

CableFAX Daily™

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What the Industry Reads First

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On the Slopes: Cable's 18 Years of Support for US Paralympics Ski Team

The "SkiTAM" name is gone, but the fundraising event for the US Paralympics National Ski Team lives on. The 18th annual cable ski event will kick off next Thurs in Vail, CO. For now, it's being called Adaptive Spirit's ski event, as it transitions to a yet-to-be-determined name. We asked non-profit's exec cmte co-chairs, Joe Rooney (Cox's svp, brand marketing, advertising and social media) and Steve Raymond (Disney and ESPN Nets' svp, natl accounts) to elaborate on the long weekend of powder and Adaptive Spirit. (Can't make it to the slopes? Check out Adaptivespirit.com for more info and to give to the cause). **Why does this event attract such a following, growing from 110 attendees in '96 to more than 1K last year?** Rooney: This event is about one thing: People. The 2 kinds of wonderful people at our event—amazing cable people who come year after year in support of an even more amazing group of disabled athletes who wear USA on their sleeves. The emotional connection our industry has created with the athletes is incredible. And to be able to share this passion with your industry colleagues is truly a gift. We have people that been coming to this event for 18 years. **What if you don't ski?** Raymond: How about après-ski? Our event has always been a great place to reconnect with industry friends. Whether those important business connections happen at our great industry panel (presented with the **Rocky Mountain Cable Assn** and moderated by our own *Michael Grebb*) or on the slopes, or at the spa, it really does not matter! Vail offers attendees many other choices of recreation, ice skating, Nordic Skiing, snowmobiling, dogsledding and it has world class dining options. **Given SkiTAM's history, do you think people will really take up the new Adaptive Spirit moniker?** Rooney: We have 18 years of success and brand equity with SkiTAM. SkiTAM was created through a loan from the CTAM national organization, and oversight by the CTAM Rocky Mountain Chapter. Now that CTAM Chapters have ceased, and we have no relationship with CTAM, we are in a transitional phase to lock in a new event name. We created Adaptive Spirit as the official organization overseeing our event 2 years ago. And while not as catchy as SkiTAM, Adaptive Spirit is a great, descriptive name for our organization. Part of our goal is to create more opportunities to support the US Paralympic Ski Teams and that includes helping build the development pipeline of athletes. Many new disabled athletes are US military veterans that have served in the Middle East are looking for ways to continue to participate in sport—and adaptive skiing is a great option. The Adaptive Spirit brand is more flexible as we look to increase our efforts with programs that support disabled US Veterans. Regardless of the name, please know that we will always look to keep our strong connection to the cable industry. **What does Adaptive Spirit do beyond this fundraiser?** Raymond: We have created a partnership with the Rocky Mountain Cable Association and partner with them on our educational panels and also partner on some other Denver-based events. We have had some discussion with other industry organizations about providing some assistance in hiring people with disabilities. Our partner, US Paralympics, has a strong history of working with its Olympic partners in not only finding former athletes jobs but helping create programs to find new talent. Most of these athletes have all the traits you would look for in employees: goal oriented, risk takers, able to deal with adversity and an amazing attitude to compete.

2013 BOSTON MARATHON LIVE APRIL 15 9 AM ET

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In the States: The Texas Cable Assn is set to testify Mon in support of a state bill that would give an ongoing \$115mln annual tax break to about 5.5mln cable and similar video subs. Under the bill, HB 1900 by State Rep *Craig Eiland* (D), video service subs would not have to pay the state's 6.25% sales tax on the first \$75 of their monthly bill. Currently, these customers pay 14.5% in taxes on their monthly bills. In addition to the state sales tax, they pay up to 8.25% in other local sales taxes, franchise fees and other taxes. Subs of satellite or streaming providers pay about 6.25% state sales tax.

