

CableFAX Daily™

Wednesday — April 17, 2013

What the Industry Reads First

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Team Ownership: Mariners Reach Deal with DirecTV for New RSN Partnership

If the Yankees and Dodgers can do it, why not the Seattle Mariners? The **MLB** team has purchased a majority stake in **DirecTV**-owned **Root Sports Northwest**, with the 2 creating a new venture that they'll jointly own. DirecTV, which owns and operates 2 other RSNs in Denver and Pittsburgh, assumes a minority position and will continue to oversee day-to-day management of the net. The Root Sports branding also remains. The agreement has Mariners baseball on the net through the conclusion of the '30 MLB season. It nixes any hopes **Comcast** may have had about stealing the rights away. The Mariners signed a 10-year deal (reportedly for \$450mln) with DirecTV in '11, but had the right to opt out of the deal after the '15 season. Teams and conferences are increasingly looking for a bigger bite for their TV rights, with the Dodgers-**Time Warner Cable** deal—reportedly worth between \$7bln-\$8bln—egging it on. On Tues, **ESPN** and the Southeastern Conference were slated to announce the launch of their channel, but canceled the media event in Atlanta in light of the Boston Marathon attacks. The 1st conversations were held in late '10, according to *Bob Aylward*, Mariners evp, biz ops. "It's amazing to me how off the radar the negotiations have been, and I think that's a reflection of both the desire of DirecTV and the Mariners to expect the confidentiality of the non-disclosures," he said. No specifics were given on the deal, with Aylward simply saying that the team made a "substantial investment" in the venture. *Forbes* estimated the value at \$2bln. NY investment bank **Allen & Co** advised the Mariners on the transaction. Allen & Co's *Steve Greenberg* said the deal was less risky than going it alone with a 100%-owned net that would have to strike carriage deals (a la Dodgers) and that by having a majority stake, the Mariners will get more than just rights fees. Root Sports Northwest currently reaches about 3.2mln homes. This season, the net provides coverage of 159 games.

In the Courts: **Fox** and other broadcasters have asked for an en banc hearing of the 2nd Circuit Court of Appeals, following the court's decision in favor of **Aereo**. Last month, the court declined to issue an injunction that would stop Aereo from operating as the case makes its way through the courts. "This petition is an important next step in ensuring the protection of our copyrighted material," the broadcasters said.

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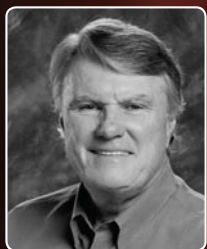
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For event and sponsorship information,
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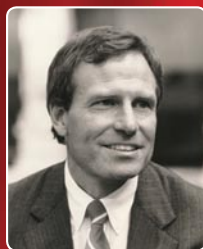
Honorees



JOHN M. EGAN
Chairman
Evolution Digital



JAMES P. MOONEY III
Principal & Managing
Partner
JLM Partners (deceased)



TIMOTHY P. NEHER
Partner
Pilot House Associates, LLC



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TVE: Time Warner Cable is freeing its TWC TV app so that customers can access on demand programming and a small amount of live streams outside the home. Some 1100 hours of programming from 26 nets will be available starting at 10am ET Wed for iPad, iPad Mini, iPhone and iPod Touch. The app will feature up to 11 live channels, including **Aspire, BBC America, belN Sports, Big 10, FearNet, GMC, Pac-12, NY1, YNN** and **TV Guide Network**. TWC TV already allows users to watch 200+ channels live inside the home.

On the Hill: The **Office of Management and Budget** is speaking out against cyber info bill CISPA, saying it should be vetoed by the president in its current form. House debate is expected to begin this week on the legislation. -- Reps *Peter Welch* (D-VT) and *Bob Latta* (R-OH) have formed an 18-member bipartisan working group of **Commerce** cmte members that will work to promote rural telecom issues with the committee. "From broadband access and spectrum issues, to problems with call completion, rural areas of our districts often have unique concerns. This bipartisan working group will serve as a forum to educate committee Members on rural issues to ensure that rural priorities are understood and addressed in the important work of this Committee," the lawmakers said. -- House Commerce scheduled a markup Wed of a bill that passed out of the Communications subcmte last week and that would make it official US policy to promote global Internet free from govt control. Dems have expressed concern the legislation could hinder the work of various govt agencies.

