

# CableFAX Daily™

Monday — April 8, 2013

What the Industry Reads First

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## In the Game: 5Qs with Turner Sports COO on March Madness

Perhaps this year's NCAA Men's Basketball Tournament viewing trends are indicators that mass adoption of TVE is finally here, at least in live sports programming. Through the TVE app, March Madness Live, the tournament has recorded 12.6mln hours of live video streaming, a 201% increase YOY. Across broadband, 5mln unique visitors watched live video, up 139% vs the entire '12 tournament. We spoke with Lenny Daniels, evp/COO, Turner Sports on authentication, viewership and working with CBS. **Are the audiences getting more comfortable with TV Everywhere?** Everything we are seeing showed that. Technology enhancement and better collaboration between programmers and ops made authentication a lot easier. There's also increasing comfort level around the authentication process, thanks to high profile events like the Olympics. A few years after TVE was introduced, TV Everywhere has become the norm. People expect it in any major sporting events. Consumer education and marketing of TVE is important but we don't need to throw it (TVE) in people's face anymore. There's a big push of TVE in sports programming in general. **Tell us about your partnership with CBS and NCAA.** The trend is that rivals have started to collaborate on properties which can align their interests. That has led to the Turner/CBS partnership on NCAA and other often unlikely unions like ESPN and Fox (PAC-12). CBS/Turner and NCAA worked together on every platform. It's a true partnership with some real collaboration. You will probably see more partnerships like this going forward. **Are you seeing any digital trends?** Video streaming on tablets and other mobile devices have really grown. Over the first 2 weeks of the tournament, 67 minutes of video was viewed per user on mobile (tablets and smartphones), an increase of 59% vs the complete tournament last year. In addition, live video viewing on mobile continues to increase over the course of tournament, rising from a 43% share on Mar 21 to a 68% share on Mar 31. **Have you seen greater interest in the tournament overall this year?** There are a couple of others sports at this time of the year but it's all about March Madness. The big part of the growing interest in the tournament has to do with the teams and the stories behind them. TV Everywhere and other social media platform also helped engagement and participation. **Is viewing on secondary platforms hurting live linear viewing?** The increase in viewing of both live streaming and live TV coverage dispels the concern that digital coverage will undermine TV viewership. TVE isn't stealing viewers from live TV. It's about adding value and providing options. Heading into the Final Four weekend, viewership across TBS, CBS, TNT and truTV has averaged 9.7mln total viewers, the most-viewed NCAA Tournament to date in 19 years.

**On the Hill:** The House Subcommittee on Communications scheduled a markup of Internet freedom legislation making it the policy of the US to promote global Internet free from govt control. The markup will convene Wed at 4pm ET for opening statements and reconvene Thurs at 2:15pm to consider the legislation. The bill has the same language as a resolution that passed Congress last session, but goes further by making it law vs sentiment.

2013 BOSTON MARATHON LIVE APRIL 15 9 AM ET

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**TVE:** Bright House and Cox have added TVE capabilities for Time Warner Cable SportsNet and Time Warner Cable Deportes, allowing fans to watch programming in-the-home and on-the-go. TWC and DirecTV already offer the authenticated service.

**Social Circle:** ABC Family's "Pretty Little Liars" was the #1 Tweeted series across all TV in 1Q (8.28mln tweets), accounting for 4 of the Top 5 most-tweeted TV eps. Don't chalk this all up to the young audience. ABC Fam is very resourceful with its use of hashtags and reveals during the show (if you haven't seen it, you need to check it out). It even used the platform last month to announce a spinoff of the series, "Ravenswood."