Ratings: Turner Sports and CBS Sports' exclusive coverage of the '13 NCAA Division I Men's Basketball Championship Regional Semifinals on Thurs averaged a 7.3/14, based on Nielsen ratings, an increase of 4% over a 7.0/12 last year. Exclusive coverage of the championship across the 4 nets—TBS, CBS, TNT and truTV—averaged a gross rating/share of 6.4/14, up 5% vs a 6.1/13 tournament to date in '12. To date, CBS Sports and Turner Sports' coverage of the championship averaged 9mln total viewers, up 8% YOY. -- The walkers can't be stopped. AMC's "Walking Dead" dominated basic cable in both live+SD and time-shifted viewing (live+7). A&E's reality series "Duck Dynasty" also did well in both categories. Subscribers can access the latest rankers at cablefaxdaily.com

Programming: Season 6 of HBO's "True Blood" (10 eps) will debut June 16 at 9pm. -- Investigation Discovery's "Murder in Paradise" will premiere April 14 at 9pm, featuring cold, senseless killings when victims travel abroad for a dream vacation. -- AMC's "The Killing" will return for its 3rd season with a 2-hour premiere on June 2 at 8pm. -- BBC America's original series "Copper" will premiere June 23 at 10pm.

Online: Comedy Central launched "The Colbert Report" app on iPhone, iPod Touch, Android and Amazon Kindle Fire. The free app allows viewers to access show content, including recent video clips, a calendar of upcoming guests, classic show segments from the archive, digital exclusives and more. It also allows viewers to share clips, set personalized tune-in reminders, access background info about the guests and relive classic segments via the Quotes section. -- ESPN digital media accounted for 28% of all sports category usage across digital platforms in Feb, more than twice the average audience of #2 Yahoo! Sports, according to comScore's data. ESPN was #1 in the sports category in average minute audience, total minutes of usage, total visits, and was #2 in monthly unique visitors. In total, ESPN digital properties attracted 44.8mln unique visitors, logging 3.8bln minutes of usage and 555.4mln visits. About 32% of ESPN's unique users exclusively accessed content on smartphones and tablets, and 37% of all time spent with ESPN digital content came from mobile device users. -- Microsoft launched Xbox SmartGlass apps for HBO's "Game of Thrones," ahead of the Season 3 premiere Mar 31. The app works with the HBO Go on an Xbox and is available for iPad and Windows tablets.

On the Web: Psssst... Have you checked the CableFAX.com Website lately? It's a place for us to expand on stories, analyze trends and sometimes have a little bit of fun. Recent posts include a short chat with *Kit Harington*, who plays Jon Snow on HBO's "Game of Thrones" (season 3 premiere, Sun); a helpful guide on how to watch March Madness using 2nd-screen apps; and even a first-hand account of Discovery Comm and WICT's "Say Yes to the Prom" event giving local high school kids access to 800 donated prom dresses. Also don't miss contributor *Seth Arenstein's* exclusive chat with ABC Ent chief *Paul Lee* about his days at BBC America in honor of that net's 15-year anniversary. Recent blogs include a dissection of original content cropping up on OTT outlets by community editor *Kaylee Hultgren* and—in case you missed it—Editor-in-Chief *Amy Maclean's* report about where cable stands on telecommuting following Yahoo! chief *Marissa Mayer's* recent decision to outlaw it at the Internet firm. See you online!

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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	3/29 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	56.59	2.20%	12.82%
DISH:	DISH	37.90	0.29%	4.12%
DISNEY:	DIS	56.80	0.04%	14.08%
GE:	GE	23.12	(1.07%)	10.15%
NEWS CORP:	NWS	30.76	0.62%	17.23%
MSOS				
CABLEVISION:	CVC	14.96	0.13%	0.13%
CHARTER:	CHTR	104.18	0.87%	36.65%
COMCAST:	CMCSA	41.98	1.84%	12.37%
COMCAST SPCL:	CMCSK	39.61	1.41%	10.27%
GCI:	GNCMA	9.17	10.75%	(4.38%)
LIBERTY GLOBAL:	LBTYA	73.38	3.92%	16.55%
LIBERTY INT:	LINTA	21.37	(2.15%)	8.59%
SHAW COMM:	SJR	24.72	1.77%	7.57%
TIME WARNER CABLE:	TWC	96.06	0.28%	(1.16%)
VIRGIN MEDIA:	VMED	48.97	2.90%	33.25%
WASH POST:	WPO	447.00	1.05%	22.40%

