

# CableFAX Daily™

Friday — February 18, 2011

What the Industry Reads First

Volume 22 / No. 033

## Where Art Broadband?: NTIA Draws Initial Map of US Availability

The NTIA unveiled Thurs the **Natl Broadband Map** and results of a nationwide survey on broadband adoption, a package including a trove of interesting data at Broadbandmap.gov. The **FCC** helped create the map, which depicts broadband availability across the country and aims to expand access to and adoption of the tech. **NCTA** remains supportive of the mission and NTIA's efforts, but svp, law and regulatory affairs *Rick Chessen* also underscored the map's initial limitations. It's "likely that many of the thousands of broadband providers operating in the US will not be counted—some because they were unaware of the project and others because they were unable or unwilling to provide state agencies with the necessary data," wrote Chessen in a blog post. "Even among those providers that did participate, errors are inevitable because the specific data submitted by the mapping entities to NTIA—a list of census blocks where broadband service is available—is not data that providers routinely track in the normal course of business." **Free Press** noted what it deems to be a critical shortcoming of the map, that it "lacks the most important data for broadband market analysis—the price of service." The map will be updated biannually, and the govt is soliciting feedback to make the data as accurate as possible. As **Verizon** svp, federal govt relations *Peter Davidson* said, "While it will take some time to put the tools through their paces, it appears they will be useful for consumers to evaluate broadband availability across the country." Keeping that in mind, a few data points are worth noting. **DSL** services cover approx 87% of the US population, while cable's **DOCSIS 3.0** covers 29% and other forms of cable broadband 59%. A changeover occurs when looking at services offering download speeds of 10Mbps+, as non-3.0 cable (55%) takes over DSL (51%) in national coverage. Not surprisingly, the gap widens as speeds increase, with 3.0 providing 25% coverage with 25Mbps+, other cable 21% and DSL 11%. Numerous cable ops, of course, are attempting to leverage that advantage to gain customers. The states with the most wireless/wireline providers offering speeds greater than 10Mbps are PA (40), IA (39) and MN (37), the fewest AK (2). 51 wireless providers offer speeds of 10Mbps+ in the US. According to NTIA data, approx 36% of Americans have access to wireless Internet at max advertised download speeds of 6Mbps or greater, or 4G, and 95% have access to 3G wireless speeds (768 kbps+). As of Oct, 68% of homes have broadband access, compared to 63.5% a yr prior, and 28.3% don't use the tech any-

## CableFAX Social Media Boot Camp

February 23, 2011 8:45am-4:00pm NYC

### How Cable Can Leverage Twitter & Facebook to Advance PR & Marketing

CableFAX's one-day social media boot camp will focus on how to create the best strategy for a cable operator or programmer's social media presence, how to be sure it is integrated with the overall communication presence and what audiences want and need from the brand, and—ultimately—how to create a social media infrastructure that can expand to new places online as its audiences migrate.

Register Today! [www.cablefax.com/feb23](http://www.cablefax.com/feb23)

Questions: Elizabeth Brown at [ebrown@accessintel.com](mailto:ebrown@accessintel.com) or 301-354-1610.



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where, down from 31.6%. The most commonly cited main reasons for not having broadband at home are that it's not needed (46%) or too expensive (25%). The **TX Cable Assoc** highlighted that 99.5% of the state's 24.5mln residents can currently access some form of broadband.

**3DTV:** Comcast joined the small but growing linear 3DTV party late Thurs with an announcement that it will launch a new 24-hour 3D net featuring concerts, sports, movies and original fare. **Xfinity 3D** will bow the net at 6pm Feb 20 with the "2011 *Tim Hortons* NHL Heritage Classic" followed by a **MTV World Stage** concert by rock band Kings of Leon. It's Comcast's first big content announcement in the post-**NBCU** world and came the same day Comcast reported that it had exceeded 1mln 3D views on VOD since launching the Masters Golf Tournament in 3D in April. "As the leader in 3D, we will continue to bring our customers the best 3D content available today," said *Marcien Jenckes*, Comcast's svp/gm of video services. Comcast promised a wide array of programming on Xfinity 3D, including everything from movies documenting African safaris to shows on haunted castles and the age of dinosaurs, along with "original programming that gives customers unique perspectives of events such as Chinese dragon dancing and rhythmic gymnastics." Comcast is the latest to launch a dedicated 3D net: **ESPN 3D** launched last year, and a jv of **Discovery**, **Imax** and **Sony** launched 3net on **DirecTV** just this month (DirecTV also has its own 3D net).

