

# CableFAX Daily™

Friday — April 13, 2012

What the Industry Reads First

Volume 23 / No. 071

## SpectrumCo: Launches, Objections & More Adventures with Verizon Wireless

Verizon Wireless' marketing arrangements with cable as part of its spectrum deal continue to roll out, with **Time Warner Cable** announcing Thurs packages that include wireless in Raleigh, NC; Kansas City; and Columbus and Cincinnati, OH. At the same time, there is plenty going on at the **FCC** as it reviews the deal. On Wed, **Verizon, Cox, Bright House, Comcast** and **Time Warner Cable** (aka **CellCo Partnership**) objected to a confidentiality agreement signed by outside counsel of **Netflix** and that would give the attorneys access to confidential docs. "Netflix is not a party to this proceeding, and therefore its counsel may not obtain access to these documents," the companies said. Since Netflix never filed a petition to deny the applications nor has it objected or even made an appearance in this proceeding, it's not a party to it and thus not qualified to have access to those docs, CellCo said. Don't look for that to sit well with **Public Knowledge** & friends, which have repeatedly argued for making more of the info submitted in the proceeding available for public inspection. Those groups also aren't happy that these joint marketing agreements are launching ahead of the gov't's review of the spectrum deal as they're concerned they could dilute competition. TWC's co-marketing launches mark the 1st for the MSO since the \$3.9bln pact with Verizon Wireless was struck in Dec. More launches are planned in the coming months, but no details as of yet. Cox and Bright House have not announced any joint marketing rollouts at this point. Comcast has been teamed up with Verizon Wireless in Seattle, Portland and San Fran for months. Similar to Comcast's offering, new and current TWC and Verizon Wireless customers who sign up for certain packages from both companies may be eligible to receive a \$200 prepaid debit card (Comcast has been giving away up to a \$300 debit card). More info is outlined at [twc.com/verizonwireless](http://twc.com/verizonwireless) or [verizonwireless.com/twc](http://verizonwireless.com/twc).

**Advertising:** Further proof that MSOs didn't throw iTV ads out with the **Canoe: Charter** will deploy **FourthWall Media's** "Ad Widgets" solution to some 800K digital homes in 5 markets, providing interactive capabilities. In Feb, Canoe Ventures announced it would lay off 120 employees, close its NY offices and abandon the iTV business to focus on VOD ads. But MSOs have been paddling along without the jv. Last month, **Time Warner Cable** announced Enhanced iTV, which will let viewers interact with targeted ads in more ways (advertisers can deliver message based on time of day or reach demographically targeted audiences on a variety of nets). Charter's set of advanced ad capabilities include telescoping

New Event—Registration is still available!

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(viewers can use their remote to navigate to VOD to learn more about a product), RFI (subs can request a special offer or a phone call from advertiser), polling/trivia and addressable versioning, which lets advertisers deliver different variations of commercial overlays to specific customer segments during the same interactive spot. -- An interesting ruling out of the 9th Circuit Court of Appeals Thurs said the **FCC** was wrong in blocking public broadcasters from running political and public issue ads. Could this mean more competition for cable? Survey says: too soon to tell. "It raises several questions," a **Cox** spokesperson told us. "For example, will public stations be required to run ads similar to local broadcast and will they have the sales and support infrastructure in place?" Stay tuned.

**Research:** Half of black mobile users owned a smartphone as of 4Q11 (up from 44% in 4Q10) and 58% access mobile Internet—more than any other race/ethnic group, **Nielsen** research said. The takeaway from the study is that black consumers are receptive to mobile advertising. 62% said they're OK with it if it means they can access content for free. 43% said they're more likely to look at ads if they have interesting video. Other stats: 67% research or looked up shopping info using a search engine on their smartphone or tablet.

**In the States:** If you want to surf the Web at Fenway Park or the **Red Sox** new spring training facility, you can. The team selected **Comcast** Business Class Metro Ethernet to deliver high-speed communications at both facilities. In addition to an Ethernet service to support staff and the media, Comcast will support public WiFi access at Fenway during games. Approx 1.8K-2K users are taking advantage of public WiFi at Fenway during a home game, the team said.