PROGRAMMING				
AMC NETWORKS:	AMCX	63.22	2.33%	27.72%
CBS:	CBS	46.69	1.54%	22.71%
CROWN:	CRWN	2.05	0.99%	10.81%
DISCOVERY:	DISCA	78.74	(0.49%)	24.04%
GRUPO TELEVISA:	TV	26.61	2.39%	0.11%
HSN:	HSNI	54.86	(1.76%)	(0.4%)
INTERACTIVE CORP:	IACI	44.68	3.45%	(5.42%)
LIONSGATE:	LGF	23.77	6.50%	44.94%
OUTDOOR:	OUTD	8.92	1.71%	17.37%
SCRIPPS INT:	SNI	64.34	(0.73%)	11.08%
STARZ:	STRZA	22.15	3.94%	0.00%
TIME WARNER:	TWX	57.62	1.46%	20.47%
VALUEVISION:	VVTV	3.46	(3.35%)	92.22%
VIACOM:	VIA	63.06	(0.91%)	16.20%
WWE:	WWE	8.82	1.38%	11.79%

TECHNOLOGY				
ADVANTAGE:	AEY	2.33	(2.1%)	17.09%
ALCATEL LUCENT:	ALU	1.33	(5%)	(4.32%)
AMDOCS:	DOX	36.25	1.85%	6.65%
AMPHENOL:	APH	74.65	1.95%	15.38%
AOL:	AOL	38.49	5.83%	29.99%
APPLE:	AAPL	442.66	(4.17%)	(16.82%)
ARRIS GROUP:	ARRS	17.17	0.41%	14.93%
AVID TECH:	AVID	6.27	(4.42%)	(17.28%)
BROADCOM:	BRCM	34.68	0.08%	4.42%
CISCO:	CSCO	20.89	0.70%	6.34%
CLEARWIRE:	CLWR	3.24	0.00%	12.11%
CONCURRENT:	CCUR	7.91	1.54%	37.80%
CONVERGYS:	CVG	17.03	(0.12%)	3.78%
CSG SYSTEMS:	CSGS	21.19	7.29%	16.56%
ECHOSTAR:	SATS	38.97	0.96%	13.88%
GOOGLE:	GOOG	794.19	(1.99%)	12.27%
HARMONIC:	HLIT	5.79	1.94%	14.20%
INTEL:	INTC	21.84	2.37%	5.89%
JDSU:	JDSU	13.37	(0.78%)	(1%)
LEVEL 3:	LVT	20.29	1.25%	(12.2%)

Company	Ticker	3/29 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	28.61	2.01%	7.09%
RENTRAK:	RENT	21.98	2.76%	12.78%
SEACHANGE:	SEAC	11.89	(0.34%)	22.96%
SONY:	SNE	17.40	0.81%	55.36%
SPRINT NEXTEL:	S	6.21	1.14%	9.52%
TIVO:	TIVO	12.39	0.49%	0.65%
UNIVERSAL ELEC:	UEIC	23.25	(1.52%)	20.16%
VONAGE:	VG	2.89	1.40%	21.94%
YAHOO:	YHOO	23.53	1.16%	18.24%

TELCOS				
AT&T:	T	36.69	0.71%	8.84%
VERIZON:	VZ	49.15	0.27%	13.59%

MARKET INDICES				
DOW:	DJI	14578.54	0.46%	11.25%
NASDAQ:	IXIC	3267.52	0.69%	8.21%
S&P 500:	GSPC	1569.19	0.79%	10.03%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS				
COMPANY		CLOSE		1-WK CH
1. GCI:		9.17		10.75%
2. CSG SYSTEMS:		21.19		7.29%
3. LIONSGATE:		23.77		6.50%
4. AOL:		38.49		5.83%
5. STARZ:		22.15		3.94%

THIS WEEK'S STOCK PRICE LOSERS				
COMPANY		CLOSE		1-WK CH
1. BLNDER TONGUE:		1.30		(8.45%)
2. ALCATEL LUCENT:		1.33		(5%)
3. AVID TECH:		6.27		(4.42%)
4. APPLE:		442.66		(4.17%)
5. VALUEVISION:		3.46		(3.35%)

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