

CableFAX Daily™

Monday — March 18, 2013

What the Industry Reads First

Volume 24 / No. 052

5Qs: Roku Content GM Steve Shannon Tackles 'Cable Killer' Designation

Roku, often cited as a "cable killer" in news stories, seems more on a path to be cable's BFF. At least in **Time Warner Cable's** case. The MVPD recently became the 1st cable op to launch a dedicated channel on Roku, allowing TWC subs to stream up to 300 linear channels of live programming in their homes. We spoke with Roku content gm *Steve Shannon* about the company's plan to get even cozier with cable, which includes potentially launching a cloud-based DVR application and updating program guides. **How would you rate Roku's relationship with MVPDs?** It's been collaborative. We are in discussions with virtually all major MVPDs. The cable industry's TVE initiative has been instrumental in terms of allowing companies like Roku to come in and add value to cable services and hopefully to reduce churn. We can partner with MVPDs to deploy their streaming apps, heavily promote them and drive viewership. **Will partnering with Roku impact the traditional pay-TV model?** We don't market ourselves as cable killers. In fact, our marketing has been very cable-friendly. There have been a lot of commentaries about Roku being for cord cutters, but demand for Roku is not driven by folks wanting to cancel cable subscriptions. It's about people wanting to have the option to view more content. **Where do you see the Roku/cable relationship going?** As Time Warner Cable said, Roku is a 4th viewing platform and we are happy to hear that. Having said that, the message for cable ops is Roku can be the primary platform ultimately. It's a consumer-driven market, and the cost-competitiveness and ease of use of the platform are all consumer benefits. Our favorite model now is exactly what TWC has done: We want to deploy TVE apps that cover both linear and VOD. We are even interested in a cloud-DVR type application if MVPDs can make that application. **The TWC channel on Roku doesn't have a traditional program guide (instead, the app shows thumbnails of the channel logos or the shows/movies that are currently live). Are you looking to develop EPGs?** The guide will evolve over time, and we will definitely keep updating it. **What's your near-term strategy to offer more cable content?** The strategy is to launch streaming apps for a specific network or channel. For example, we created the HBO Go app under an agreement with the net. It's up to the net to work with each MVPD to allow authentication.

Deals: At press time, still no deal between **Cable One** and **AMC Nets**. The MSO's contract for **AMC** and **WE tv** expires at midnight. -- A San Diego City Council hearing Thurs over **Time Warner Cable's** decision thus far not to carry **Padres RSN Fox Sports San Diego** resulted in the 2 agreeing to meet in NYC next week to discuss negotiations. Meanwhile, San Diego mayor *Bob Filner* launched gopadres@sandiego.gov for citizens to send their comments on the impasse.

Vandalism: Someone seems to have it out for **Suddenlink**. The MSO has reported multiple cuts to its fiber optic cable in Humboldt County, CA, resulting in outages to customers. Since March 8, Suddenlink's plant has suffered 4 acts of vandalism, with the cost to repair in the first 2 instances estimated at \$10K. The most recent incident left some 10K Suddenlink customers in Humboldt County, CA, without service for part of Thurs, according to local reports. As of Fri afternoon,

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Best Advice/Motto Series



"Success only comes before work in the dictionary." (Thanks, Mom! You were right!)

Matt Polka
President/CEO
ACA

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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, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Sales Mgr, Susan, Kim, 301.354.2010, skim@accessintel.com ● Marketing Dir: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Subs/Client Svcs: 301.354.2101 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

virtually all affected customers had services restored, a Suddenlink spokesman said. "We have every available resource working around the clock to restore services and assist the Humboldt County Sheriff's Office in its efforts to catch the responsible parties and put a stop to these senseless, thoughtless acts of vandalism," said the rep, noting that "we trust that every law-abiding citizen will provide any potentially helpful information they might have to the Sheriff's office." The company is offering a cash reward for info leading to the arrest and conviction of the vandal(s).