From the Streets: More analysts weighed in on **DISH's Sprint** bid. *Charlie Ergen's* \$25.5bln offer could face some "tough hurdles," **Wells Fargo** analysts said. From a debt perspective, "the leverage to be taken on is lofty," especially given Sprint's current business model, which some have characterized as "lumpy," and "sub-par," the analysts said. While Ergen seems to have "every intention" to enter the wireless business, he has said he can't do so alone, which means a sale is possible, they said, citing potential buyers like **DirectTV**. The bottom line? A sale is most likely, the analysts said. **Stifel Nicolaus** initiated coverage of DISH Tues with a "Hold" rating on the shares. "We remain moderately concerned about the future of the US pay TV industry and DISH's positioning within the market," the analysts said. DISH's valuation is "highly dependent upon" its spectrum holdings, which are potentially "quite valuable," they said.

ACA: **ACA** called on the **FCC** to reform its proposed special access data mandate on small cable ops. "Large and disproportionate cost burdens" expected by the providers will "render the agency's actions unlawful" under the Paperwork Reduction Act. **ACA** comments came in response to the Commission's special access FNPRM. The agency plans to use this information as it evaluates the special access market and moves to update the rules.

Boston: As the nation mourns the death and injuries in Boston, family, friend and coworkers were frantically trying to get in touch with loved ones Mon who were at the race. Companies tried to account for employees who were in the area. *Trevor Arp*, Comcast vp, product mgmt for the Northeast div, was running with his wife Kelly. It was supposed to be their 2nd marathon, but the NYC Marathon was canceled this fall in the wake of Hurricane Sandy. "We were at the 23-mile mark when the explosions happened," he told us. "In an odd twist of fate, our pacing through the first 15 miles would have had us at the finish line at almost the exact minute of the explosions, but I started having knee problems and had to slow down." In the chaos following the explosions, it wasn't really clear what had happened that far back from the finish. Arp said he and his wife continued running until the 25-mile mark before they were stopped. "[It was] not until my phone started ringing off the hook, tons of texts and news alerts did we have any idea," he said. "We were lucky to have friends in Brookline who came and picked us up, but most folks didn't know what to do or where to go. That said, the BAA did a wonderful job given the chaos." Anyone who has read **CableFAX.com's** "Comings & Goings" column on a regular basis knows that the industry has many marathon runners. *Betsy Brightman*, vp of affiliate relations & distribution for **RLTV**, was at the event with her family, cheering on her husband *Jay Brightman* in his first marathon. "We expected Jay to run a 4:15 or 4:25ish time, so we were expecting him to round the corner from Hereford onto Boylston," said Brightman, who was standing on Boylston with her son and other family members at the time of the attacks. Her two daughters were in the crowd about 2.5 blocks away. Brightman estimated they were about 30 yards from the first explosion. In the chaos, she tried to run toward her daughters. "I called one [on her phone] and she answered, thank God, to tell me they were running away," Brightman said. Streets were immediately closed off, and Bright-

man and her daughters met in the lobby of the Sheraton where they were staying. She lent her phone to runners who had evacuated there with nowhere to go and no phones, money, etc. “[I] cannot commend the Sheraton staff and managers enough,” said Brightman, who noted they were handing out blankets, water bottles, letting people use their desk phones. Brightman wasn’t able to reach her husband for about 45 minutes after the explosions because of cellphone overload, but she knew he was OK because he hadn’t made the turn onto Boylston where the finish line was. He eventually came back to the hotel with 3 other runners. Brightman’s family was supposed to leave Mon but ended up staying overnight because they couldn’t get their car from a garage that was in a closed-off area. -- Events continued to be canceled because of the tragedy. Tues’ **Celtics** home game against the **Pacers**, with **TNT** replacing it with **Raptors-Hawks** game. **Fuse** postponed a press conference announcing its partnership with Trident and Twitter originally scheduled for Tues due to the traffic events in Boston. “Our thoughts and prayers are with Boston, and our hearts go out to the victims and their loved ones. We will be in touch with future details as they are determined,” Fuse said.