**Programming:** Ali Velshi, former CNN chief business correspondent and anchor of "Your Money," has joined US-based news channel **Al Jazeera America**. The channel (currently **Current**) is set to launch later this year. Velshi will host and develop a daily primetime biz program that will focus on the economy's impact on everyday Americans. -- **History** picked up ratings driver "Vikings" for a 2nd season. Four eps of season 1 remain, with the finale slated for Apr 28. The drama has averaged 5mln viewers over 5 weeks. -- **HLN** will host the Daytime Entertainment Emmy Awards for the 2nd consecutive year. The event is live June 16, 8-10pm. -- **TLC** has commissioned the 2-hour film "Letters to Jackie: Remembering President Kennedy," in honor of the 50th anniversary of the President's assassination. -- **NickMom** ordered 13 eps of "Instant Mom" (wt), the primetime TV block's 1st scripted comedy series. -- **Investigation Discovery** will premiere "Tabloid" in 1Q, '14. -- On April 23, **Bio** will premiere "Citizen Hearst," a new documentary exploring the story of *William Randolph Hearst*. -- **USA's** new original reality series "The Moment" will premiere April 11 at 10pm.

**Upfront:** **GMC**, which previously announced it will change its name to **UP** on June 1, announced its most ambitious original slate in its 8-year history. The net has been holding mobile upfront presentations and client meetings on its Upfront Tour Bus. Among GMC's list of movie premieres is "Guess Who's Coming to Christmas" (Nov), starring *Drew Lachey* and *Mackenzie Porter*. It's also rolling out several series, including "Family Additional with Leigh Anne Tuohy," following the lives of families who have been fostering children and are on the verge of adopting (June), and "Miracle Hunters," an investigative show exploring unexplained events from the producers of "Hatfields and McCoys" and "R&B Divas."

**Marketing:** **AT&T U-verse** and **Music Choice** are teaming for college marketing tour, "Let Your Colors Fly." Music Choice will provide the music, complete with a live artist or DJ while showcasing its **Music Choice University** channel and **SWRTV TV** net. AT&T will give away freebies, such as T-shirts. -- **Verizon** launched its "**FiOS SoCal Experience**," which markets the telco's FiOS Quantum Internet by supporting local community causes and rewarding creativity. The SoCal Experience team will meet Southern Californians where they work, live and play in tech-laden FiOS SoCal Experience vehicles.

**Business/Finance:** **Comcast** chief *Brian Roberts*' base salary remained unchanged last year, as it has for the past 4. However, he received \$9mln (107.5% of his target annual bonus) based on the company's performance. Add in stock options and deferred compensation, and his total compensation increased by 8% (\$1.8mln) to \$29.1mln. Comcast evp, **NBCU** pres/CEO *Steve Burke* saw his total compensation package rise about 11% to \$26.3mln.



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**CableFAX Week in Review**

Company	Ticker	4/5 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	55.40	(2.1%)	10.45%
DISH:	DISH	37.20	(1.85%)	2.20%
DISNEY:	DIS	57.70	1.58%	15.89%
GE:	GE	22.93	(1.88%)	9.24%
NEWS CORP:	NWS	30.87	0.36%	17.64%
<b>MSOS</b>				
CABLEVISION:	CVC	14.41	(3.68%)	(3.55%)
CHARTER:	CHTR	105.49	1.26%	38.37%
COMCAST:	CMCSA	41.56	(1%)	11.24%
COMCAST SPCL:	CMCSK	39.33	(0.71%)	9.49%
GCI:	GNCMA	8.92	(2.73%)	(6.99%)
LIBERTY GLOBAL:	LBTYA	73.98	0.82%	17.50%
LIBERTY INT:	LINTA	20.80	(2.67%)	5.69%
SHAW COMM:	SJR	24.09	(2.55%)	4.83%
TIME WARNER CABLE:	TWC	97.57	1.57%	0.39%
VIRGIN MEDIA:	VMED	49.32	0.71%	34.20%
WASH POST:	WPO	433.30	(3.06%)	18.64%

