

# CableFAX Daily™

Wednesday — May 2, 2012

What the Industry Reads First

Volume 23 / No. 084

## Riding the Waves: Rau Taking SeaChange to Pure-Play Software Company

With *Raghu Rau* now permanent CEO vs interim CEO (*Cfax*, 5/1), **SeaChange** continues to move forward with its plan to exit the hardware business to focus on software. Insert joke about a “sea change” here. In Jan, with Rau at the helm, SeaChange announced more than \$5mln in cost reductions, primarily through layoffs related to the streamlining of operations. After such a move, how do you address employee morale and get everyone on board with the new focus? Rau thinks it was important to do the cost-cutting moves right up front and then move forward. “Morale has improved because we brought in new talent,” he said. “Employees know the mission, they’ve seen the sense of purpose and they’re all marching forward.” Why is it so important for SeaChange to exit the hardware business? It just doesn’t have the margin and growth profile as software does for the company. “One very important reason in the cable industry is that the value is migrating from hardware to software,” Rau said. “The price of the set-top keeps declining. The big issue cable operators have had with the box is they need to have multiple manufacturers to keep prices down [but that means different user interfaces, etc]. The way to resolve these problems is through software.” That’s why you’re seeing **Cisco** acquire **NDS** for \$5bln. Rau describes SeaChange’s mission as providing a personalized video experience in the home and everywhere, any time and on any device. As a pure-play software company, SeaChange is focusing on 3 products: “Adrenalin,” a multi-screen video back office solution (rollouts underway in US, but significant ramp up expected in 3Q & 4Q); its “Nucleus Soft Box,” which supports ops’ transition from QAM to IP video as they offer up multi-screen media sharing, whole home, DVR, OTT content, etc; and its “Infusion” advanced ad platform, which can take note of what a user is viewing on an iPad and send a related, target commercial to the TV. “[Cable] is facing competition from over-the-top players. They need to have the same kind of user experiences. They need to support multiple applications and they need to leverage that they’re bringing the broadband pipe into the home,” Rau said. “I think this has almost become an imperative for them to have a multi-screen, so what we’re trying to do is rush and meet their deployment schedule.” All of this will be on display at the **Cable Show** this month in Boston, just 23 miles from SeaChange’s Acton, MA, HQ. The close proximity hasn’t gone unnoticed. “We’re going to be busing all of the employees [to the show] and have them share some of the excitement,” Rau said.

**Chartervision:** *Tom Rutledge*’s transformation of **Charter** continues, with the announcement that *John Bickham* has joined the company as COO. Charter pres/CEO Rutledge said he’s confident in Bickham’s ability to help the organization achieve its full potential. Last month, Rutledge tapped former Cablevision exec *Jonathan Hargis* as CMO. Bickham was pres of cable & comm at Cablevision when Rutledge was COO. Both left last year, and a host of execs have followed. Most recently, evp, advance platform sales *Barry Frey*. Our running tally of Cablevision departures also include: CFO Mike Huseby; evp, product mgmt John Trierweiler; evp, consumer ops Kip Mayo, evp corp engineering, tech James Blackley; media sales head David Kline; and IR svp Pat Armstrong. Let us know if we forgot someone.

it's **rebooty** time  
**KENDRA**  
 ON TOP

premieres  
**TUESDAY JUNE 5** 10|9c

**We** tv  
 life as WE know it  
[affiliate.amcnetworks.com/we](http://affiliate.amcnetworks.com/we)

#### Ad/Series of Ads - Distributor

- ▶ Comcast Spotlight - *Comcast Spotlight Eye-Con Campaign*
- ▶ Time Warner Cable Media - *2011 New York International Auto Show / Automotive On Demand*

#### Ad/Series of Ads - Programmer

- ▶ A&E - *The Glades Season 2 - Axe Unit*
- ▶ Starz Entertainment, LLC - *Spartacus: Gods of the Arena Digital Online Campaign*
- ▶ Turner Sports - *NBA.com/ESPN Fantasy Basketball*
- ▶ Turner Sports - *NBA TV "Bobble Heads"*

#### Best Overall Website - Cable Network - Large

- ▶ AMC - *AMCtv.com*
- ▶ CNBC - *CNBC.com*
- ▶ E! Entertainment - *E! Online*
- ▶ G4 - *G4tv.com*

#### Best Overall Website - Cable Network - Small and MidSize

- ▶ FEARnet - *FEARnet.com*
- ▶ MSG Varsity - *MSGVarsity.com*
- ▶ nuvoTV - *mynuvotv.com*
- ▶ Outdoor Channel - *OutdoorChannel.com*

#### Best Overall Website - Cable Operator

- ▶ Comcast Cable - *Comcast.com*
- ▶ Cox Communications Inc - *Customer Centered Online Experiences*
- ▶ Time Warner Cable - *TimeWarnerCable.com*

