

CableFAX Daily™

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What the Industry Reads First

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UBP 2.0: Coloring Time Warner Cable's Usage-based Broadband Model

Time Warner Cable's initial foray into usage-based broadband pricing in '09 was treated with disdain, but chmn/CEO *Glenn Britt* expects the refreshed iteration (*Cfax*, 2/28) to gain acceptance. The great number of people who don't use the Internet a whole lot can save through usage-based pricing, said Britt at the **Morgan Stanley** conference, but perhaps more importantly it can help assuage widespread economic pressures and open up affordable services to more people. "Some of the entertainment execs are in denial about this, but it's happening in America," he said of the sizable population swath living paycheck to paycheck. "We're clearly moving away from the one-size-fits-all philosophy. I'd rather have cash-strapped people buy something than nothing." From an operational perspective, TWC and many other ops have long focused on the superior broadband speeds available through cable vis a vis competitive providers, yet Britt said reality shows 10-15Mbps allows consumers to do just about anything they want online. Now, "the consumption element, which has a physical reality in our in our infrastructure, is actually a much more important one," he said. And as far as the negative connotations surrounding usage caps, "my philosophy is that we should not have a cap... and that we should offer an unlimited service forever, or as long as I'm CEO," said Britt. "We're trying to be very consumer friendly." To that end, Britt believes TWC will be able to "open up a whole new packaging, marketing realm around" the new Essentials broadband pricing, for which he expects adoption "but not a huge uptake." **Sanford Bernstein's** *Craig Moffett* expects TWC's move "will be the first in a series of announcements of usage-based pricing plans for the industry."

Carriage: **Univision tlnovelas**, the company's 1st of 3 new cable nets slated to launch by July, is now available exclusively on **DISH** as part of the DBS op's DishLatino programming packages. The channel's novelas "and thousands of hours of other Univision content will be available on demand on TVs, PCs and mobile devices for our customers," said DISH svp, programming *Dave Shull*. Univision declined to disclose the launch dates for **Univision Deportes** and **Univision Noticias**.

Ides of March: Analysts wonder whether DISH must beware the Ides of March after the **FCC** said it will consider at its

Ali Landry and Alison Sweeney host a star-studded party every week.
Premieres Sunday March 4 9|8c

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Mar 21 open meeting an NPRM “proposing service, technical, assignment, and licensing rules for flexible terrestrial use of spectrum currently assigned to the Mobile Satellite Service (MSS) in the 2 GHz band.” **Wells Fargo Securities’ Marci Ryvicker** notes DISH is looking to acquire MSS spectrum from **DBSD** and **TerreStar** in order to further its wireless initiatives, and believes the FCC’s mention of flexible use refers to the waiver sought by DISH to use its spectrum for terrestrial wireless services without a required satellite component. “We heard from our D.C. contacts that this agenda is the FCC’s way of putting pressure on [Charlie] Ergen during the current negotiating process,” said Ryvicker, adding the contacts say the most likely scenario is for the FCC to grant DISH the transfer outright and grant the waiver contingent upon the outcome of an NPRM. Ergen isn’t sure what to expect (**Cfax**, 2/24). **Stifel Nicolaus** said a rulemaking could ominously hint at the FCC’s disinclination to grant DISH the waiver. “Our sense is Dish will have to overcome FCC resistance to granting any waiver due to concerns about procedural issues—complicated by the **LightSquared** imbroglio—as well as Dish’s true intent and ability to build out a competitive network,” wrote the firm.

At the Portals: 14 cable op top dogs including *Glenn Britt, Tom Rutledge, Pat Esser* and *Jim Dolan* issued a letter to **FCC** chmn *Julius Genachowski* Thurs urging the Commission’s approval of its proposal to permit encryption of the basic tier in all-digital systems. While **NCTA** has already supported the proposal (**Cfax**, 11/29), the execs highlighted the pro-consumer and pro-innovation benefits of basic tier encryption. Given consumers would benefit from fewer service calls and reduced service theft, which can affect service quality and reliability and increase costs, said the execs, “cable operators will have even more incentives to migrate rapidly to all-digital networks. This frees up cable bandwidth for faster Internet, more high-definition channels, more video-on-demand choices, and other services that customers are demanding in today’s competitive marketplace.”