**Online:** FiOS TV customers joined **Time Warner Cable** subs in gaining online access to **ESPN**, **ESPN2**, **ESPNU** and **ESPN Buzzer Beater**. The rights are part of a larger carriage pact between **Verizon** and **Disney** that also includes **Disney Channel**, **ABC Family**, **Disney XD** and the soon-to-be-launched **Disney Junior**, plus retrans payments for local **ABC** broadcast stations. FiOS TV also features online access to **HBO**, **Cinemax**, **EPIX**, **TBS** and **TNT**. -- The avg download speed in US broadband homes in '10 was 9.54Mbps, according to **In-Stat**, up from 7.12Mbps, or 34%, in '09. Between YE09 and YE10, the avg price for broadband service increased 4%, and 38% of survey respondents also had a mobile wireless broadband connection. -- 171mln US Internet users watched online video in Jan for an average of 14.5 hours/viewer, according to **comScore**. The total US Internet audience engaged in nearly 4.9bln viewing sessions in Jan.

**At the Portals:** A group of tech firms including **Google**, **Sony**, **TiVo** and **Best Buy** have formed the AllVid Tech Company Alliance in support of the **FCC**'s proposal to require all pay-TV providers to conform to the same set of technical video interfaces. **NCTA** recently opposed efforts by Sony, Google and CEA seeking adoption of technical standards that would enable any device to combine the content from MVPD services, non-MVPD services, and home network content (**Cfax**, 2/10).

**Competition:** **DISH** became the 1st pay TV provider to launch Spanish-language **BabyTV** in the US. The 24/7 net is dedicated to babies and toddlers and is commercial-free.

**In the States:** **BendBroadband** will offer **Arris**' Whole Home Solution Media Gateway throughout its network. The solution provides multimedia ent services including broadcast and narrowcast video, VOD, DOCSIS 3.0 and 2 lines of carrier-grade VoIP, as well as Internet over-the-top and media sharing of user-generated content.

**Earnings:** **CBS** and **Turner** have nearly sold the entire ad inventory for March Madness already "at very favorable pricing," said CBS boss *Les Moonves* during a Wed evening conference call. CFO *Joseph Ianniello* added that CBS will recognize only the rev from the 29 games it features, leaving Turner to monetize 41. CBS does get the Final Four and title game, however. Moonves said the broadcast net's NFL viewership was up 10% this season to its highest avg in 23 years, and that **Showtime** delivered a 7th consecutive year of sub growth to end '10 with nearly 20mln subs. Local broadcasting outperformed every CBS segment in 4Q, posting 21% rev growth at TV stations and 20% ad growth.

**Advertising:** **Cox** launched a new brand campaign aimed at depicting the flexibility, strength and reliability of its \$1bln Cox Business div. 3 spots are included, 1 each featuring the Hoover Dam, Golden Gate Bridge and Muir Woods, and actor *Sam Neill* narrates them all. View at tube.com/coxcommtv.

**VOD:** Beginning Tues, **Time Warner Cable**, **Bright House**, **Cox** and **Comcast** will offer through various dates a pair of special VOD packages featuring Oscar-nominated films. "Best Animated Short Films" and "Best Live Action Short Films" categories will be available in both SD and HD, featuring 4 films each. -- **Comcast Media Center**'s now offering **Anime net FUNimation Channel** in both SD and HD to MVPDs through a combined VOD package.

**Programming:** **MLB Net**'s '11 Spring Training coverage will feature 83 games, beginning Feb 26 with the Yankees-

# BUSINESS & FINANCE

Phillies. -- **Lifetime** reality series "Coming Home" (Mar 6) features US soldiers' surprise family reunions after lengthy tours of duty. -- **EPIX** and **EpixHD.com** will provide live coverage Sat of WBC Heavyweight Champion *Vitali Klitschko's* title defense against *Odlanier Solis*.

**Honors:** *Fast Company's* list of the 50 most innovative global companies includes **Netflix** at #8 plus **ESPN** and **Turner Sports** at #16 and #17. The mag featured ESPN "for integrating new tech like a startup," Turner Sports "for growing like a new tech startup." While **Apple** topped the list, **Univision** checked in at #34 and **FX** at #49, "for a great run of high-quality, low-cost laffers" such as "It's Always Sunny in Philadelphia" and "Archer."

**On the Circuit:** **CTHRA's** annual HR symposium is scheduled for May 11 in Philadelphia and titled "Changes, Challenges and Transformations!" Industry leaders and HR experts will share insights, lessons learned, projections and proven strategies.

**People:** *John Birrer* joined **Charter** as svp, customer experience. -- **Bravo Digital Media** upped *Lisa Hsia* to evp.

