

CableFAX Daily™

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What the Industry Reads First

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5 More to Score: NFL Net Ups Leverage with MVPDs

2 days before the NFL's annual showcase game, commish *Roger Goodell* announced additional exposure for **NFL Net**. The channel will expand its "Thursday Night Football" package to 13 contests starting next season, up from 8, and all the games will air between weeks 2-15. The slate accounts for just 2.5% of the league's regular-season schedule, but during his annual Super Bowl week presser Goodell intimated the expansion will pressure NFL Net holdouts including **Time Warner Cable** and **Cablevision** to come aboard. "We'll continue to work with them. We'll continue to try and get an agreement, but the market has spoken," said Goodell. "The NFL Network is here, and it will continue to grow... [it] continues to do an incredible job of promoting our sport, our game." A TWC spokesman said although no discussions are currently happening with the net, the MSO remains willing to negotiate. TWC owns some leverage too, as current **Insight** subs are scheduled to lose NFL Net once Insight systems are integrated into TWC's Midwest footprint. CVC declined comment. The NFL will also unveil a Spanish-language **NFL RedZone** channel. When asked whether the service will be free to existing RedZone affils or carry a surcharge, a league spokesman said "we will be discussing [that] with TV providers." In a bit of an understatement, Goodell said the NFL is enjoying "a great deal of momentum." Indeed, even the labor strife that occurred last year did nothing to erode fans' enthusiasm for NFL games. NFL Net's Thanksgiving game delivered 10.7mIn avg viewers, marking the net's most-watched program ever and cable's most-watched Turkey day telecast in history, and the channel averaged a record 6.2mIn viewers for its entire 8-game slate. Across **Fox** and **CBS**, the league's 4 divisional playoff tilts averaged 36.6mIn viewers, the most ever for the round, and the Giants-Packers game set a round record of 45.1mIn avg viewers. Meanwhile, **DirectTV's NFL Sunday Ticket** promo was credited with boosting the DBS op's 3Q sub numbers. **ESPN's MNF** did underperform versus the '10 season, the result of a disproportionate number of subpar matchups. Underperformance is relative, however, as the net's game ratings still ranked at or near the top among all other cable telecasts. ESPN also locked up the franchise through '21, and CBS, Fox and **NBC** reupped their NFL packages through the '22 season—giving the league ample time to promote NFL Net and other content features. Super Bowl XLVI, for example, will be streamed live for the 1st time via the Web and **Verizon's NFL Mobile** offering. But will NFL Net gain its own momentum going forward?

Advertising/Marketing: **Cablevision's** working with **Delivery Agent** to allow its 3mIn digital subs to shop for Super Bowl merchandise during the game on its **Market Showcase** channel. A push of the remote's select button triggers a call from a dedicated CSR. Some of the available items such as NY Giants products are typically featured only at the game.

Super Bowl Bric-a-Brac: The **Sports Fan Coalition** is set to air commercials in Buffalo on **NBC** and **ESPN** during Super Bowl weekend to raise awareness of its **EndBlackouts.com** campaign, which provokes fans to ask the

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FCC to eliminate the sports blackout rule that prevents MVPDs from carrying a game when it's blacked out on local broadcast stations. The FCC is accepting comments on the issue through Feb 13. The ad features Buffalo Bills fans wearing blindfolds, a reference to the black out of nearly half the team's home games this season. -- As part of its effort to combat online piracy of NFL games, **US Immigration and Customs Enforcement** agents seized 16 Websites that illegally stream league games and more than 300 dealing in pirated goods. A 28-year-old MI man was charged with criminal infringement for operating 9 of the 16 sports streaming sites. -- **DirectTV's** 6th Annual Celebrity Beach Bowl, presented by **Spike**, kicks off Feb 4 in Indianapolis while becoming quite a marketing vehicle for the DBS op. This year, the event features a post-game concert by *The Fray* (presented by **Palladia HD**), plus participation by a slew of NFL legends including *Joe Montana* and *Barry Sanders* and personalities such as *David Arquette* and **ESPN's Erin Andrews**. And if that's not enough, **Showtime** is presenting a pre-game show co-hosted by *Dan Patrick*. -- A 30-sec Super Bowl spot will intro **NFL.com's** "NFL Perfect Challenge," a free fantasy football game that debuts next season offering a \$1mln top prize. More info at NFL.com/fantasy.

