

# CableFAX Daily™

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What the Industry Reads First

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## World IP Day: Celebrating Creativity

This year's World Intellectual Property Day, observed annually on Apr 26, is all about creativity. For **HBO** CEO *Richard Plepler*, creativity for content providers means believing in people and the brand. "We are trying to nurture a culture" which is transparent, open, free and inclusive, he said Fri at the "Creativity Conference" by **MPPA**, in partnership with *Time* and **Microsoft**. That means listening to each other. "If you are not listening to your colleagues across generations, you will get in real trouble," Plepler said. "Listening gets you a diverse point of view." The job for content providers is to "keep the window open as wide as it can be," he said. Plepler's advice on talent? "If you believe in the right people, you are going to have your fair share of success." In addition, creating an environment where "people feel safe to fail" is important as creativity sometimes starts with stupid ideas, said *Steven Bathiche*, research dir, applied science group, **Microsoft**. An important HBO strategy is to "lean into technology," which is driven by creativity, according to the chief exec. Citing the net's extensive TVE offerings as an example, Plepler said HBO's content ownership puts it in charge of where the content goes. As an **ABI Research** analyst recently opined, the expansion of TVE will increase programmers' role in distribution, both from authentication access as part of a traditional pay TV deal, and from ad-supported free-to-wire services and some stand-alone content bundles (*Cfax, Apr 18*). "We are not making creative choices fundamentally based on the size of the screen," Plepler said, but are trying to give consumers as many viewing options as possible. He called TVE a "tremendous value added service." Speaking of changing viewing behavior, creative services and applications are redefining TV, said *NY Times* columnist *Frank Bruni*. Because of the real-time nature of social media, viewers can customize their entertainment experience. That changes how viewers consume entertainment content. Creativity also means when a technology exists, "we should distribute products that take advantage of the technology," said *Mitch Singer*, chief digital strategy officer at **Sony Pictures**. He cited initiatives like UltraViolet, which uses cloud technology to allow access and sharing of content regardless of the platform. To help drive creativity across the board, the federal government and companies should establish an "explicit innovation budget," President *Bill Clinton* said during a keynote. The most important creativity, according to Clinton, is the "creativity of cooperation."

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World IP Day was established by the World IP Organization to raise awareness of the impact of patents, copyright and trademarks on daily life, among others.

**Internet: Comcast** announced a new in-home gateway that **Allion** found to deliver speeds of up to 270 Mbps on a 5.0 GHz frequency. The all-in-1 device combines a customer's wireless router, cable modem and voice adapter. It also was built to MoCA 2.0, allowing more efficient network connections within the home. Comcast said the Allion speed more than tripled speeds produced by popular wireless gateways from **Verizon** (88 Mbps) and **AT&T** (25 Mbps). Comcast also announced that it has boosted speeds on 2 of its most popular Internet speed tiers, with the Blast! tier increasing from 25 Mbps to 50 Mbps downstream and from 4 Mbps to 10Mbps upstream. Extreme 50 went from 50 Mbps to 105 Mbps downstream and from 15 Mbps to 20 Mbps upstream.

**Sports Talk: DISH** is balking at paying for an additional 47 Braves games in the Atlanta market that **Fox Sports** added in Feb from **Peachtree TV**, the *Atlanta Journal-Constitution* reports. The 1st of the extra games, which air on **Fox Sports South** and **SportsSouth**, is Fri's Atlanta-Detroit match-up. Other providers, including **Comcast**, **A&T U-Verse** and **DirectTV**, have agreed to carry the game. "DISH is open to a fair deal to deliver these Braves games to our Atlanta customers, but this surcharge does not allow us to uphold the DISH promise to deliver the best content at the best value," the satellite provider said.