**VOD:** **Comcast** and **Tribeca Film** will bring the 11th annual Tribeca Film Festival to Xfinity On Demand starting Tues. The VOD offering includes 3 films before they make their debut at the festival: "Death of a Superhero," "The Giant Mechanical Man" and "Sleepless Night."

**Programming:** **NFL Net** does rugby, with **Grand Prix Ent** naming it as the exclusive US broadcast partner for its July '13 rugby sevens championships in partnership with **USA Rugby**. USA Rugby recently extended its partnership with the net through '18. -- **GoITV** reached a deal to televise more than a dozen exclusive Argentina National team matches leading up to the '14 World Cup. The most recent Argentina national team match vs. Switzerland on February 26, 2012 earned GoITV its highest ratings for an International FIFA match in the network's history. -- The 18th season of "Real Sports with Bryant Gumbel" debuts on **HBO** Tues, 10pm. -- **TV One** serves up its 1st-ever culinary competition series, "My Momma Throws Down," May 4, 8pm ET. -- **Universal Sports** debuts "Countdown to London," which runs through the most compelling stories leading up to the '12 Olympic Games, Apr 18, 8pm ET. It'll air every Wed until July 25. -- From the producers of "Cops" comes "Undercover Stings," a half-hour police series debuting on **Spike** May 8, 10:30pm. -- Obstacle course competition series "American Ninja Warrior" debuts on **G4** May 20, 9pm ET and on **NBC** on May 21, 9pm. -- **Your News Now On Demand** launched for **Time Warner Cable** customers in the Hudson Valley.

**OutFoxed:** That didn't last long. Just in case you haven't been following the drama at Gawker.com, **Fox** fired the "Fox Mole" after just 2 blog posts. **Joe Muto**, an assoc producer who worked on **Fox News**' "The O'Reilly Factor," had been criticizing his employer on Gawker. But it took Fox less than 24 hours to root him out. Muto's blog posts continue, however. At least for now.

**On the Circuit:** **CTAM** announced that **Comcast** pres **Neil Smit** and **Bharat Anand**, Henry R. Byers Professor of Business Administration for Harvard Business School have signed on for an exclusive luncheon as part of the Cable Executive Management at Harvard Business School. "Leading Change at Comcast: A Conversation with Neil Smit" is set for May 22 during **The Cable Show**. Program alumni and others may register at [www.hbsprogram.com](http://www.hbsprogram.com). **Scripps Nets Interactive** pres **John Lansing** will host the lunch. -- **SCTE** formed a network operations standards subcmte intended to help ops optimize network performance. It also released the 4th edition of the SCTE Measurement Recommended Practices, a single-volume resource spanning the analog and digital eras. Future updates to the book, as well as other recommended practices, will be the responsibility of the subcmte.

**Honors:** Former **FCC** commish **Michael Copps** was honored by the **Minority Media & Telecom Council** Thurs. Democrat Copps, who retired in Dec after 10 years at the Commission, has joined the boards of **Public Knowledge** and **Common Cause**. As per usual, current FCC commish **Robert McDowell** delivered some of the funniest lines. "I'd like to thank this distinguished public servant for being such a thoughtful and caring steward of his public office. I

# BUSINESS & FINANCE

don't mean his position as Commissioner; I mean his physical office—the suite I now occupy,” said the Republican McDowell. “You left it in terrific shape. Thank you. And just so you know, your ‘Roosevelt Room’ is still the Roosevelt Room, albeit with pictures of Teddy on the walls.”

**Technology: Motorola Mobility** unveiled its new DSR-6400 family of integrated satellite receiver transcoders, which aim to improve efficiency and video quality. Each channel of the series can independently transcode MPEG-4 HD video into simultaneous MPEG-2 SD and HD video outputs, letting distributors support both formats with 1 unit.

**People: Curt Hecht** is the new chief global revenue officer at **The Weather Channel Companies**. He joins after 20 years with **Publicis Groupe**, most recently as CEO of the **VivaKi Nerve Center** in Paris. This is a new role for the company, which also includes oversight of intl business.

**Business/Finance: Viacom's** slumping ratings caused **Miller Tabak** to reduce Viacom shares near-term target to \$55 from \$60. But it's putting a \$66 long-term target on the stock based on the assumption that the company is reinvesting in programming that should regain some ratings foothold. The firm also cites stock buyback activity and says Viacom is one of the cheapest media conglomerate stocks around now.

