

CableFAX Daily™

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What the Industry Reads First

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Sunny Days: Suddenlink Sees Growth, M&A Activity & Fair Weather

Suddenlink's feeling pretty good about TV Everywhere's potential. Having launched Suddenlink2Go in early June, the MSO has logged 3.4mln uses by year end, averaging 500K video a month. The service is available across Suddenlink's footprint, and the company's on track to complete its Project Imagine upgrade by year-end, bringing more VOD, HD and HSD capacity to customers. Something else CEO *Jerry Kent* is crowing about: out of the 76 retrans consent agreements due in Dec, there was only 1 blackout. That NBC affil went dark for about 30 days and was restored shortly before the Super Bowl, Kent said during Fri's earnings call. Suddenlink grew 4Q rev 5.8% to \$489.7mln and adjusted EBITDA 9.6% to \$189.5mln. Net income was \$7.2mln for the Q, compared to net income of \$5.9mln for the 4Q10. The MSO lost 16,100 basic customers in the Q, while digital subs increased by 13,700. Residential HSD customers were up by 14,200 and residential voice grew by 12,500. The company instituted rate increases in 4Q, which generally resulted in an average 4.6% increase for bills. Suddenlink has made the **TiVo** Premiere DVR available in about 70% of its footprint, but its customers might not realize it. That's because the MSO is being selective in marketing the multi-room DVR, making sure targeted subs have at least 10Mbps HSD service to run the box. Company brass also said it's important to avoid having a huge swap out of legacy boxes, resulting in too many in inventory. No call would be complete without a question on M&A. "We are seeing the beginning of what we think is somewhat of acceleration in the M&A market," Kent said. "We continue to look at acquisitions, but it would have to be very, very strategic for us. Major acquisitions given that we're still completing Project Imagine, given the dividends that we've issued, it really is not our top priority," Kent said. "That said, if there really was a compelling acquisition that was such a great fit that we had to pursue it, we would be cognizant of our rating and if it was major, we'd have to look at bringing in additional equity to maintain those ratings." Kent declined to give specifics on 1Q's outlook, but was upbeat: "We're in St Louis today. It's a beautiful day, not a cloud in the sky. It's sunny and there's no real wind. And I would say our operations are pretty much like the weather today."

Retrans: One TX retrans stalemate is over, with **DISH** and **Bayou City Broadcasting** shaking hands on a multi-year retrans consent deal for **Fox** affils **KXVA** (Abilene) and **KIDY** (San Angelo) as well as **My Network** affil **KIDZ** (Abilene). DISH lost the stations on Feb 28. "We thank Bayou City Broadcasting for its willingness to remain at the negotiating table and help reconnect DISH customers to those local channels with all their excellent programming," said *Dave Shull*, DISH svp, programming. "We are most pleased on behalf of DISH customers in the Abilene and San Angelo areas who will continue to receive the best channel choices at the lowest everyday prices in the industry." Things are not as sunny in Corpus Christi, TX, where NBC affil **KRIS** and **Telemundo** station **KAJA** have been off the air since Dec 13. Station owner **Cordillera** continues to encourage viewers to switch to **Grande**, **DISH**, **DirectTV** or **AT&T**, while TWC keeps directing folks to the amount of NBC programming available via VOD and online.



Best Advice/Motto Series



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Jerry Kent
Chairman/CEO
Suddenlink

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Show Biz: Lots of big names on the marquee for May's **Cable Show** in Boston. **CNN's Piers Morgan** will conduct an interview on stage with **TBS** late night host **Conan O'Brien**. Questions about the rising cost of sports can go right to **NBA** commissioner **David Stern**, who will be on a general session panel. The usual suspects also will serve as speakers, including **Time Warner Cable's Glenn Britt**, **Time Warner's Jeff Bewkes**, **Cox's Pat Esser** and **ESPN** pres and **Disney Media** co-chair **John Skipper**. We're holding out hope that cable execs will get to jam to a live performance of "Bad Boy for Life" by P Diddy given his upcoming cable net launch (**Revolt**).