Technology: **Motorola Mobility** said approx 100 of the 6,200 **Xoom** WiFi tablets it refurbished and resold on Woot.com from Oct-Dec may still contain data including passwords and documents of the original owners. As such, Moto's offering anyone who purchased and then returned a XOOM to retailers including Amazon.com, Best Buy, and Staples between Mar and Oct a complimentary 2-year membership of Experian's ProtectMyID Alert to mitigate any risks.

Online: The **Huffington Post Streaming Network** is slated to launch in early summer with 12 hours of live content 5 days/week, and plans call for 16 hours/day by early '13. Viewers will be able to tune in via the Web, mobile devices, connected TVs and set-tops, for content from *The Huffington Post*, of course, but also **Engadget** and **Tech Crunch**. Huff said it received 36.2mln uniques last month.

Ratings: **GMC TV** scored its best Jan ever through YOY growth among 25-54s (+85%), women 25-54 (+93%) and women 18-49 (+90%). In total homes, the net grew its audience by 68%.

Programming: **FEARnet** and **Machinima.com** will co-feature the 2nd season of "Bite Me" (Mar 6), an original zombie apocalypse series from video ent company Machinima and **Lionsgate**. The 1st season of Bite averaged more than 1.4mln monthly uniques/ep online. -- **CMT's** "Last Dates Before I Do" (Feb 10) follows a betrothed couple as they go on dates with strangers and former flames to test their relationship's mettle.

People: **RLTV** named *Paul FitzPatrick* CEO. The net's pres/COO since Nov '10, FitzPatrick replaces founder *John Erickson*, who will continue his role as exec chmn.

Sprout is #1

Sprout ranked #1 with total cable operators among all emerging and mid-sized networks they'd be most interested in carrying.

Here's to another breakthrough year!

Sprout

#1

NBCUniversal

Source: Beta Research Corporation's 2011 Channel Carriage Study Among a National Sample of Cable Operators. Ranking based on percent very interested in carrying among total cable operators. Sprout and the Sprout logo are registered trademarks of Children's Network, LLC. The Sunny Side Up Show® and associated characters, trademarks and design elements are owned by Children's Network, LLC. © 2012 COOKIE JAR ENTERTAINMENT™ Les Editions Chouette. TM and © 2012 Sesame Workshop. All rights reserved. © Sprout, LLC. A Division of NBCUniversal. www.nbcuniversal.com

CableFAX Week in Review

Company	Ticker	2/03 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	45.69	3.00%	6.85%
DISH:	DISH	28.91	4.59%	1.51%
DISNEY:	DIS	40.00	1.91%	6.67%
GE:	GE	19.02	(0.05%)	6.20%
NEWS CORP:	NWS	19.96	2.25%	9.79%
MSOS				
CABLEVISION:	CVC	14.52	0.90%	2.11%
CHARTER:	CHTR	58.17	0.97%	2.16%
COMCAST:	CMCSA	27.15	3.11%	14.51%
COMCAST SPCL:	CMCSK	25.96	2.77%	10.19%
GCI:	GNCMA	11.34	8.31%	15.83%
KNOLOGY:	KNOL	16.15	12.94%	13.73%
LIBERTY GLOBAL:	LBTYA	47.26	3.55%	15.18%
LIBERTY INT:	LINTA	18.14	5.96%	11.84%
SHAW COMM:	SJR	19.74	0.30%	1.91%
TIME WARNER CABLE:	TWC	75.66	2.56%	19.02%
VIRGIN MEDIA:	VMED	24.34	0.58%	13.84%
WASH POST:	WPO	384.85	(3.04%)	2.13%