#### Best Overall Website - Regional/Local Programmers

- ▶ BayNews 9 - *baynews9.com*
- ▶ Central Florida News 13 - *cfnews13.com*
- ▶ Comcast SportsNet Mid-Atlantic - *CSNWashington.com*
- ▶ Comcast SportsNet Philadelphia - *CSNPhilly.com* (online home of Comcast SportsNet Philadelphia)
- ▶ YES Network - *YESNetwork.com*

#### Best TV Everywhere App

- ▶ AT&T U-verse - *AT&T U-verse App*
- ▶ CNN - *The CNN App*
- ▶ Comcast Corporation - *The XFINITY TV app*
- ▶ MSG Varsity - *MSG Varsity*

#### Blog or Series of Blogs

- ▶ AMC - *HanksBlog*
- ▶ BBC Worldwide Limited - *Anglophenia*
- ▶ CNBC - *NetNet with John Carney*
- ▶ RLTV - *Good Food, Good Deeds*

#### Blogger/Tweeter/Social Networking Facilitator

- ▶ Central Florida News 13 - *Jennifer Cook*
- ▶ CNBC - *John Carney*
- ▶ Turner Sports - *John Kim*
- ▶ Time Warner Cable - *Jeff Simmermon*

#### Community/Social Networking

- ▶ 360i - *USA Network - Bruce Campbell/The Fall of Sam Axe Ask Me Anything Reddit Campaign*
- ▶ Scripps Networks Interactive - *Food Network's Communal Table: Thanksgiving Edition*
- ▶ The Weather Channel - *The Weather Channel Social*

#### Contest / Online Games

- ▶ AMC - *Breaking Bad Games*
- ▶ Charter Communications - *Charter Center Stage*
- ▶ A&E - *Breakout Kings' Catch a Con Sweepstakes*
- ▶ National Geographic Channel - *Expedition Week's MISSION EXPEDITION*
- ▶ IFC - *Rhett & Link: Commercial Kings Loco Awards*
- ▶ WE tv - *Cake Staker Game*

#### Digital Marketing Campaign - Distributor

- ▶ Charter Communications - *Charter Center Stage*
- ▶ Comcast Spotlight - *Comcast Spotlight Take Five for Your Future 2011*
- ▶ Time Warner Cable Media - *Summertime is Cabletime*
- ▶ Time Warner Cable Media - *Domino's/ClickedIn*

#### Digital Marketing Campaign - Programmer

- ▶ EPIX - *The Long Khan, an interactive promotion for EPIX Pictures Presentation: The Captains*
- ▶ Starz Entertainment, LLC - *Scandalous Dirt, political aggregator site for the STARZ Original series Boss*
- ▶ Turner Sports - *RaceView Launch*

#### Digital Team of the Year

- ▶ AMC Networks
- ▶ Comcast - NBCU
- ▶ Discovery Communications
- ▶ ESPN
- ▶ Time Warner Cable
- ▶ Turner Sports

#### Editorial Excellence

- ▶ AMC - *AMCtv.com*
- ▶ Central Florida News 13 - *cfnews13.com*
- ▶ History - *CIVIL WAR 150 interactive*
- ▶ The Weather Channel - *The Weather Channel - Hurricane Irene coverage*

#### Official Show Website

- ▶ BBC Worldwide Limited - *Doctor Who - www.bbcamerica.com/doctorwho*
- ▶ nuvoTV - *Model Latina Las Vegas Website: mynuvotv.com/model-latina-las-vegas*
- ▶ Oxygen Media, LLC - *The Glee Project Digital Campaign*
- ▶ WE tv - *Braxton Family Values Show Section*

#### Original Content

- ▶ AMC - *The Trivial Pursuits of Arthur Banks*
- ▶ E! Entertainment - *E! News Now*
- ▶ FEARnet - *FEARnet's Jobs of the Damned*
- ▶ G4 - *G4 Films Epictober Fil Festival*
- ▶ History - *CIVIL WAR 150 interactive*
- ▶ Scripps Networks Interactive - *HGTVRemodels' Bathroom Planning Guide*

#### Podcast or Videocast

- ▶ Comcast SportsNet Mid-Atlantic - *Football Friday - CSNWashington.com*
- ▶ Turner Sports - *NCAA March Madness On Demand*
- ▶ Turner Sports - *PGA Championship LIVE Streaming Player*
- ▶ YES Network - *Off the Wall*

#### Smartphone App

- ▶ AMC - *AMC iPhone App*
- ▶ Bravo Media - *Bravo Now App*
- ▶ CNBC - *CNBC PRO*
- ▶ ESPN - *WatchESPN*
- ▶ Turner Sports - *93rd PGA Championship iPhone Mobile App*

#### Social Media Campaign

- ▶ 360i - *Bravo Top Chef Just Desserts: Surprise & Delight*
- ▶ Central Florida News 13 - *The Case Against Casey Anthony*
- ▶ Crown Media Networks - *Hallmark Channel's Countdown to Christmas*
- ▶ Discovery Communications - *Science's An Idiot Abroad Social Media Campaign*
- ▶ IN DEMAND - *Movies On Demand Facebook App*
- ▶ Oxygen Media, LLC - *The Glee Project Social Media Campaign*