Upfronts: **mun2** said it’s producing more than 200 hours of original programming, including 3 original series: Hispanic celebrity reality series “Horoscopos,” docu-reality series “Viva Los Vargas” (featuring boxer *Fernando Vargas* and family) and family business reality series “Reinas de Realty.” The net is the exclusive Hispanic cable home for the Barclays Premier League this summer. -- **Spike’s** ’13 development slate builds on shows like “Bar Rescue” and “Ink Master.” Pilots in the work include an *Adam Carolla* program in which the radio personality and construction expert catches contractors who have done a shoddy job, a look at the high-stakes world of hard money lending; and “We’re the Boss,” in which everyday employees get to be in charge of their company for 1 week. -- **BET’s** new programming slate includes new series “Being Mary Jane” (Q1, ’14), “Comic View” (Q4) and “*T.D Jakes* Presents: Mind, Body & Soul” (4Q), returning series like “106 & Park” (4Q), “Apollo Live” (premiere 4Q) and “*Bobby Jones Gospel*” (4Q). Returning programs on **Centric** include “As Written” (4Q) and “Being” (1Q, ’14). Returning specials on Centric includes “Soul Train Awards” (Q4) and “Centric Soul Weekend” (4Q).

Ratings: Sun night’s “Game of Thrones” on **HBO** drew 4.7mln viewers at 9pm, topping the season premiere’s 4.4mln viewers. The net’s 2nd season premiere of “Veep” scored 1.2mln viewers, an improvement of 11% from last season’s finale. -- **Syfy’s** “Defiance” was the net’s most-watched scripted series premiere among 18-49 (1.3mln) since ’06 (“Eureka”). The series scored 2.7mln total viewers and 1.4mln 25-54, averaging 2.0 HH rating. -- **FX’s** “The Ultimate Fighter” on April 13 scored series highs in total viewers (1.71mln) and 18-49 (1.16mln).

Programming: **E!** will debut reality series “The Wanted Life,” featuring UK band The Wanted, on June 2, 10:30pm. -- As **Al Jazeera America** gears up for launch this year, it’s filling out its on-air team. Investigative reporter *Edward Pound* will head the net’s 16-person investigative reporting unit. Pound, a former *NY Times* and *National Journal* reporter, will be based in DC. -- **Comcast Xfinity** TV subs can access the 12th Annual Tribeca Film Festival on Xfinity on Demand starting Tues.-- **Destination America’s** “BBQ Pitmasters” will head to NYC to film an episode this weekend. The net has teamed with **KCBS** and **Tunnel2Towers Foundation** to raffle a Myron Mixon smoker used on the show to raise money for the Hurricane Sandy rebuild. -- **Cartoon** presents “The Bully Effect,” a half-hour **CNN** original doc abridged for family audiences, Apr 28, 5:30 and 8pm. The commercial-free special will feature additional original content, including a special intro by Cartoon pres/CEO *Stuart Snyder*. This is part of the net’s “Stop Bullying: Speak Up” initiative. -- **Comedy Central** ordered its 1st dramatic comedy series, “Brody Stevens: Enjoy It!” The order includes the 6 existing episodes of the **HBO Digital** documentary-style series, which will be expanded to full half-hours, as well as six all-new episodes, and is slated to premiere this summer. -- **Disney XD** ordered a 2nd season of “Crash & Bernstein” for the fall.

On the Circuit: **WICT** and **NAMIC** will again conduct a joint workplace diversity study for the next editions of the WICT PAR Initiative and the NAMIC AIM. The survey will be funded through a grant by the **Walter Kaitz Foundation**. The survey activation period will begin in April, with data collection being facilitated for approximately eight weeks. Findings from this research will be presented by WICT and NAMIC during a Town Hall Meeting scheduled for Oct 8, in NYC as part of Cable Diversity Week.

Public Affairs: **WWE’s** online auction to benefit Hurricane Sandy relief efforts raised more than \$524K. The auction was part of WrestleMania Week activities around the NY and NJ area.

Honors: **Yes Network’s** *John Filippelli*, pres, production and programming, is one of the recipients of the 6th Annual **NYU** Sports Business Society Awards.

BUSINESS & FINANCE

Press Clippings: Interesting first-person account at **Salon.com** on a hired hand for an **Access to the Arts** rally in Jan decrying **Time Warner Cable's** decision to remove **Ovation**.