Advertising/Marketing: **AMC** and **RockYou** announced "The Walking Dead Social Game," an interactive, social game based on AMC's TV series. The **Facebook** game launches next month, but sign up is open now at Facebook.com/amcthewalkingdeadgame. -- **Turner** will debut co-branded promos for theatrical "21 Jump Street" across **Adult Swim**, **truTV**, **TBS**, **TNT** and **Turner Sports** throughout the month of March as part of a multi-network promotion with **Columbia Pictures** and **MGM**. Components include custom tune-in clips highlighting the mean streets of L.A. followed by a more entertaining comparative of the lives of "21 Jump Street" cops during commercial breaks for Tues' "Southland" episode.

Programming: Millions have watched the "Kony 2012" film. Now go behind the scenes with **Halogen TV's** "Roadworthy: The Invisible Children Tour." In the works long before this week's video buzz, the Halogen-produced series follows Invisible Children's youth volunteers, known as Roadies, as they join forces with Ugandans to share their stories with communities across the country (debuts Apr 15, 9pm ET). -- **Nat Geo Wild** is in production for 6-part global series "Extreme Animal Rescue," which will air in more than 90 countries. It follows wildlife expert **Donald Schultz** and animal advocate, actor, dir **Alison Eastwood** doing whatever necessary to find animals a healthy living environment.

Social Circle: **Oxygen** has tapped **ACTV8.ME** as a social TV partner for "The Glee Project," Season 2, with plans to offer fans video chats with contenders, on-air recognition and more.

People: **ESPNer Nate Smeltz** is headed to **Turner** as vp, Turner Sports Content Comm. **Jenn Toner** was promoted to vp, Turner Ad Sales and Sports Biz Comm.

On the Circuit: It's not all skiing in Vail. This year's **SkiTam** fundraiser (Mar 29) will feature a panel discussing marketing challenges and opportunities for the cable industry based off **IBM's** recent Global CMO Study, Mar 29, 4:30pm, Vail Cascade Resort. **Cox** chief sales & marketing officer **Mark Greatrex**, **NBCU** svp, marketing and sales strategy **Brian Hunt**, **Charter** svp marketing **Allan Samson** and **Time Warner Cable** svp, marketing **Marissa Freeman** will participate in the panel, organized by **Adaptive Spirit** and the **Rocky Mountain Cable Association**.

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ESPN, Inc.

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CÉSAR CONDE

President, Univision Networks

Univision Communications, Inc.

CHAMPION AWARD RECIPIENT

BRIDGET BAKER

President, TV Networks Distribution

NBCUniversal

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Scripps Networks Interactive Inc.

SEAN R. H. BRATCHES

EVP, Sales and Marketing
ESPN

TONIA O'CONNOR

President, Distribution Sales & Marketing
Univision Communications, Inc.

MATT BOND

EVP, Content Distribution
NBCUniversal

TERRY DENSON

VP, Global Strategy
Verizon Communications

BEN PYNE

President, Global Distribution
Disney Media Networks

CableFAX Week in Review

Company	Ticker	3/09 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	47.15	1.29%	10.27%
DISH:	DISH	31.46	7.48%	10.46%
DISNEY:	DIS	42.24	(0.28%)	12.64%
GE:	GE	19.04	(1.04%)	6.31%
NEWS CORP:	NWS	20.13	(0.1%)	10.73%

MSOS

CABLEVISION:	CVC	14.41	(2.37%)	1.34%
CHARTER:	CHTR	61.09	(2.35%)	7.29%
COMCAST:	CMCSA	29.84	2.05%	25.85%
COMCAST SPCL:	CMCSK	29.33	2.66%	24.49%
GCI:	GNCMA	10.25	0.29%	4.70%
KNOLOGY:	KNOL	18.34	0.99%	29.15%
LIBERTY GLOBAL:	LBTYA	50.27	(0.61%)	22.52%
LIBERTY INT:	LINTA	18.68	0.27%	15.17%
SHAW COMM:	SJR	20.42	(0.87%)	5.42%
TIME WARNER CABLE:	TWC	79.68	0.91%	25.34%
VIRGIN MEDIA:	VMED	24.93	(0.68%)	16.60%
WASH POST:	WPO	386.58	(1.74%)	2.59%