<b>PROGRAMMING</b>				
AMC NETWORKS:	AMCX	63.24	0.03%	27.76%
CBS:	CBS	45.20	(3.19%)	18.79%
CROWN:	CRWN	2.01	(0.99%)	8.65%
DISCOVERY:	DISCA	78.56	(0.23%)	23.76%
GRUPO TELEVISA:	TV	27.10	1.84%	1.96%
HSN:	HSNI	53.22	(2.99%)	(3.38%)
INTERACTIVE CORP:	IACI	44.44	(0.54%)	(5.93%)
LIONSGATE:	LGf	23.24	(2.23%)	41.71%
OUTDOOR:	OUTD	8.82	(1.12%)	16.05%
SCRIPPS INT:	SNI	65.95	1.76%	13.86%
STARZ:	STRZA	21.20	(4.29%)	0.00%
TIME WARNER:	TWX	57.88	0.45%	21.01%
VALUEVISION:	VVTV	3.36	(2.89%)	86.67%
VIACOM:	VIA	63.80	1.17%	17.56%
WWE:	WWE	8.77	0.80%	11.15%

<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.32	(2.52%)	16.58%
ALCATEL LUCENT:	ALU	1.38	3.76%	(0.72%)
AMDOCS:	DOX	35.25	(2.76%)	3.71%
AMPHENOL:	APH	72.05	(3.48%)	11.36%
AOL:	AOL	38.62	0.34%	30.43%
APPLE:	AAPL	423.20	(4.4%)	(20.48%)
ARRIS GROUP:	ARRS	16.50	(3.9%)	10.44%
AVID TECH:	AVID	6.25	(0.32%)	(17.55%)
BLNDER TONGUE:	BDR	1.07	(24.65%)	(6.96%)
BROADCOM:	BRCM	33.08	(4.61%)	(0.39%)
CISCO:	CSCO	20.61	(1.34%)	4.89%
CLEARWIRE:	CLWR	3.32	2.47%	14.88%
CONCURRENT:	CCUR	7.24	(8.47%)	26.13%
CONVERGYS:	CVG	16.33	(4.11%)	(0.49%)
CSG SYSTEMS:	CSGS	20.28	(4.29%)	11.55%
ECHOSTAR:	SATS	37.39	(4.05%)	9.26%
GOOGLE:	GOOG	783.05	(1.4%)	10.70%
HARMONIC:	HLIT	5.55	(2.29%)	9.47%
INTEL:	INTC	20.94	(4.12%)	1.55%
JDSU:	JDSU	12.78	(4.41%)	(5.33%)

Company	Ticker	4/5 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVLt	19.72	(2.81%)	(14.67%)
MICROSOFT:	MSFT	28.70	0.31%	7.45%
RENTRAK:	RENT	22.08	3.23%	13.29%
SEACHANGE:	SEAC	11.28	(5.13%)	16.65%
SONY:	SNE	16.69	(4.08%)	49.02%
SPRINT NEXTEL:	S	6.23	0.32%	9.88%
TIVO:	TIVO	11.55	(6.78%)	(6.17%)
UNIVERSAL ELEC:	UEIC	22.02	(5.29%)	13.80%
VONAGE:	VG	2.91	0.69%	22.78%
YAHOO:	YHOO	23.30	(0.98%)	17.09%
<b>TELCOS</b>				
AT&T:	T	38.02	3.62%	12.79%
VERIZON:	VZ	49.56	0.83%	14.54%
<b>MARKET INDICES</b>				
DOW:	DJI	14565.25	(0.09%)	11.15%
NASDAQ:	IXIC	3203.86	(1.95%)	6.11%
S&P 500:	GSPC	1553.28	(1.01%)	8.91%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	1.38	3.76%
2. AT&T:	38.02	3.62%
3. RENTRAK:	22.08	3.23%
4. CLEARWIRE:	3.32	2.47%
5. GRUPO TELEVISA:	27.10	1.84%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.07	(24.65%)
2. CONCURRENT:	7.24	(8.47%)
3. TIVO:	11.55	(6.78%)
4. UNIVERSAL ELEC:	22.02	(5.29%)
5. SEACHANGE:	11.28	(5.13%)

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