

CableFAX Daily™

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What the Industry Reads First

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Nationwide EAS: FCC Recaps Lessons Learned, Calls for Another Test

Remember that first-ever nationwide test of the Emergency Alert System back in Nov of 2011? The **FCC** does, and it released a report Fri describing what was learned during the test, which included more than 16K broadcasters, cable ops and other participants. The FCC's Public Safety and Homeland Security Bureau, which issued the report, is calling for another national test after more work is done on the system. Overall, the '11 test demonstrated that the national EAS distribution architecture is "basically sound," although it uncovered several problems that impeded the ability of some participants to receive and retransmit the alert, the Commission said Fri. Problems included widespread poor audio quality nationwide, lack of a primary entry point in the area to provide a direct connection to **FEMA**, short test length and anomalies in EAS equipment programming and operation. The Bureau recommended that another nationwide test take place after the FCC takes steps to strengthen EAS, which would include commencing additional rulemakings (including one to examine equipment performance issues), reconvening the federal EAS test working group and collaborating with FEMA to develop and issue best practices for EAS participants. Cable's success rate was 73% with 2160 of 2944 headends successfully disseminating the test notice, according to the report. 27% reported that they did not receive the "Emergency Action Notification." The total broadcast success rate (nearly 14K stations) was higher at 83%. The Bureau noted that many entities did not submit the required filings by the Dec 27, '11 deadline. Since then, it has urged **NAB**, **NCTA** and **ACA** to file the mandatory reports, getting numerous additional filings in Nov. The Bureau plans to refer many that still haven't filed to the Enforcement Bureau. "The first-ever Nationwide EAS Test was a success in that it demonstrated that the national EAS would generally perform as designed, if activated. At the same time, the test shined a bright light on several areas—systemic and local—requiring improvement," the Bureau concluded. Leading up to the test, cable helped get the word out about the EAS trial through PSAs, bill stuffers and emails. The test ran for 30 sec at 2:01 ET on Nov 9, with the FCC shortening from an original plan of 3 minutes. There were some hiccups, with **CableFAX** reporting after the test that **DirectTV** subs heard *Lady Gaga's* "Paparazzi" in the seconds before the test was passed through and that **Time Warner Cable** customers in CA saw the alert for about a half hour, while other TWC subs in NY said they never received it (*Cfax*, 11/10).

Deals: **DOJ** has cleared **Arris'** proposed acquisition of the **Motorola Home** business from a subsidiary of **Google**. Arris expects to close the deal on or about Apr 17. Arris announced plans to buy the business in Dec for \$2.34bln. Arris also announced that its 2% convertible sr notes due '26 are convertible through May 29 because of its plans to reorganize its business by creating a new holding company structure. Arris will be renamed Arris Enterprises and will become a wholly owned subsidiary of the new holding company, Arris Group.

Launch Pad: **ESPN** and the **SEC** plan to announce their conference channel Tues in Atlanta, *Sports Business Journal* reported Fri. The unnamed channel would be a national network, with "broad distribution within the SEC's territory and

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sports-tier carriage elsewhere,” similar to **Pac-12 Nets** and **Big Ten**, SBJ said. ESPN declined to comment on the report, but advised reporters about an SEC news conference at noon ET Tues.

At the Portals: **Stifel Nicolaus** believes former **NCTA** chief *Tom Wheeler's* chances at grabbing the **FCC** chairmanship are even better, citing a letter touting him this week from 11 prominent former communications/telecom officials in recent Democratic admins. Among those signing the letter was former Obama administration tech official *Susan Crawford*. Yes, the same name some have been pushing as the next FCC chair. Stifel analysts called it a very good sign, saying it gives him “backing from somebody with impeccable public-interest credentials.” Last month, Sen Commerce *Jay Rockefeller* (D-WV) and 36 colleagues wrote to President *Obama* to back Democratic commish *Jessica Rosenworcel* for the job. -- The **FCC** and the **Department of State** are working with their Canadian and Mexican counterparts on the FCC's planned '14 broadcast TV incentive auction, an open spectrum proceeding with cross-border implications. The parties have established govt-to-govt working arrangements to ensure optimal outcomes for all 3 countries. The FCC expects these consultations to lead to a “better-designed and more successful incentive auction” and will create opportunities for “greater spectrum efficiency and band harmonization across North America.”

Ratings: The first round of the Masters Tournament on **ESPN** Thurs averaged 2.85m viewers with a 2.4 HH coverage rating, **Nielsen** said. The telecast saw a 16% rise in the male 18-34 demo, averaging a 1.4 rating vs a 1.2 for last year's first round and a 15% rise in the male 18-49 demo. -- Two eps of **A&E's** reality series “Duck Dynasty” took #1 and #3 on the top 10 basic cable program's list, with **HBO's** “Games Thrones” in the middle. As for time-shifted viewing, “The Sorrowful Life,” the 2nd to last ep of **AMC's** “Walking Dead” before the all-out war and season finale, scored 14.8m Live+7 viewers during the week of Mar 18, placing #1 on the time-shifted cable program ranks. Check out the latest ranks at **CableFAXDaily.com**.

TVE: **Comcast's Showtime** subs now can watch authenticated content through ShowtimeAnytime.com and the accompanying app. Showtime's TVE content is still available through Xfinity.com/TV and the Xfinity TV player app.

Programming: Season 2 of **HBO** drama series “The Newsroom” debuts July 14 at 10pm. -- In observance of Earth Day, **Boomerang** will run a marathon of “Captain Planet” beginning at 6am ET on Apr 22.

1980s Rewind: Check out **CableFAX.com** for a “totally awesome” slideshow featuring **Fox** execs in all their '80s glory. The occasion? **Nat Geo** premieres “The '80s: The Decade that Made Us” on Sun (4/14) at 8pm.

