings in our special report: [http://www.cablefax.com/Assets/cfax013113_Midday_Black_History_Month\(1\).pdf](http://www.cablefax.com/Assets/cfax013113_Midday_Black_History_Month(1).pdf)

In the Courts: The **Obama** administration offered a compromise Fri, but it sounds like **EWTN** is sticking to its lawsuit challenging the gov't's mandate that employee health plans provide birth control. The net said the proposal doesn't address the concerns of self-insured health plans like EWTN's. “EWTN remains firmly committed to pressing forward with our case in the Federal Courts and will take all steps necessary to challenge this unjust mandate,” stated the net.

Carriage: Cats, be jealous. After a trial of **DogTV** in San Diego, the net launched on **Cox** in CA. DogTV, the 1st TV channel for dogs (\$4.99 a month), is now available to all Cox subs in Orange County, Santa Barbara, Palos Verdes, San Diego.

CableFAX Week in Review

Company	Ticker	2/1 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	51.74	(3.56%)	3.15%
DISH:	DISH	37.68	(0.13%)	3.52%
DISNEY:	DIS	54.59	0.39%	9.64%
GE:	GE	22.62	1.48%	7.77%
NEWS CORP:	NWS	28.61	2.80%	9.03%
MSOS				
CABLEVISION:	CVC	14.27	(6.12%)	(4.48%)
CHARTER:	CHTR	78.04	(3.27%)	2.36%
COMCAST:	CMCSA	38.60	(2.92%)	3.32%
COMCAST SPCL:	CMCSK	37.21	(2.87%)	3.59%
GCI:	GNCMA	8.69	7.42%	(9.38%)
LIBERTY GLOBAL:	LBTYA	70.48	3.00%	11.94%
LIBERTY INT:	LINTA	21.34	1.55%	8.41%
SHAW COMM:	SJR	23.54	0.64%	2.44%
TIME WARNER CABLE:	TWC	90.27	(10.27%)	(7.12%)
VIRGIN MEDIA:	VMED	39.63	(0.38%)	7.84%
WASH POST:	WPO	388.44	0.35%	6.36%

Company	Ticker	2/1 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	58.55	0.67%	18.28%
CBS:	CBS	42.41	0.52%	11.46%
CROWN:	CRWN	1.90	(0.52%)	2.70%
DISCOVERY:	DISCA	70.31	1.90%	10.76%
GRUPO TELEVISIA:	TV	29.18	3.22%	9.78%
HSN:	HSNI	59.60	0.08%	8.21%
INTERACTIVE CORP:	IACI	41.56	3.13%	(12.02%)
LIONSGATE:	LGf	19.09	5.59%	16.40%
OUTDOOR:	OUTD	7.58	1.34%	(0.26%)
SCRIPPS INT:	SNI	62.15	3.70%	7.30%
TIME WARNER:	TWX	50.88	0.95%	6.38%
VALUEVISION:	VTV	2.78	22.47%	54.44%
VIACOM:	VIA	62.30	0.79%	14.80%
WWE:	WWE	8.57	2.63%	8.62%

Company	Ticker	2/1 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.10	1.45%	5.53%
ALCATEL LUCENT:	ALU	1.74	1.16%	25.18%
AMDOS:	DOX	35.72	(0.92%)	5.09%
AMPHENOL:	APH	68.47	1.14%	5.83%
AOL:	AOL	30.76	(1.6%)	3.88%
APPLE:	AAPL	453.62	3.12%	(14.76%)
ARRIS GROUP:	ARRS	16.42	(2.09%)	9.91%
AVID TECH:	AVID	7.71	6.05%	1.72%
BLNDER TONGUE:	BDR	1.20	(22.08%)	4.35%
BROADCOM:	BRCM	33.09	(3.39%)	(0.36%)
CISCO:	CSCO	20.83	(0.9%)	6.01%
CLEARWIRE:	CLWR	3.19	(2.45%)	10.38%
CONCURRENT:	CCUR	7.49	15.77%	30.49%
CONVERGYS:	CVG	17.09	1.36%	4.14%
CSG SYSTEMS:	CSGS	18.73	3.03%	3.03%
ECHOSTAR:	SATS	37.23	2.87%	8.80%
GOOGLE:	GOOG	775.60	2.91%	9.64%
HARMONIC:	HLIT	5.34	(2.2%)	5.33%
INTEL:	INTC	21.36	1.88%	3.56%
JDSU:	JDSU	14.78	11.97%	9.48%
LEVEL 3:	LVT	24.81	1.72%	7.36%

Company	Ticker	2/1 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	27.93	0.18%	4.57%
RENTRAK:	RENT	20.50	1.89%	5.18%
SEACHANGE:	SEAC	11.18	3.81%	15.62%
SONY:	SNE	15.13	5.00%	35.09%
SPRINT NEXTEL:	S	5.69	0.89%	0.35%
TIVO:	TIVO	13.38	6.11%	8.69%
UNIVERSAL ELEC:	UEIC	19.20	0.47%	(0.78%)
VONAGE:	VG	2.61	7.41%	10.13%
YAHOO:	YHOO	19.76	(2.99%)	(0.7%)

Company	Ticker	2/1 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	35.51	4.38%	5.34%
VERIZON:	VZ	44.56	4.43%	2.98%

Company	Ticker	2/1 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	14009.79	0.82%	6.91%
NASDAQ:	IXIC	3179.10	0.93%	5.29%
S&P 500:	GSPC	1513.17	0.68%	6.10%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	2.78	22.47%
2. CONCURRENT:	7.49	15.77%
3. JDSU:	14.78	11.97%
4. GCI:	8.69	7.42%
5. VONAGE:	2.61	7.41%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.20	(22.08%)
2. TIME WARNER CABLE:	90.27	(10.27%)
3. CABLEVISION:	14.27	(6.12%)
4. DIRECTV:	51.74	(3.56%)
5. BROADCOM:	33.09	(3.39%)

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