Company	Ticker	2/03 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	42.26	0.11%	12.44%
CBS:	CBS	29.48	2.22%	8.62%
CROWN:	CRWN	1.25	0.81%	3.31%
DISCOVERY:	DISCA	44.66	2.27%	9.01%
GRUPO TELEVISIA:	TV	20.01	0.35%	(4.99%)
HSN:	HSNI	36.20	(0.08%)	(0.17%)
INTERACTIVE CORP:	IACI	45.80	8.81%	7.51%
LIONSGATE:	LGF	10.70	4.19%	28.61%
LODGENET:	LNET	3.44	(5.49%)	43.93%
NEW FRONTIER:	NOOF	1.13	4.63%	9.71%
OUTDOOR:	OUTD	7.39	(5.5%)	(0.94%)
SCRIPPS INT:	SNI	43.38	(2.69%)	2.26%
TIME WARNER:	TWX	38.19	1.73%	5.67%
VALUEVISION:	VVTV	1.60	3.90%	(14.89%)
VIACOM:	VIA	53.64	(0.89%)	0.58%
WWE:	WWE	9.91	2.06%	6.33%

Company	Ticker	2/03 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.20	(3.51%)	4.76%
ALCATEL LUCENT:	ALU	1.95	6.56%	25.00%
AMDOCS:	DOX	29.77	1.26%	4.35%
AMPHENOL:	APH	55.07	1.21%	21.33%
AOL:	AOL	18.32	14.00%	21.32%
APPLE:	AAPL	459.68	2.77%	13.50%
ARRIS GROUP:	ARRS	12.17	4.02%	12.48%
AVID TECH:	AVID	10.45	4.50%	22.51%
BLNDER TONGUE:	BDR	1.49	10.37%	22.13%
BROADCOM:	BRCM	37.67	7.46%	28.32%
CISCO:	CSCO	20.09	2.71%	11.12%
CLEARWIRE:	CLWR	1.81	(2.16%)	(6.7%)
CONCURRENT:	CCUR	3.60	0.00%	(5.01%)
CONVERGYS:	CVG	13.50	0.45%	5.72%
CSG SYSTEMS:	CSGS	16.95	3.92%	15.23%
ECHOSTAR:	SATS	29.03	19.96%	38.63%
GOOGLE:	GOOG	596.33	2.82%	(7.67%)
HARMONIC:	HLIT	6.39	6.68%	26.79%

Company	Ticker	2/03 Close	1-Week % Chg	YTD %Chg
INTELS				
INTEL:	INTC	26.74	0.04%	10.27%
JDSU:	JDSU	12.39	(3.5%)	18.68%
LEVEL 3:	LVLTL	20.24	4.12%	19.13%
MICROSOFT:	MSFT	30.24	3.46%	16.49%
MOTOROLA MOBILITY:	MMI	38.97	0.10%	0.44%
RENTRAK:	RENT	19.49	11.50%	36.48%
SEACHANGE:	SEAC	7.18	(0.28%)	2.13%
SONY:	SNE	19.21	4.29%	6.49%
SPRINT NEXTEL:	S	2.32	6.91%	(0.85%)
THOMAS & BETTS:	TNB	71.40	23.21%	30.77%
TIVO:	TIVO	11.23	5.15%	25.20%
UNIVERSAL ELEC:	UEIC	20.65	13.27%	22.41%
VONAGE:	VG	2.61	11.54%	6.53%
YAHOO:	YHOO	15.92	1.14%	(1.3%)
TELCOS				
AT&T:	T	29.95	(1.84%)	(0.96%)
VERIZON:	VZ	37.84	1.69%	(5.68%)
MARKET INDICES				
DOW:	DJI	12862.23	1.59%	5.28%
NASDAQ:	IXIC	2905.66	3.16%	11.54%
S&P 500:	GSPC	1344.90	2.17%	6.94%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1 THOMAS & BETTS:	71.40	23.21%
2 ECHOSTAR:	29.03	19.96%
3 AOL:	18.32	14.00%
4 UNIVERSAL ELEC:	20.65	13.27%
5 KNOLOGY:	16.15	12.94%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1 OUTDOOR:	7.39	(5.5%)
2 LODGENET:	3.44	(5.49%)
3 ADVANTAGE:	2.20	(3.51%)
4 JDSU:	12.39	(3.5%)
5 WASH POST:	384.85	(3.04%)

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