

CableFAX Daily™

Monday — February 27, 2012

What the Industry Reads First

Volume 23 / No. 037

Mas, Mas, Mas: Univision Facing Growing US Hispanic Base, Demo Targeters

With the '10 World Cup a distant memory, US Census revelations a year old and multiplatform content the industry topic du jour, Hispanic media has been flying under the radar. But it's not out-of-mind, according to **Univision** pres/CEO *Randy Falco*, who said Fri "every media exec wakes up thinking about two growth areas: Hispanic and digital." And come the upfront season, Falco believes Univision is poised to make some noise on the broadcast side. The net averaged 1.06mln 18-34s in prime last year, not far behind **ABC** (1.17mln), **NBC** (1.15mln) and **CBS** (1.10) while **Fox** led, and easily outpaced all cable channels in that demo and among 18-49s. And get this: 94% of Univision's 18-49 prime viewership is live. "That engagement is the ultimate currency," said Falco, who expects Univision to garner "more than our commensurate share" of upfront dollars. The company expects overall affil rev growth in the mid-teens this year, no doubt helped by the imminent launches of cable nets **Univision Deportes**, **Univision tnovelas** and **Univision Noticias**. Other MVPDs have yet to join **DISH** as affils of the trio, but cable ops might want to consider how the DBS op's concerted push for Hispanic subs is paying off. To wit: this week pres/CEO *Joe Clayton* said 17% of DISH's new customers are Hispanic. **Galavision**, meanwhile, enjoyed last year its best-ever annual performance in prime among P2+, 18-49s and 18-34s, and according to Univision maintained its position as the top Spanish-language cable net among US Hispanics while becoming the only such net to deliver prime growth among key demos in 4Q. As Super Bowl XLVI averaged a record 10.4mln Hispanic viewers, marking the 2nd consecutive big game with at least 10mln Hispanics and 68% growth in the demo since '07, media players continue to target the growing demo. After **Nat Geo Mundo**, *Encore Espanol* and **Cablevision's EI Bronx En Espanol** and **News 12 New Jersey Espanol** launched in '11, **Fox Intl Channels** and Colombia-based **RCN TV Group** formed last month a jv to launch **MundoFox**, a Spanish-language broadcast net targeting the US Hispanic market slated to launch this fall. And **Comcast** just announced plans for **EI Rey**, an English for Latino and general audiences net set to bow in Jan '14. Undaunted, Falco remains confident because "we're in a unique position... we have rare trust and loyalty with our audience."

Walking Away: **Clearwire** shares fell 6.84% Fri following news of **Google's** plans to sell its 6.5% stake in the com-

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Source: Beta Research Local Ad Sales Executive Study, January 2012. Ranked #1 for Promotions, based on means among total respondents.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 818.945.5309, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Contributor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Barbara Bauer, 301.354.1796, bbauer@accessintel.com

pany, or approx 29.42mln shares, for approx \$47.1mln (\$1.60/share)—miles below the \$500mln Google invested in CLWR in '08. Not surprisingly, **Comcast** and **Sprint** declined to purchase any of Google's shares. Sprint owns 58.1% of CLWR, Comcast 16.4%, **Time Warner Cable** 9.3% and **Bright House** 1.8%. Comcast and TWC announced they will abandon their branded wireless broadband plays that use CLWR's network.

Earnings: Setting its solid recent yet typically lumpy financials aside, **TiVo** is percolating. The company delivered a net gain of 234K subs last quarter, the highest quarterly increase in nearly 6 years and leading to 11% YOY growth. Its tie-up with **Charter** is live in Fort Worth and in field trials in 5 other markets, **DirectTV** is now available nationwide, and deployments continue with **RCN**, **Suddenlink** and **Grande Comm**. And TiVo's **Comcast** offering, which will enable access to the MSO's VOD content on TiVo Premiere retail set-tops, is in market trial and slated to launch soon in San Francisco. Also, Comcast will offer free installs of the boxes and promote the on demand availability in San Fran as well as future markets. All this after patent disputes with **AT&T** and **DISH** were resolved very favorably and **Pace** agreed to a partnership. -- **Crown Media** delivered 9.8% rev growth in 4Q, powered by an 18.2% jump in ad rev, with rises at **Hallmark Channel** (+14%) and **Hallmark Movie Channel** (+76%). Offsetting the gains was a 19.1% fall in affil rev, although contractual rates increased. Net income of \$29.87mln improved 1.4% YOY. Hallmark Movie ended '11 with distribution of approx 45mln homes, marking a 19% rise compared to the prior year. -- **The Washington Post Co's CableONE** reported flat 4Q rev of \$190.8mln and a 12% increase in op income to \$41.9mln. Declining basic subs offset improvement in HSD and phone, affecting rev and PSUs, which grew 2% during the period. As of Dec 31, the MSO counted 621K basic subs, 451K HSD and 180K phone (+126%). The Post's broadcast segment saw rev decline 7% on tough ad comps related to the Olympics and political.