Name Game: What's in a name? Well, in the case of **NY1**, not **Time Warner Cable**. It sounds like the MSO is concerned fans of the popular 24/7 NY news net may not realize the channel is not available to its competitors. No immediate name change is planned, but a rebrand is in the works. "Our news outlets have grown tremendously in recent years. As any entity grows and becomes more sophisticated, its brand evolves," TWC said. "Our research shows that people who watch our stations, such as NY1, are loyal viewers, yet most people don't understand their connection to Time Warner Cable. It is for these two reasons that we're embarking upon a rebranding project that will take the better part of a year." Time Warner's other regional news nets were rebranded as **Your News Now** a few years ago, and will also be part of this rebrand.

Advertising: Ad spend in '12 rose 2% over '11, with 3Q representing the biggest driver, **Nielsen** reported. Take away the Olympic and presidential election-driving 3Q, and the rest of the quarters posted just a 1% YOY boost in ad expenditures. 3Q's YOY growth was 7%.

Carriage: Verizon FiOS TV launched **Filipino Movies On Demand** a-la-carte. FiOS already offers **The Filipino Channel**.

Ratings: Ovation is singing the ratings for its "Song by Song: Dolly Parton," reporting that it achieved a 1.1 cume HH rating (a record for an original Ovation series). Two more eps premiere Sun at 8pm, including 1 looking at our favorite Dolly ditty, "Jolene." -- The Season 3 premiere of **WE tv's** "Braxton Family Values" delivered more than 1mln total viewers and 562K women 25-54, up 6% over Season 2's premiere.

VOD: CBS' "The Big Bang Theory" ranked as the most-viewed on-demand overall TV series among **Comcast** subs, according to the MSO's annual list of "Xfinity On Demand Awards." **A&E's** "Duck Dynasty" was the most-viewed new TV series, and **Disney Jr's** "Mickey Mouse Clubhouse" won the honor among kid series. "21 Jump Street" was new release movie with the most views, while *Beyoncé* reigned in the musical artist category.

Programming: Weather Channel debuts 3 new series: "Forecasting the End," scientists and elaborate computer graphics forecast end time "what-if?" scenarios (Thurs, 9pm ET), "Loaded," truckers battling each other and weather (weather conditions can make them late, causing them to lose money on their contract; Mar 25, 9pm ET), "Prospectors," shows some of the most dangerous mining in the world, (Mar 26, 9pm and 9:30pm). -- **National Geographic Society** held a public forum Fri on the science surrounding efforts to bring extinct species back to life. Next month, **Nat Geo** debuts "Mammoth: Back From the Dead" following a team of scientists as they race to revive a long-extinct species (Apr 12, 8pm). -- **TBS's** "Conan" will be filming in Atlanta Apr 1-4, with Coke Zero serving as the presenting sponsor.

Editor's Note: Join us Wed for **CableFAX's** Best of the Web luncheon in NYC at the Grand Hyatt. *Josh* and *Chuck* from "Stuff You Should Know" (featured on the **Science Channel**) and **NimbleTV's** *Lou Borrelli* are special guests. Register at cablefax.com/events.

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It's that time of year again. Ok, it is really 6 months early, but this year **CableFAX** is shaking it up!

Nominate your colleagues, your boss or even yourself for the **CableFAX100**, and the **Most Powerful Women** and **Most Influential Minorities** — all on a new easy to use consolidated form.

Nomination Deadline: **April 12** | Visit: www.cablefax.com/nominations

CableFAX Week in Review

Company	Ticker	3/15 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	54.99	9.80%	9.63%
DISH:	DISH	35.15	2.03%	(3.43%)
DISNEY:	DIS	57.58	0.33%	15.65%
GE:	GE	23.44	(1.39%)	11.67%
NEWS CORP:	NWS	30.80	(0.68%)	17.38%
MSOS				
CABLEVISION:	CVC	14.08	0.86%	(5.76%)
CHARTER:	CHTR	90.09	1.16%	18.17%
COMCAST:	CMCSA	40.71	(0.71%)	8.97%
COMCAST SPCL:	CMCSK	38.66	(0.83%)	7.64%
GCI:	GNCMA	8.69	4.95%	(9.38%)
LIBERTY GLOBAL:	LBTYA	69.12	(3.65%)	9.78%
LIBERTY INT:	LINTA	21.59	(0.09%)	9.71%
SHAW COMM:	SJR	24.41	2.31%	6.22%
TIME WARNER CABLE:	TWC	92.23	2.74%	(5.1%)
VIRGIN MEDIA:	VMED	46.47	(2.58%)	26.45%
WASH POST:	WPO	444.70	7.24%	21.77%