**Business/Finance:** **EchoStar** terminated its commitment to provide a debtor-in-possession credit facility to **TerreStar Networks**, a transaction that had been part of widespread speculation about what *Charlie Ergen* would do with the company's spectrum (along with **DBSD's**).

## CableFAX Daily Stockwatch

Company	01/17 Close	1-Day Ch	Company	01/17 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	44.29	0.35	AVID TECH:	23.00	0.72
DISH:	23.46	0.22	BIGBAND:	2.70	UNCH
DISNEY:	43.70	UNCH	BLNDER TONGUE:	2.21	0.02
GE:	21.52	0.08	BROADCOM:	42.22	(0.23)
NEWS CORP:	18.48	0.16	CISCO:	18.68	0.10
<b>MSOS</b>					
CABLEVISION:	37.46	0.70	CLEARWIRE:	5.21	(0.17)
CHARTER:	46.57	0.25	CONCURRENT:	5.81	0.02
COMCAST:	25.22	0.09	CONVERGYS:	14.53	0.25
COMCAST SPCL:	23.90	0.16	CSG SYSTEMS:	19.84	0.08
GCI:	12.38	(0.17)	ECHOSTAR:	32.90	1.13
KNOWLOGY:	15.72	0.09	GOOGLE:	625.26	1.04
LIBERTY CAPITAL:	72.54	(0.47)	HARMONIC:	9.69	(0.05)
LIBERTY GLOBAL:	42.34	(0.26)	INTEL:	21.97	0.22
LIBERTY INT:	17.44	0.11	JDSU:	26.62	0.16
MEDIACOM:	8.79	(0.01)	LEVEL 3:	1.41	0.01
SHAW COMM:	21.50	0.02	MICROSOFT:	27.21	0.19
TIME WARNER CABLE:	72.05	(0.19)	RENTRAK:	27.26	0.53
VIRGIN MEDIA:	28.15	0.25	SEACHANGE:	9.45	UNCH
WASH POST:	446.84	7.90	SONY:	36.34	0.52
<b>PROGRAMMING</b>					
CBS:	22.35	0.25	SPRINT NEXTEL:	4.43	(0.04)
CROWN:	2.34	0.07	THOMAS & BETTS:	56.13	(0.1)
DISCOVERY:	43.31	(0.86)	TIVO:	10.57	0.01
GRUPO TELEVISA:	24.20	(0.09)	TOLLGRADE:	10.09	(0.07)
HSN:	30.56	0.59	UNIVERSAL ELEC:	25.96	0.18
INTERACTIVE CORP:	31.85	0.14	VONAGE:	4.62	(0.02)
LIBERTY:	43.24	0.10	YAHOO:	17.77	0.01
LIBERTY STARZ:	71.74	0.14	<b>TELCOS</b>		
LIONSGATE:	6.10	(0.01)	AT&T:	28.50	0.20
LODGENET:	3.49	0.07	QWEST:	6.96	(0.07)
NEW FRONTIER:	2.11	0.01	VERIZON:	36.37	0.20
OUTDOOR:	8.00	0.10	<b>MARKET INDICES</b>		
PLAYBOY:	6.12	(0.01)	DOW:	12318.14	29.27
SCRIPPS INT:	53.17	(0.19)	NASDAQ:	2831.58	6.02
TIME WARNER:	37.68	0.38	S&P 500:	1340.43	4.11
VALUEVISION:	7.37	(0.04)	<b>TECHNOLOGY</b>		
VIACOM:	52.17	0.32	ADVANTAGE:	2.95	0.04
WWE:	12.27	0.02	ALCATEL LUCENT:	5.01	0.11
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.95	0.04	AMDOCS:	29.79	(0.24)
ALCATEL LUCENT:	5.01	0.11	AMPHENOL:	57.46	(0.01)
AMDOCS:	29.79	(0.24)	AOL:	22.04	0.26
AMPHENOL:	57.46	(0.01)	APPLE:	358.30	(4.83)
AOL:	22.04	0.26	ARRIS GROUP:	13.60	0.10
APPLE:	358.30	(4.83)			
ARRIS GROUP:	13.60	0.10			

## YOU BELONG HERE TOO.



"Being a CTAM member has been essential - it has allowed me to meet and work with so many smart people. Our challenges are similar, so there's a shorthand I really value." **COLLEEN FAHEY RUSH**, MTV Networks

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**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Breaking Down History's Recent Prime Week**