People: **Univision** appointed **Michael McAlone** as vp, network sales for the Southwest region.
 -- **Comcast Cable** promoted **Greg Butz** to evp, sales and marketing.
 -- **FCC** appointed **Michael Steffen** as director of digital learning and **Matthew Quinn** as director of healthcare initiatives.

Business/Finance: **Razorsight**, a provider of cloud-based analytics for the communications industry, has closed a \$3mIn loan facility from **Horizon Technology Finance Corp**. **Razorsight's** software is used by **Comcast, AT&T, Verizon, Facebook** and others.

New on CableFAX.com: Check **CableFAX.com** for new articles on **Charlie Ergen's Sprint** play, an interview with **Veveo's Sam Vasisht** on working with distributors and a chat with "Defiance" showrunner **Kevin Murphy** about the new **SyFy** show's innovative plan to meld gaming and traditional TV narrative. But whatever you do, don't miss the latest slideshow featuring the 1980s fashion stylings of **Nat Geo** execs, who are celebrating the net's series "The '80s: The Decade that Made Us."

CableFAX Daily Stockwatch

Company	04/16 Close	1-Day Ch	Company	04/16 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	55.62	0.57	CSG SYSTEMS:	20.38	0.08
DISH:	37.93	1.16	ECHOSTAR:	38.52	0.87
DISNEY:	60.75	1.87	GOOGLE:	793.37	11.44
GE:	23.10	0.29	HARMONIC:	5.64	0.12
NEWS CORP:	31.47	0.93	INTEL:	21.91	0.54
MSOS					
CABLEVISION:	14.56	0.05	JDSU:	13.19	(0.14)
CHARTER:	104.91	1.83	LEVEL 3:	20.78	(0.14)
COMCAST:	41.41	0.26	MICROSOFT:	28.97	0.28
COMCAST SPCL:	39.55	0.29	RENTRAK:	22.81	0.15
GCI:	9.03	(0.09)	SEACHANGE:	10.86	0.25
LIBERTY GLOBAL:	74.48	0.41	SONY:	16.56	0.08
LIBERTY INT:	20.75	0.10	SPRINT NEXTEL:	7.20	0.14
SHAW COMM:	22.69	0.15	TIVO:	11.51	0.02
TIME WARNER CABLE:	93.07	0.59	UNIVERSAL ELEC:	21.68	0.44
VIRGIN MEDIA:	49.73	0.28	VONAGE:	2.87	0.02
WASH POST:	445.46	9.77	YAHOO:	23.79	(0.19)
PROGRAMMING					
AMC NETWORKS:	65.34	1.08	TELCOS		
CBS:	46.17	1.21	AT&T:	37.94	(0.01)
CROWN:	2.03	0.03	VERIZON:	50.46	(0.18)
DISCOVERY:	79.39	0.56	MARKET INDICES		
GRUPO TELEVISA:	26.23	(0.12)	DOW:	14756.78	157.58
HSN:	51.84	0.47	NASDAQ:	3264.63	48.14
INTERACTIVE CORP:	44.91	0.79	S&P 500:	1574.57	22.21
LIONSGATE:	22.88	0.60			
OUTDOOR:	8.79	0.06			
SCRIPPS INT:	67.56	1.26			
STARZ:	22.03	0.25			
TIME WARNER:	59.73	1.26			
VALUEVISION:	4.26	0.29			
VIACOM:	66.55	2.13			
WWE:	8.84	0.10			
TECHNOLOGY					
ALCATEL LUCENT:	1.42	0.02			
AMDOCS:	35.39	0.80			
AMPHENOL:	73.51	2.01			
AOL:	38.87	0.37			
APPLE:	426.24	6.39			
ARRIS GROUP:	16.72	0.16			
AVID TECH:	6.18	0.01			
BLNDER TONGUE:	1.05	UNCH			
BROADCOM:	33.97	0.70			
CISCO:	21.16	0.11			
CLEARWIRE:	3.26	0.11			
CONCURRENT:	6.94	0.78			
CONVERGYS:	16.25	0.17			

CableFAX PROGRAM AWARDS

Sponsorship Opportunities: Amy Abbey at aabbey@accessintel.com
Entry Questions: Mary Lou French at 301.354.1851 or mfrench@accessintel.com

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.