PROGRAMMING

AMC NETWORKS:	AMCX	45.69	0.86%	21.58%
CBS:	CBS	30.81	1.72%	13.52%
CROWN:	CRWN	1.23	(2.38%)	1.65%
DISCOVERY:	DISCA	47.18	(0.38%)	15.16%
GRUPO TELEVISIA:	TV	20.77	0.00%	(1.38%)
HSN:	HSNI	37.78	4.25%	4.19%
INTERACTIVE CORP:	IACI	48.65	3.89%	14.20%
LIONSGATE:	LGF	13.54	(2.24%)	62.74%
LODGENET:	LNET	3.40	0.59%	42.26%
NEW FRONTIER:	NOOF	1.32	15.79%	28.16%
OUTDOOR:	OUTD	7.83	23.70%	4.96%
SCRIPPS INT:	SNI	45.24	(1.46%)	6.65%
TIME WARNER:	TWX	36.72	(1.13%)	1.60%
VALUEVISION:	VVTV	1.67	(0.6%)	(11.17%)
VIACOM:	VIA	54.06	(0.3%)	1.37%
WWE:	WWE	9.02	(0.33%)	(3.22%)

TECHNOLOGY

ADDVANTAGE:	AEY	2.15	(5.92%)	2.14%
ALCATEL LUCENT:	ALU	2.38	(0.42%)	52.56%
AMDOCS:	DOX	30.73	0.33%	7.71%
AMPHENOL:	APH	56.83	1.07%	25.20%
AOL:	AOL	17.70	0.17%	17.22%
APPLE:	AAPL	545.17	0.00%	34.61%
ARRIS GROUP:	ARRS	11.28	1.90%	4.25%
AVID TECH:	AVID	10.96	(6.4%)	28.49%
BLNDER TONGUE:	BDR	1.35	(0.74%)	10.66%
BROADCOM:	BRCM	36.38	0.55%	23.91%
CISCO:	CSCO	19.80	0.20%	9.51%
CLEARWIRE:	CLWR	2.11	(5.8%)	8.76%
CONCURRENT:	CCUR	3.61	(3.48%)	(4.75%)
CONVERGYS:	CVG	12.52	0.97%	(1.96%)
CSG SYSTEMS:	CSGS	16.00	0.95%	8.77%
ECHOSTAR:	SATS	28.64	(3.92%)	36.77%
GOOGLE:	GOOG	600.25	(3.38%)	(7.07%)
HARMONIC:	HLIT	5.82	(3%)	15.48%

Company	Ticker	3/09 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	27.07	0.59%	11.63%
JDSU:	JDSU	13.52	0.82%	29.50%
LEVEL 3:	LVLTL	24.06	(1.47%)	41.61%
MICROSOFT:	MSFT	31.99	(0.28%)	23.23%
MOTOROLA MOBILITY:	MMI	39.75	0.05%	2.45%
RENTRAK:	RENT	20.02	(0.35%)	40.20%
SEACHANGE:	SEAC	6.96	2.20%	(1%)
SONY:	SNE	21.26	(0.51%)	17.85%
SPRINT NEXTEL:	S	2.78	11.20%	18.80%
THOMAS & BETTS:	TNB	72.21	(0.03%)	32.25%
TIVO:	TIVO	11.28	(3.01%)	25.75%
UNIVERSAL ELEC:	UEIC	19.30	4.16%	14.40%
VONAGE:	VG	2.19	(11.69%)	(10.61%)
YAHOO:	YHOO	14.63	(8.1%)	(9.3%)

TELCOS

AT&T:	T	31.18	1.00%	3.11%
VERIZON:	VZ	39.10	1.11%	(2.54%)

MARKET INDICES

DOW:	DJI	12922.02	(0.43%)	5.77%
NASDAQ:	IXIC	2988.34	0.41%	14.71%
S&P 500:	GSPC	1370.87	0.09%	9.01%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. OUTDOOR:	7.83	23.70%
2. NEW FRONTIER:	1.32	15.79%
3. SPRINT NEXTEL:	2.78	11.20%
4. DISH:	31.46	7.48%
5. HSN:	37.78	4.25%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. VONAGE:	2.19	(11.69%)
2. YAHOO:	14.63	(8.1%)
3. AVID TECH:	10.96	(6.4%)
4. ADDVANTAGE:	2.15	(5.92%)
5. CLEARWIRE:	2.11	(5.8%)

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