People: **MSNBC** vp of long form *Michael Rubin* will lead the long form programming group at **Weather Channel**. He will continue in his current role at MSNBC (**NBCU** is one of Weather's 3 owners). -- **Univision** appointed *Gustavo Ordóñez* as svp, programming research.

CableFAX

PROGRAM AWARDS

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards honor the best in cable programming, content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's good on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners and honorable mentions in September.

Sponsorship Opportunities: Amy Abbey at aabbey@accessintel.com

Entry Questions: Mary Lou French at 301.354.1851 or mfrench@accessintel.com

DEADLINE

June 21, 2013

ENTER TODAY AT

CableFAXProgramAwards.com

CableFAX Week in Review

Company	Ticker	4/12 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	56.05	1.17%	11.74%
DISH:	DISH	37.63	1.16%	3.38%
DISNEY:	DIS	60.55	4.94%	21.61%
GE:	GE	23.46	2.31%	11.77%
NEWS CORP:	NWS	31.68	2.62%	20.73%
MSOS				
CABLEVISION:	CVC	14.84	(0.8%)	(0.67%)
CHARTER:	CHTR	105.06	(0.41%)	37.80%
COMCAST:	CMCSA	42.00	1.06%	12.42%
COMCAST SPCL:	CMCSK	39.99	1.68%	11.33%
GCI:	GNCMA	9.47	6.17%	(1.25%)
LIBERTY GLOBAL:	LBTYA	75.54	2.11%	19.98%
LIBERTY INT:	LINTA	21.30	2.40%	8.23%
SHAW COMM:	SJR	23.87	(0.91%)	3.87%
TIME WARNER CABLE:	TWC	93.67	(4%)	(3.62%)
VIRGIN MEDIA:	VMED	50.17	1.72%	36.52%
WASH POST:	WPO	444.50	2.58%	21.71%

Company	Ticker	4/12 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	65.82	4.08%	32.97%
CBS:	CBS	46.57	3.03%	22.39%
CROWN:	CRWN	2.04	1.49%	10.27%
DISCOVERY:	DISCA	81.03	3.14%	27.65%
GRUPO TELEVISA:	TV	27.45	1.29%	3.27%
HSN:	HSNI	53.42	0.38%	(3.01%)
INTERACTIVE CORP:	IACI	44.30	(0.32%)	(6.22%)
LIONSGATE:	LGF	23.25	0.04%	41.77%
OUTDOOR:	OUTD	8.85	0.34%	16.45%
SCRIPPS INT:	SNI	68.10	3.26%	17.58%
STARZ:	STRZA	22.05	4.01%	0.00%
TIME WARNER:	TWX	59.46	2.73%	24.32%
VALUEVISION:	VVTV	4.07	17.63%	126.11%
VIACOM:	VIA	66.93	4.91%	23.33%
WWE:	WWE	9.10	4.60%	15.34%

Company	Ticker	4/12 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.31	(0.43%)	16.08%
ALCATEL LUCENT:	ALU	1.45	9.02%	4.32%
AMDOCS:	DOX	35.18	(0.2%)	3.50%
AMPHENOL:	APH	73.49	2.00%	13.59%
AOL:	AOL	39.19	1.48%	32.35%
APPLE:	AAPL	429.80	1.56%	(19.24%)
ARRIS GROUP:	ARRS	17.37	5.27%	16.27%
AVID TECH:	AVID	6.37	1.92%	(15.96%)
BLNDER TONGUE:	BDR	1.05	(26.06%)	(8.7%)
BROADCOM:	BRCM	33.87	2.39%	1.99%
CISCO:	CSCO	21.54	4.51%	9.62%
CLEARWIRE:	CLWR	3.26	(1.81%)	12.80%
CONCURRENT:	CCUR	6.33	(12.57%)	10.28%
CONVERGYS:	CVG	16.80	2.88%	2.38%
CSG SYSTEMS:	CSGS	20.70	(2.31%)	13.86%
EHOSTAR:	SATS	38.65	3.37%	12.95%
GOOGLE:	GOOG	790.05	0.89%	11.69%
HARMONIC:	HLIT	5.89	3.70%	16.17%
INTEL:	INTC	21.68	3.51%	5.12%
JDSU:	JDSU	13.98	4.56%	3.56%

Company	Ticker	4/12 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVLT	21.57	9.38%	(6.66%)
MICROSOFT:	MSFT	28.79	0.31%	7.79%
RENTRAK:	RENT	22.63	2.49%	16.11%
SEACHANGE:	SEAC	10.71	(5.05%)	10.75%
SONY:	SNE	16.67	(0.12%)	48.84%
SPRINT NEXTEL:	S	6.22	(0.16%)	9.70%
TIVO:	TIVO	11.84	2.51%	(3.82%)
UNIVERSAL ELEC:	UEIC	22.52	2.27%	16.38%
VONAGE:	VG	2.97	2.06%	25.32%
YAHOO:	YHOO	24.69	5.97%	24.07%

Company	Ticker	4/12 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	38.59	1.50%	14.48%
VERIZON:	VZ	50.86	2.62%	17.54%

Company	Ticker	4/12 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	14865.06	2.06%	13.44%
NASDAQ:	IXIC	3294.95	2.84%	9.12%
S&P 500:	GSPC	1588.85	2.29%	11.41%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	4.07	17.63%
2. LEVEL 3:	21.57	9.38%
3. ALCATEL LUCENT:	1.45	9.02%
4. GCI:	9.47	6.17%
5. YAHOO:	24.69	5.97%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.05	(26.06%)
2. CONCURRENT:	6.33	(12.57%)
3. SEACHANGE:	10.71	(5.05%)
4. TIME WARNER CABLE:	93.67	(4%)

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