Signing Off: After personally bidding farewell to numerous districts in recent weeks, former **Insight** CEO *Michael Willner* formally shuttered his Michael’s Insight blog Wed night. Most of the Insight employees with whom customers have interacted for years will continue in their posts under **Time Warner Cable**, said Willner, adding that “a handful of senior managers, including me, will depart immediately.” The list includes pres/COO *Dinni Jain*, evp/CFO *John Abbot*, CTO/evp, Central Ops *Hamid Heidary* and evp, ops *Chris Slattery*. TWC said former Insight systems now fall under the purview of West Region evp, ops *Bill Goetz*.

Retrans: A retrans deal reached by **Cox** and **LIN TV** Wed night prevented blackouts of 9 stations in 5 states, including **NBC** and **Fox** affils in Hampton Roads, VA, **CBS** and **Fox** affils in Providence and an **ABC** affil in CT.

Morgan Stanley Notebook: **AT&T**’s top priority remains “shoring up our spectrum position,” said chmn/CEO *Randall Stephenson*, though he insists the telco won’t face a shortage for at least 3-4 years even after the **T-Mobile** deal was scuttled. That voluntary spectrum auctions made it into the compromise payroll tax cut legislation hammered out a few weeks ago is “very good news,” he said, but “we’ve got a very long way to go to get that spectrum into the marketplace.” At least 6 years, Stephenson believes. No T-Mobile does mean, however, that AT&T is struggling to find efficient methods with which to serve rural communities with broadband, he said, and a failure in this regard would require “a significant modification of our cost structure.”

Online: **ESPN3** will begin Thurs offering streaming access through **Facebook** to hundreds of college basketball

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Best Advice/Motto Series



“Don’t be afraid to swim
upstream.”

Joan Gillman
EVP/President
Time Warner Cable Media (pictured, right)

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BUSINESS & FINANCE

games from conference tourneys. Authentication remains in replay, and teams and conferences can display the ESPN3 player on their own FB fan pages. -- **A&E Nets** tapped the **Platform** to provide content management and business rights modeling/enforcement for its content across the Web and mobile devices.

Programming: The Hub's '12-'13 lineup features 4 new original series including as "Care Bears: Welcome to Care-a-Lot" (summer) and "Spooksville" (4Q), based on *Christopher Pike's* book series. -- The name *Palin* hasn't been in the news much lately, but **Lifetime** is changing that. It announced upcoming docuseries "Bristol Palin: Life's a Tripp." The net's ordered 10 eps of the series following Palin's life as young, single mother and as daughter of *Sarah Palin* (who will presumably make appearances in the reality show along with husband Todd). As part of its effort to super-serve golf enthusiasts, **NBC Sports** announced **Golf Channel** will feature this weekend coverage of holes 15-17 from PGA stop The Honda Classic while NBC simultaneously presents overall tourney coverage (Sat and Sun, 3-6pm).

People: **ESPN** welcomed *John McNamara* as vp, multimedia sales. -- **Casa Systems** appointed retired **SeaChange** CEO *Bill Styslinger* a board member.