Ratings: **Fuel** expected a huge viewership boost from its 1st exclusive UFC event, and that's exactly what it got Wed night. The 3-hour telecast that featured 6 live bouts now ranks as the net's most-watched program ever, with its 217K total viewers and 130K men 18-49 also setting a new prime record for Fuel. The telecast also powered the net's most-watched day in history through explosive YOY time-period growth in avg total day (+520%) and men 18-49 (+580%) audiences, plus its most-watched week ever. -- Heading into the **NBA All-Star Break**, national league games on cable have garnered solid growth despite (or perhaps because of) the league's truncated season. **ESPN's** contests are averaging a 1.6 rating so far, up 7% YOY, and through 21 games **TNT** is averaging a 1.8 rating (+29%), 2.74mln total viewers (+25%) and 2.06mln homes (+25%).

Programming: **FX** picked up a 4th season of "Archer." -- Marking an MLB first, **MLB Net's** Spring Training telecast of the Indians-Diamondbacks will feature live in-game audio. Airing on a brief delay throughout the game, the audio will feature up to 6 players from each team. -- **WE tv** greenlit "Hair Divas: Hollywood" (June 7), spotlighting celeb hair stylist **Kim Kimble** and her clientele including **Beyonce** and **Mary J. Blige**.

People: **G4** elevated **Matt Monos** to svp, programming planning and acquisitions and **David Angehrn** to svp, marketing, plus welcomed **Lorenzo de Guttaduro** as svp, brand and creative. A search is underway for a new head of dev and prod. -- **Comcast** dir emeritus **Julian Brodsky** joined the **SCTE Foundation** board for the '11-'12 term. -- **Fox Sports Media Group** upped **Karen Brodskin** to evp, business and legal affairs. -- **CNBC** tapped **Rick Beispiel** to head its new strategic sales unit as svp, strategic client development.

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CableFAX Week in Review

Company	Ticker	2/24 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	45.61	1.40%	6.67%
DISH:	DISH	28.80	(0.76%)	1.12%
DISNEY:	DIS	41.31	(1.05%)	10.16%
GE:	GE	19.24	(0.21%)	7.43%
NEWS CORP:	NWS	20.17	(0.4%)	10.95%

MSOS

CABLEVISION:	CVC	15.62	1.63%	9.85%
CHARTER:	CHTR	63.43	0.92%	11.40%
COMCAST:	CMCSA	29.19	0.07%	23.11%
COMCAST SPCL:	CMCSK	28.31	(0.28%)	20.16%
GCI:	GNCMA	10.82	(4.75%)	10.52%
KNOLOGY:	KNOL	15.78	(1.87%)	11.13%
LIBERTY GLOBAL:	LBTYA	49.25	(0.14%)	20.03%
LIBERTY INT:	LINTA	18.39	2.00%	13.38%
SHAW COMM:	SJR	20.22	3.69%	4.39%
TIME WARNER CABLE:	TWC	78.21	0.71%	23.03%
VIRGIN MEDIA:	VMED	25.10	(1.34%)	17.40%
WASH POST:	WPO	397.56	0.55%	5.51%