## CableFAX Daily Stockwatch

Company	04/12 Close	1-Day Ch	Company	04/12 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	49.24	0.24	CLEARWIRE:	2.19	0.07
DISH:	32.01	0.07	CONCURRENT:	3.65	0.05
DISNEY:	42.15	0.78	CONVERGYS:	13.27	0.22
GE:	19.30	0.29	CSG SYSTEMS:	14.75	0.05
NEWS CORP:	19.68	0.56	ECHOSTAR:	27.31	0.37
<b>MSOS</b>					
CABLEVISION:	13.42	(0.01)	GOOGLE:	651.01	15.05
CHARTER:	61.06	0.50	HARMONIC:	4.93	0.04
COMCAST:	29.68	0.70	INTEL:	28.48	0.63
COMCAST SPCL:	29.18	0.59	JDSU:	13.26	0.41
GCI:	8.08	(0.11)	LEVEL 3:	25.86	0.53
KNOWLOGY:	17.84	0.13	MICROSOFT:	30.98	0.63
LIBERTY GLOBAL:	48.63	0.79	MOTOROLA MOBILITY:	39.19	UNCH
LIBERTY INT:	18.81	0.30	RENTRAK:	19.06	0.01
SHAW COMM:	20.89	0.25	SEACHANGE:	8.12	0.01
TIME WARNER CABLE:	80.22	1.15	SONY:	18.73	(0.02)
VIRGIN MEDIA:	24.41	0.19	SPRINT NEXTEL:	2.75	UNCH
WASH POST:	383.73	4.53	THOMAS & BETTS:	71.86	0.10
<b>PROGRAMMING</b>					
AMC NETWORKS:	42.75	0.24	TIVO:	11.30	0.20
CBS:	32.18	0.54	UNIVERSAL ELEC:	17.55	0.01
CROWN:	1.52	(0.01)	VONAGE:	2.14	0.03
DISCOVERY:	51.29	0.58	YAHOO:	15.05	0.18
GRUPO TELEVISA:	20.67	0.29	<b>MARKET INDICES</b>		
HSN:	37.75	0.46	DOW:	12986.58	181.19
INTERACTIVE CORP:	49.05	0.76	NASDAQ:	3055.55	39.09
LIONSGATE:	12.21	(0.57)	S&P 500:	1387.57	18.86
LODGENET:	3.54	UNCH	<b>TELCOS</b>		
NEW FRONTIER:	1.53	0.02	AT&T:	30.84	0.39
OUTDOOR:	7.32	0.11	VERIZON:	37.55	0.17
SCRIPPS INT:	47.50	0.67	<b>TECHNOLGY</b>		
TIME WARNER:	36.03	0.31	ADDVANTAGE:	2.47	(0.04)
VALUEVISION:	1.91	(0.03)	ALCATEL LUCENT:	2.06	0.02
VIACOM:	50.69	0.69	AMDOCS:	31.57	0.40
WWE:	8.16	(0.08)	AMPHENOL:	59.11	1.47
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.47	(0.04)	AOL:	25.60	1.29
ALCATEL LUCENT:	2.06	0.02	APPLE:	622.77	(3.43)
AMDOCS:	31.57	0.40	ARRIS GROUP:	11.11	0.16
AMPHENOL:	59.11	1.47	AVID TECH:	8.50	(1.78)
AOL:	25.60	1.29	BLNDER TONGUE:	1.25	UNCH
APPLE:	622.77	(3.43)	BROADCOM:	37.41	0.87
ARRIS GROUP:	11.11	0.16	CISCO:	20.06	0.04
AVID TECH:	8.50	(1.78)			
BLNDER TONGUE:	1.25	UNCH			
BROADCOM:	37.41	0.87			
CISCO:	20.06	0.04			

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Sanjay Mewada,  
Vice President,  
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Moderator:



Debra Baker,  
Editor,  
Communications  
Technology

# PROGRAMMER'S PAGE

## Talent Show

Most of us know the **Walter Kaitz Foundation** for its stellar work raising big bucks during its Diversity Week gala. But Kaitz works tirelessly all year to maximize opportunities and promote a diverse cable workforce. One example: Its invite-only **Hollywood Creative Forum**, which took place this week at a Century City hotel in L.A. as a meet-and-greet with established networks like **Discovery**, **NBCU**, **HBO**, **BET** as well as production shops like **Bunim/Murray**. It's sort of a casual job interview, but not for newbies. Nearly 300 execs applied this year. And only about 70 got invites. Kaitz exec dir *David Porter* told **CableFAX** that it's a selective process, and only established mid- and upper-level make the cut. Now in its 3rd year, the Forum has become a key way that companies find out about diverse talent. And they generally want people who share their passion for the biz. "If I wasn't doing this, I'd be doing this," said **mun2** svp, strategic initiatives and diversity *Flavio Morales* during keynote remarks. "I'm not a writer. I'm not an actor. I'm not a director. I just like hanging out with these people." Imagine a big room set up like speed dating for execs, with each getting about 15 minutes to gab with prospective partners and employers. Meanwhile, those with holes in their schedules waited in an overflow room for cancellations—and people jumped up quickly to accept open slots. At my table, we joked that things could devolve into a Hunger Games-like scenario, with spontaneous death matches to decide who got plum meetings. Thankfully, that never happened (Although the high concentration of reality TV producers made the prospect imminently plausible). Instead, this powerful event highlighted a number of incredibly professional and talented individuals whose unique perspectives are sorely needed. So while the Kaitz Dinner continues to be the flagship schmoozefest vital for funding diversity initiatives, it's lesser known events like the Forum that are in the trenches, finding the talent and making a huge difference. *MG*

**Reviews:** While **HBO's** "Girls" (pilot, Sun, 10:30p), a comedic look at young 20s females, has the critics buzzing, a slightly older lady is likely at the center of a story viewers won't forget. -- "The Woman Who Wasn't There," Tues, 8p, on **Investigation Discovery**, recalls one of the keys to *Hitchcock's* best films and is used often in "Mad Men" on **AMC**: things aren't always what they seem. That's essentially a key to this documentary, which plays like a paean to *Tania Head*, an heroic 9/11 survivor, until about 19 minutes in, when a big clue is dropped. Viewers can argue with the film's pace, which tells the story slowly from that point. When it's over, you realize director *Angelo Guglielmo* has assembled a gem, weaving in interviews with Ms. Head from a previous project to tell this unforgettable story the way people involved lived it. -- "The Big C," Sun, 9:30p, **Showtime**. One of cable's quirkiest looks at cancer becomes joyously strange in season III. Fortunately, *Laura Linney* and *Oliver Platt* are among the best at strange. -- **Syfy's** longest-running scripted series "Eureka" (Mon, 9p) begins its 5th and final season by proving time travel can strain relationships, although, as we said above, things aren't what they seem.

Basic Cable Rankings (4/02/12-4/08/12)			
Mon-Sun Prime			
1	USA	2.1	2071
2	DSNY	1.6	1564
3	FOXN	1.5	1431
4	TBSC	1.3	1340
4	ESPN	1.3	1318
6	HIST	1.2	1176
7	TNT	1.1	1097
7	A&E	1.1	1089
9	FX	1	946
10	FOOD	0.9	917
10	ADSM	0.9	902
10	LIFE	0.9	896
10	HGTV	0.9	845
10	NKJR	0.9	635
10	DSE	0.9	61
16	TLC	0.7	723
16	CMDY	0.7	714
16	SYFY	0.7	709
16	DISC	0.7	698
16	FAM	0.7	689
16	AMC	0.7	685
16	TRU	0.7	636
16	BRAV	0.7	633
16	ID	0.7	518
25	ESP2	0.6	612
25	MSNB	0.6	611
25	NAN	0.6	598
25	MTV	0.6	574
25	BET	0.6	561
25	APL	0.6	559
25	SPK	0.6	557
25	TVLD	0.6	541
33	LMN	0.5	434
33	NGC	0.5	432
33	HALL	0.5	415
36	VH1	0.4	438
36	CNN	0.4	414
36	EN	0.4	344
36	OXYG	0.4	320
36	H2	0.4	258
36	NKTN	0.4	239
42	HLN	0.3	336
42	TRAV	0.3	290
42	DXD	0.3	262
42	CMT	0.3	251
42	INSP	0.3	217

\*Nielsen data supplied by ABC/Disney

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