PROGRAMMING				
AMC NETWORKS:	AMCX	61.31	3.44%	23.86%
CBS:	CBS	46.76	1.65%	22.89%
CROWN:	CRWN	2.00	(6.54%)	8.11%
DISCOVERY:	DISCA	77.32	(0.74%)	21.80%
GRUPO TELEVISA:	TV	26.09	(3.23%)	(1.84%)
HSN:	HSNI	55.01	1.42%	(0.13%)
INTERACTIVE CORP:	IACI	43.19	(0.87%)	(8.57%)
LIONSGATE:	LGF	23.01	3.70%	40.30%
OUTDOOR:	OUTD	8.74	(0.68%)	15.00%
SCRIPPS INT:	SNI	64.30	(0.06%)	11.02%
TIME WARNER:	TWX	56.65	(1.41%)	18.44%
VALUEVISION:	VTV	3.58	12.93%	98.89%
VIACOM:	VIA	64.25	(0.45%)	18.39%
WWE:	WWE	8.55	(2.51%)	8.37%

TECHNOLOGY				
ADDVANTAGE:	AEY	2.20	6.28%	10.55%
ALCATEL LUCENT:	ALU	1.50	6.38%	7.91%
AMDOCS:	DOX	35.89	(0.42%)	5.59%
AMPHENOL:	APH	72.39	(1.16%)	11.89%
AOL:	AOL	34.60	(7.68%)	16.85%
APPLE:	AAPL	443.66	2.77%	(16.63%)
ARRIS GROUP:	ARRS	17.56	(0.85%)	17.54%
AVID TECH:	AVID	6.99	2.04%	(7.78%)
BLNDER TONGUE:	BDR	1.38	(2.82%)	20.00%
BROADCOM:	BRCM	34.65	3.42%	4.32%
CISCO:	CSCO	21.93	0.44%	11.58%
CLEARWIRE:	CLWR	3.21	0.94%	11.07%
CONCURRENT:	CCUR	7.15	(1.92%)	24.56%
CONVERGYS:	CVG	17.18	1.00%	4.69%
CSG SYSTEMS:	CSGS	19.75	1.02%	8.64%
ECHOSTAR:	SATS	38.25	(0.21%)	11.78%
GOOGLE:	GOOG	814.30	(2.07%)	15.12%
HARMONIC:	HLIT	5.78	1.76%	14.00%
INTEL:	INTC	21.38	(0.95%)	3.66%
JDSU:	JDSU	15.22	(1.68%)	12.74%
LEVEL 3:	LVT	21.00	(2.28%)	(9.13%)

Company	Ticker	3/15 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	28.04	0.13%	4.96%
RENTRAK:	RENT	21.47	(0.28%)	10.16%
SEACHANGE:	SEAC	11.79	5.36%	21.92%
SONY:	SNE	17.26	10.71%	54.11%
SPRINT NEXTEL:	S	5.81	(1.19%)	2.47%
TIVO:	TIVO	12.65	(0.71%)	2.76%
UNIVERSAL ELEC:	UEIC	23.19	8.77%	19.84%
VONAGE:	VG	2.85	1.06%	20.25%
YAHOO:	YHOO	22.07	(3.62%)	10.90%

TELCOS				
AT&T:	T	36.43	(0.68%)	8.07%
VERIZON:	VZ	48.02	0.13%	10.98%

MARKET INDICES				
DOW:	DJI	14514.11	0.81%	10.76%
NASDAQ:	IXIC	3249.07	0.14%	7.60%
S&P 500:	GSPC	1560.70	0.61%	9.43%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	3.58	12.93%
2. SONY:	17.26	10.71%
3. DIRECTV:	54.99	9.80%
4. UNIVERSAL ELEC:	23.19	8.77%
5. WASH POST:	444.70	7.24%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. AOL:	34.60	(7.68%)
2. CROWN:	2.00	(6.54%)
3. LIBERTY GLOBAL:	69.12	(3.65%)
4. YAHOO:	22.07	(3.62%)
5. GRUPO TELEVISA:	26.09	(3.23%)



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