CableFAX Daily Stockwatch

Company	03/01 Close	1-Day Ch	Company	03/01 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	46.34	0.02	CLEARWIRE:	2.29	(0.01)
DISH:	28.79	(0.38)	CONCURRENT:	3.69	(0.1)
DISNEY:	42.39	0.40	CONVERGYS:	12.77	(0.11)
GE:	19.12	0.07	CSG SYSTEMS:	16.04	0.03
NEWS CORP:	20.36	0.07	ECHOSTAR:	30.10	0.13
MSOS					
CABLEVISION:	14.11	(0.12)	GOOGLE:	622.40	4.15
CHARTER:	63.24	(0.17)	HARMONIC:	5.85	(0.04)
COMCAST:	29.45	0.04	INTEL:	26.86	(0.02)
COMCAST SPCL:	28.71	0.12	JDSU:	13.46	0.43
GCI:	10.58	(0.01)	LEVEL 3:	24.51	0.20
KNOWLOGY:	17.71	(0.12)	MICROSOFT:	32.29	0.55
LIBERTY GLOBAL:	51.40	1.22	MOTOROLA MOBILITY:	39.73	0.03
LIBERTY INT:	18.80	0.04	RENTRAK:	20.59	(0.19)
SHAW COMM:	20.55	0.06	SEACHANGE:	6.82	(0.05)
TIME WARNER CABLE:	79.23	(0.11)	SONY:	21.57	0.18
VIRGIN MEDIA:	25.26	0.06	SPRINT NEXTEL:	2.50	0.03
WASH POST:	398.50	4.60	THOMAS & BETTS:	72.38	0.15
PROGRAMMING					
AMC NETWORKS:	46.05	0.66	TIVO:	11.56	0.31
CBS:	30.35	0.45	UNIVERSAL ELEC:	19.11	(0.45)
CROWN:	1.28	UNCH	VONAGE:	2.36	(0.03)
DISCOVERY:	46.52	(0.13)	YAHOO:	14.93	0.10
GRUPO TELEVISA:	21.27	(0.06)	TELCOS		
HSN:	36.90	(0.26)	AT&T:	30.63	0.04
INTERACTIVE CORP:	47.22	1.62	VERIZON:	38.43	0.32
LIONSGATE:	13.79	0.11	MARKET INDICES		
LODGENET:	3.47	0.06	DOW:	12980.30	28.23
NEW FRONTIER:	1.19	(0.04)	NASDAQ:	2988.97	22.08
OUTDOOR:	6.65	(0.4)	S&P 500:	1374.09	8.41
SCRIPPS INT:	45.85	0.65			
TIME WARNER:	37.46	0.25			
VALUEVISION:	1.70	(0.04)			
VIACOM:	54.51	0.98			
WWE:	9.35	0.21			
TECHNOLOGY					
ADVANTAGE:	2.29	0.12			
ALCATEL LUCENT:	2.39	(0.08)			
AMDOCS:	30.80	0.13			
AMPHENOL:	56.45	0.49			
AOL:	18.09	0.13			
APPLE:	544.47	2.03			
ARRIS GROUP:	11.34	(0.05)			
AVID TECH:	10.80	0.15			
BLNDER TONGUE:	1.38	0.02			
BROADCOM:	37.15	UNCH			
CISCO:	19.88	UNCH			



For info www.t-howard.org or call Maria Ducheine at (212) 997-0100 ext.214

Wednesday, March 28, 2012

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Independent Operator Awards*

- Independent Operator of the Year
- Independent Marketer of the Year
- Independent System Executive of the Year
- Independent Customer Service Award
- Independent Technology Award
- Independent Project Launch of the Year
- Independent Financial Exec of the Year
- Independent Lifetime Achievement Award

* In Conjunction with NCTC and ACA

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- MSO of the Year
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- Community Service Award System-level
- Technology Award
- Financial Exec of the Year
- Regional Executive of the Year
- Customer Care
- Project Launch of the Year
- Leadership Award
- Lifetime Achievement Award

Fill out Form or Enter Online at: www.cablefax.com/awards

Category of Award: _____

Name of Award Candidate: _____

Title of Person or Campaign: _____

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Name of Nominator: _____

Title: _____

Address: _____

Email: _____

Phone: _____

In 400 words or fewer, why does this person/campaign deserve to win an award? (Please be specific and include as much detail as possible.)

Please support the candidacy with any additional material (testimonials, press clippings etc) that you see fit.

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Top Ops AWARDS

Send Entry to:

Mfrench@accessintel.com or
Mary Lou French
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Rockville MD 20850

Our Top Ops list will be honored in CableFAX: The Magazine's July issue and during an awards luncheon in September coinciding with CableFAX's annual Program Awards.



Enter Online at: www.cablefax.com/awards

PROGRAMMER'S PAGE

Turnaround Story?