**Amazon Earnings:** 1Q sales at **Amazon** rose 22% to \$16bln as the retailer steps up its push into video content. Not only is there an expanded selection for Prime Instant Video users, including new licensing deals with **A&E**, **Nets**, **FX** and **Scripps Nets Interactive**, but Amazon Studios recently announced having customers determine which pilots go into full-season production. Plus there are transactional video buys, with CEO Tom Skutak saying that Prime customers are going beyond free video and purchasing video content. The transaction business is growing "very, very fast, and certainly customers like it. We are seeing that reflected in the result that you see today," he said. Amazon's 1Q net income fell 37% to \$82mln in the Q.

**Smart Home: AT&T** plans the first commercial launch of its Digital Life home security and automation service in 15 markets. The telco plans to launch in up to 50 markets by the end of the year. Two base plans are available: Simply Security, which includes things like 24/7 home monitoring and recessed sensors (\$29.99 a month plus \$149.99 for equipment and installation), and Smart Security (\$39.99 a month, plus \$249.99 for equipment and installation), which includes features like motion sensor, carbon monoxide sensor and smoke sensor. Additional packages are available for Smart Security subs, such as camera services, appliances control, water detection and water control.

**Huawei Conundrum:** Entering the US telecom equipment market hasn't been a smooth ride for Chinese vendor **Huawei**. Perhaps that's why the company isn't focusing on the US market "due to whatever the geopolitical reasons," reported *PC World*, citing CTO *Li Sanqi*. The comment was in reference to Huawei's tier 1 telecom business, but the company continues to focus on its MSO business, a spokesman clarified. Regarding its carrier network business in the US, the company said "the current US market environment makes it difficult for that market to become a primary revenue source or a key growth area..." When it comes to Huawei's cable business, the company "remains committed" and is still "engaging and will continue to engage major cable operators with new products and solutions." The company's MSO clients include ops like **Comcast**, **Suddenlink** and **BendBroadband**.

**Carriage:** Filipino programmer **ABS-CBN's Lifestyle Network** has launched on **Time Warner Cable** in L.A. and San Diego. It's available for no additional charge to digital customers with a subscription to **The Filipino Channel**.

**Programming: Comedy Central** renewed "The Jeselnik Offensive" and "Nathan for You" for sophomore seasons. Ten Jeselnik eps debut in July, while 10 eps of Nathan will premiere next year.

**People: Yahoo!** chmn *Fred Amoroso* will not seek re-election to the board at the upcoming shareholders meeting. He will continue to serve on the board through the June 25 meeting, but has resigned as chmn. Board member *Maynard Webb* will serve as interim chmn.-- **BabyFirst** tapped *Matt Gentile* as svp, ad sales and sponsorships.

### CableFAX Week in Review

Company	Ticker	4/26 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	56.33	2.08%	12.30%
DISH:	DISH	39.99	2.54%	9.86%
DISNEY:	DIS	61.87	0.50%	24.26%
GE:	GE	22.21	2.11%	5.81%
NEWS CORP:	NWS	31.20	(0.22%)	18.90%
<b>MSOS</b>				
CABLEVISION:	CVC	14.80	(0.27%)	(0.94%)
CHARTER:	CHTR	101.64	(1.36%)	33.32%
COMCAST:	CMCSA	41.37	2.00%	10.73%
COMCAST SPCL:	CMCSK	39.26	1.13%	9.30%
GCI:	GNCMA	9.48	5.69%	(1.15%)
LIBERTY GLOBAL:	LBTYA	73.61	0.23%	16.92%
LIBERTY INT:	LINTA	20.80	3.69%	5.69%
SHAW COMM:	SJR	22.29	(1.02%)	(3%)
TIME WARNER CABLE:	TWC	93.43	2.36%	(3.87%)
VIRGIN MEDIA:	VMED	49.30	0.33%	34.15%
WASH POST:	WPO	446.37	2.53%	22.22%