Though more of a steady ascension than meteoric rise, **History's** march upward on the list of cable nets ranked by prime delivery is impressive. After earning a 1.2 HH rating in '10, a 1.3 in 4Q and Dec and a 1.4 in Jan, the net notched a 1.6/1.63mln last week, good for 3rd behind **USA** and **Disney Channel**. The tally was aided by the premiere of "Only in America with Larry the Cable Guy," which delivered 4.1mln total viewers to become the net's best-ever 1Q series launch in the metric, and the season premiere of "Top Shots" (2.8mln). Also last week, History led all nets in prime viewership among 18-49s and 3rd among women 25-54, and ranked 6th in delivery from 6am-11pm. Maintenance of this success may be a difficult task, but let's take a look at how History climbed in 3rd in prime. On Mon, the net dominated cable with back-to-back eps of stalwart "Pawn Stars" (4.9/4.7) plus "American Pickers" (3.9)—which ranked 2nd, 3rd and 5th for the week, too. Tues brought Larry the Cable Guy and his entertaining hickness, with only **BET's** "The Game" scoring higher on the night, and an additional Pawn ep (2.7). On Wed, however, History ceded a lot of ground to the competition; "Time Machine" was its top performer, ranking 1,240th with a 0.9. USA's "NCIS" (3.1) led the night. Thurs wasn't particularly kind either as a Pickers ep scored 1.5 (#317), far behind **MTV's** "Jersey Shore" (5.7). By Fri, it must've seemed to History that its early-week success was, well, ancient yet fondly-recalled history. Pawn scored a 1.4 (#399), compared to **Discovery Channel's** "Gold Rush: Alaska" (2.8). Worse, on Sat, "Time Machine" came in at #775 (1.1). "Ax Men" led Sun with a 1.9 (#140). Based on the week's results, it's somewhat amazing to me how much horsepower a couple popular shows can provide a net. *CH*

**Highlights:** "Secret Service Files: Battlefront Colombia" and "Frontline NYC," Sun, 8p & 9p, **Nat Geo**. Excellent curveball from Nat Geo as these specials show the Service's battles against counterfeiters in Bogota and white collar crime in NYC. Great access and footage. *SA*

**Worth a Look:** "In the House," Sun, 10:30a, **Encore**. *Peters Bart* and *Guber* get the top stars, but it's fun to watch them interview lesser-known actors getting Oscar attention. Here they have a wonderful chat with supporting actor noms *Jeremy Renner* and *John Hawkes*, who was terrific in **HBO's** "Deadwood." *SA*

**Notable:** When is a finale not a finale? **Discovery's** "Gold Rush Alaska" has its final ep Fri (10p). But 1 week later there's a "recapping special" (Feb 25, 10p). As gold's price rises (\$1380/oz, last we checked), Rush's numbers jump, too. Its Feb 11 premiere reached 4mln viewers and earned a 2.75HH, good for TV's top prime time show in male demos. -- When is an all-star game not an all-star game? **TNT** sandwiches the **NBA All-Star Game** from LA (Sun, 8:30p ET) in the midst of 19 hours of coverage that really begins Fri with the Rookie game (9p). Yet TNT is touting Thursday's regular-season matches (Spurs-Bulls and Mavs-Suns) as part of the package since the pre-game (8p) emanates from LA. *SA*

Basic Cable Rankings (2/07/11-2/13/11)			
Mon-Sun Prime			
1	USA	2.1	2099
2	DSNY	1.9	1855
3	HIST	1.6	1629
4	FOXN	1.5	1479
4	TNT	1.5	1462
6	A&E	1.3	1295
6	FX	1.3	1271
8	NAN	1.2	1245
8	ESPN	1.2	1242
10	MTV	1.1	1081
10	TBSC	1.1	1062
12	DISC	1	1051
12	TRU	1	895
14	ADSM	0.9	927
14	FAM	0.9	920
14	HGTV	0.9	914
14	TLC	0.9	894
14	SYFY	0.9	871
14	NKJR	0.9	640
20	FOOD	0.8	779
20	CMDY	0.8	755
20	AMC	0.8	734
20	HALL	0.8	693
24	TVLD	0.7	734
24	LIFE	0.7	683
24	BET	0.7	668
24	BRAV	0.7	658
28	SPK	0.6	636
28	MSNB	0.6	616
28	LMN	0.6	458
28	ID	0.6	446
32	CNN	0.5	520
32	EN	0.5	471
32	APL	0.5	450
32	NGC	0.5	383
32	HMC	0.5	187
37	VH1	0.4	369
37	TRAV	0.4	348
37	OXYG	0.4	329
37	GSN	0.4	294
37	HI	0.4	230
37	NKTN	0.4	211
43	CMT	0.3	313
43	HLN	0.3	307
43	ESP2	0.3	269
43	SPD	0.3	235

\*Nielsen data supplied by ABC/Disney

**CableFAX Digital Awards Breakfast**

April 6 • 8:30 – 10:30am  
Grand Hyatt, NYC

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