There's no doubt **CBS** pres/CEO *Les Moonves* is a great interview, owing to his passionate views and general forthrightness. But it appears Moonves misspoke at the **Deutsche Bank** conference this week. "The economics of buying a cable network, we have explored that, don't really make sense," he said, adding CBS investors wouldn't like the company "spending x amount for the Hallmark Channel, the TV Guide Channel." Trouble is, while **TV Guide Net** is likely on the block, **Crown Media** said neither **Hallmark Channel** or any other asset is being shopped around. Of course, a potential sale wouldn't be shocking, not when Crown shares remain disconcertingly close to a 5-yr low of \$1.12 and the company's balance sheet is weighted more than 14x in favor of debt over cash. Yet Crown's 4Q results were pretty darn good, including an 18.2% jump in ad rev, 1.4% growth in net income to \$29.87mln and year-end distribution of 45mln (+19%) for **Hallmark Movie Channel**. And even though affil rev disappointed by falling 19.1%, **S&P** this week revised its rating outlook on Crown to positive from stable and reaffirmed its 'B' corporate credit rating. S&P said Crown has "improved the audience ratings and distribution of its cable networks in recent quarters, resulting in higher EBITDA and lower leverage than our expectations," adding the positive rating outlook "reflects our view that the company could continue improving the business position of its cable network franchise over the intermediate term, leading to further EBITDA growth and leverage reduction." CRWN investors would no doubt prefer a much faster turnaround, but the company's positive strides hint at a brighter future and the continued nurturing—and not sale of—Hallmark Channel. I remember thinking at TCA early this year that Crown had no business throwing a lavish dinner party. Perhaps such marketing tactics are helping turn the tide. *CH*

Highlights: "We'll Take Manhattan," 8pET, Sat, **Ovation**. There's so much to like in this 1st Ovation original that tells the story of the first supermodel, *Jean Shrimpton*, and photographer *David Bailey*. Its look and music are strong, but the performance of newcomer *Aneurin Barnard* as brash, iconoclastic Bailey is remarkable. He's aided by fine co-stars *Karen Gillan* of "Dr. Who" and *Helen McCrory*.

Worth a Look: "Ice Pilots, 9p ET, Mon, **Weather**. Finally, a reality series directly linked to a net's specialty. "IP" tracks the hazards of running an airline during winter in Canada's NW territories. It follows Buffalo Airways, which operates WWII-era prop planes in the arctic. -- "Archer" 10p, Thurs, **FX**. Emotional is a word best avoided when describing FX's faux super-spy Sterling Archer, who's callous, egomaniacal, indiscreet and hormonally-overcharged. And those are his good qualities. But Thurs (3/1) Archer perhaps has found his father and "the best sex of my life." And next week (3/8) more emotion, as Archer re-discovers a lost love. Not to worry, the emotional baggage doesn't crowd out "Archer" the series' tasteless, low-brow tone or its general hilarity. Also getting emotional is "Unsupervised" (10:30p, Thurs, **FX**), which ostensibly is about 2 teens whose parents are MIA. But it's the boys' underlying friendship pushing between breaks in the comedy that makes "Unsupervised" endearing.

Basic Cable Rankings (1/30/12-2/26/12)			
Mon-Sun Prime			
1	USA	2.3	2271
2	DSNY	1.7	1704
3	HIST	1.6	1589
4	TBSC	1.5	1481
4	TNT	1.5	1474
4	FOXN	1.5	1470
7	ESPN	1.2	1171
8	A&E	1.1	1084
9	FX	1	1025
9	SYFY	1	1001
9	MTV	1	955
9	ADSM	1	950
9	DSE	1	70
14	HGTV	0.9	925
14	FAM	0.9	919
14	DISC	0.9	910
14	LIFE	0.9	885
14	FOOD	0.9	878
14	AMC	0.9	819
14	TRU	0.9	811
21	BRAV	0.8	782
21	TLC	0.8	765
21	NKJR	0.8	612
24	TVLD	0.7	693
24	NAN	0.7	680
24	CMDY	0.7	678
24	MSNB	0.7	677
24	CNN	0.7	647
24	BET	0.7	632
24	ID	0.7	566
31	SPK	0.6	637
31	LMN	0.6	519
31	HALL	0.6	493
34	APL	0.5	502
34	EN	0.5	456
34	NGC	0.5	392
37	VH1	0.4	433
37	HLN	0.4	376
37	TRAV	0.4	341
37	OXYG	0.4	311
37	DXD	0.4	292
37	WE	0.4	290
37	GSN	0.4	263
37	NKTN	0.4	232
45	ESP2	0.3	294
45	CMT	0.3	265

*Nielsen data supplied by ABC/Disney



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