PROGRAMMING

AMC NETWORKS:	AMCX	45.28	(0.07%)	20.49%
CBS:	CBS	29.75	0.54%	9.62%
CROWN:	CRWN	1.26	6.78%	4.13%
DISCOVERY:	DISCA	44.53	(1.53%)	8.69%
GRUPO TELEVISIA:	TV	20.77	(2.3%)	(1.38%)
HSN:	HSNI	37.99	3.23%	4.77%
INTERACTIVE CORP:	IACI	45.19	(1.35%)	6.08%
LIONSGATE:	LGF	13.91	15.53%	67.19%
LODGENET:	LNET	3.54	4.73%	48.12%
NEW FRONTIER:	NOOF	1.14	5.56%	10.68%
OUTDOOR:	OUTD	7.15	0.99%	(4.16%)
SCRIPPS INT:	SNI	44.99	2.27%	6.06%
TIME WARNER:	TWX	37.69	(0.03%)	4.29%
VALUEVISION:	VVTV	1.79	6.55%	(4.79%)
VIACOM:	VIA	53.51	(2.34%)	0.34%
WWE:	WWE	9.15	(5.57%)	(1.82%)

TECHNOLOGY

ADVANTAGE:	AEY	2.17	(4.82%)	3.33%
ALCATEL LUCENT:	ALU	2.59	5.71%	66.03%
AMDOCS:	DOX	30.85	3.63%	8.13%
AMPHENOL:	APH	56.30	(0.02%)	24.04%
AOL:	AOL	18.23	(2.67%)	20.73%
APPLE:	AAPL	522.41	4.04%	28.99%
ARRIS GROUP:	ARRS	11.69	(1.1%)	8.04%
AVID TECH:	AVID	11.71	(0.85%)	37.28%
BLNDER TONGUE:	BDR	1.32	(3.65%)	8.20%
BROADCOM:	BRCM	36.75	(2.42%)	25.17%
CISCO:	CSCO	20.14	(0.74%)	11.39%
CLEARWIRE:	CLWR	2.11	(4.52%)	8.76%
CONCURRENT:	CCUR	3.88	2.65%	2.37%
CONVERGYS:	CVG	13.19	(0.53%)	3.29%
CSG SYSTEMS:	CSGS	16.25	0.74%	10.47%
ECHOSTAR:	SATS	30.64	(3.59%)	46.32%
GOOGLE:	GOOG	609.90	0.87%	(5.57%)
HARMONIC:	HLIT	6.18	(2.37%)	22.62%

Company	Ticker	2/24 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	26.70	(2.45%)	10.10%
JDSU:	JDSU	14.03	(6.03%)	34.39%
LEVEL 3:	LVLTL	23.58	10.96%	38.79%
MICROSOFT:	MSFT	31.48	0.74%	21.26%
MOTOROLA MOBILITY:	MMI	39.73	0.08%	2.40%
RENTRAK:	RENT	22.22	1.88%	55.60%
SEACHANGE:	SEAC	7.06	0.00%	0.43%
SONY:	SNE	21.73	5.49%	20.45%
SPRINT NEXTEL:	S	2.47	7.39%	5.56%
THOMAS & BETTS:	TNB	72.04	0.15%	31.94%
TIVO:	TIVO	11.61	(3.33%)	29.43%
UNIVERSAL ELEC:	UEIC	20.60	4.62%	22.11%
VONAGE:	VG	2.48	(19.22%)	1.22%
YAHOO:	YHOO	14.89	(6.47%)	(7.69%)

TELCOS

AT&T:	T	30.34	1.10%	0.33%
VERIZON:	VZ	38.14	(0.83%)	(4.94%)

MARKET INDICES

DOW:	DJI	12982.95	0.25%	6.26%
NASDAQ:	IXIC	2963.75	0.41%	13.77%
S&P 500:	GSPC	1365.74	0.33%	8.60%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LIONSGATE:	13.91	15.53%
2. LEVEL 3:	23.58	10.96%
3. SPRINT NEXTEL:	2.47	7.39%
4. CROWN:	1.26	6.78%
5. VALUEVISION:	1.79	6.55%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. VONAGE:	2.48	(19.22%)
2. YAHOO:	14.89	(6.47%)
3. JDSU:	14.03	(6.03%)
4. WWE:	9.15	(5.57%)
5. ADVANTAGE:	2.17	(4.82%)

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