Company	Ticker	4/26 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
AMC NETWORKS:	AMCX	63.43	(1%)	28.14%
CBS:	CBS	46.27	0.46%	21.60%
CROWN:	CRWN	2.05	1.99%	10.81%
DISCOVERY:	DISCA	79.21	1.75%	24.78%
GRUPO TELEVISA:	TV	25.40	0.28%	(4.44%)
HSN:	HSNI	52.98	1.65%	(3.81%)
INTERACTIVE CORP:	IACI	46.10	5.08%	(2.41%)
LIONSGATE:	LGF	24.34	3.27%	48.41%
OUTDOOR:	OUTD	8.73	(1.36%)	14.87%
SCRIPPS INT:	SNI	66.66	(0.57%)	15.09%
STARZ:	STRZA	23.29	6.06%	0.00%
TIME WARNER:	TWX	59.67	(0.13%)	24.75%
VALUEVISION:	VVTV	4.21	0.72%	133.89%
VIACOM:	VIA	64.35	(3.36%)	18.57%
WWE:	WWE	9.17	5.77%	16.22%

Company	Ticker	4/26 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ALCATEL LUCENT:	ALU	1.38	2.99%	(0.72%)
AMDOCS:	DOX	34.96	(0.63%)	2.85%
AMPHENOL:	APH	74.30	2.09%	14.84%
AOL:	AOL	39.04	3.50%	31.85%
APPLE:	AAPL	417.20	6.83%	(21.6%)
ARRIS GROUP:	ARRS	16.39	0.00%	9.71%
AVID TECH:	AVID	6.76	8.16%	(10.82%)
BROADCOM:	BRCM	34.54	8.31%	4.00%
CISCO:	CSCO	20.67	1.03%	5.19%
CLEARWIRE:	CLWR	3.44	5.85%	19.03%
CONCURRENT:	CCUR	6.80	2.10%	18.47%
CONVERGYS:	CVG	16.43	3.46%	0.12%
CSG SYSTEMS:	CSGS	21.24	4.17%	16.83%
ECHOSTAR:	SATS	39.13	4.79%	14.35%
GOOGLE:	GOOG	801.42	0.19%	13.29%
HARMONIC:	HLIT	5.71	(3.06%)	12.62%
INTEL:	INTC	23.40	4.28%	13.48%
JDSU:	JDSU	13.44	5.83%	(0.44%)
LEVEL 3:	LVLT	19.84	(8.02%)	(14.15%)
MICROSOFT:	MSFT	31.79	6.79%	19.02%

Company	Ticker	4/26 Close	1-Week % Chg	YTD %Chg
RENTRAK:	RENT	22.61	(2.84%)	16.01%
SEACHANGE:	SEAC	10.73	(1.38%)	10.96%
SONY:	SNE	16.48	(1.02%)	47.14%
SPRINT NEXTEL:	S	7.12	(0.7%)	25.57%
TIVO:	TIVO	11.55	5.38%	(6.17%)
UNIVERSAL ELEC:	UEIC	21.75	1.87%	12.40%
VONAGE:	VG	3.03	3.06%	27.85%
YAHOO:	YHOO	24.68	5.16%	24.02%

Company	Ticker	4/26 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	37.04	(3.24%)	9.88%
VERIZON:	VZ	53.63	2.64%	23.94%

Index	4/26 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>			
DOW:	14712.55	1.13%	12.27%
NASDAQ:	3279.26	2.28%	8.60%
S&P 500:	1582.24	1.74%	10.94%

### WINNERS & LOSERS

#### THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BROADCOM:	34.54	8.31%
2. AVID TECH:	6.76	8.16%
3. APPLE:	417.20	6.83%
4. MICROSOFT:	31.79	6.79%
5. STARZ:	23.29	6.06%

#### THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LEVEL 3:	19.84	(8.02%)
2. VIACOM:	64.35	(3.36%)
3. AT&T:	37.04	(3.24%)
4. HARMONIC:	5.71	(3.06%)
5. RENTRAK:	22.61	(2.84%)

## CableFAX PROGRAM AWARDS

Sponsorship Opportunities: Amy Abbey at [aabbey@accessintel.com](mailto:aabbey@accessintel.com)  
 Entry Questions: Mary Lou French at 301.354.1851 or [mfrench@accessintel.com](mailto: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.