#### Supplemental Web Campaign

- ▶ AMC - *The Walking Dead*
- ▶ Bravo Media - *Bravo Digital Media*
- ▶ RLTV - *Making Medicine Work for You*

#### Tablet App

- ▶ Comcast Spotlight - *1 + iPad App*
- ▶ E! Entertainment - *Live from the Red Carpet App*
- ▶ ESPN - *WatchESPN*
- ▶ National Geographic Channel - *Locked Up Abroad*
- ▶ The Weather Channel - *The Weather Channel App for iPad redesign*

#### Use of Facebook

- ▶ E! Entertainment - *E! Royal Wedding*
- ▶ IN DEMAND - *Movies On Demand Facebook App*
- ▶ National Geographic Channel - *9/11 Facebook Application*
- ▶ TLC - *TLC's Cake Boss Facebook Page*

#### Use of Twitter

- ▶ Discovery Communications - *Discovery Channel's @SharkWeek*
- ▶ E! Entertainment - *E! Celebri-tweet*
- ▶ Oxygen Media, LLC - *The Glee Project Social Media Campaign*
- ▶ Turner Sports - *NCAA March Madness On Demand Social Arena*
- ▶ WICT - *@WICT*

#### Use of Video/Moving Image

- ▶ AMC - *Video Inside Breaking Bad*
- ▶ CNBC - *CNBC Explains*
- ▶ Starz Entertainment, LLC - *Camelot NY Post Animated Rich Media Interstitial & Takeover*
- ▶ Turner Sports - *NASCAR.COM RaceBuddy*
- ▶ Turner Sports - *NASCAR.COM's Garage Cam*

#### Video Editor/Producer

- ▶ Discovery Communications - *James Williams*
- ▶ Travel Channel - *Jim Morley*
- ▶ YES Network - *Joe Auriemma*

#### Web Content Director

- ▶ MSG Varsity - *Jonathan McCarthy*
- ▶ WE tv - *Andrea Macey*
- ▶ YES Network - *Kevin Sullivan*

#### Web Site Design/Redesign

- ▶ FEARnet - *FEARnet's Trick 'r Treat Campaign*
- ▶ MSG Varsity - *MSGVarsity.com*
- ▶ WE tv - *WETv.com*

**ANNOUNCED: The TV Everywhere Leadership Awards: Comcast & Turner Broadcasting System**

Winners announced and Mid-Day Report released during the May 21st awards breakfast. Congratulations to all of the finalists!

To register for the event, visit [www.CableFAX.com/events](http://www.CableFAX.com/events)

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SVP, Digital Media and Business Strategy, Sundance Channel

**Nomi Bergman**

President, Bright House

**Mike Biard**

EVP, Distribution, Fox Networks

**Michael Bonner**

EVP, NBCUniversal Digital Distribution, NBCU

**Eric Bruno**

SVP, Consumer Product Management, Verizon FIOS

**Greg Calvert**

Director of Video Product Management, Time Warner Cable

**Albert Cheng**

EVP, Digital Media, Disney/ABC Television Group

**Cameron Clayton**

EVP, Digital Product, The Weather Channel Companies

**Rich DiGeronimo**

SVP, Product & Strategy, Charter

**Scott Drake**

VP, CNBC Digital, CNBC

**KC Estenson**

SVP, CNN Digital, CNN

**Andy Forssell**

SVP, Content, Hulu

**Mark Garner**

SVP, Distribution, Marketing and Business Development, AETN

**Robert Gessner**

President, Massillon Cable TV

**Rebecca Glashow**

SVP, Digital Media Distribution, Discovery Communications

**Marc Goldberg**

CTO, Epix

**Greg Hickman**

Director of Interactive Media, WICT

**Sarah Hofstetter**

SVP, Brand Strategy and Emerging Media, 360i

**Rhonda Holt**

SVP, Audience Multi-Platform Technologies, TBS

**Matthew Hong**

SVP/GM, Sports Operations for Turner Sports, Turner Sports

**Lisa Hsia**

EVP, Digital Media, Bravo Media

**Neil Hunt**

Chief Product Officer, Netflix

**Jeff Husvar**

EVP/GM, Fox Sports Interactive

**Marcien Jenckes**

SVP & General Manager of Video Services, Comcast

**Yvette Kanouff**

EVP, Engineering & Software Design, Cablevision

**Jennifer Kavanagh**

VP, Digital and New Media, Oxygen

**Eric Kessler**

Co-President, HBO

**Robert King**

SVP, Editorial for Digital and Print Media, ESPN

**Patrick Knorr**

CEO, Knorr Solutions

**John Kosner**

EVP, Digital and Print Media, ESPN

**Ron Lamprecht**

EVP, Sales Business Development, NBCUniversal Digital Distribution, NBCU

**Jeremy Legg**

SVP of Business Development and Multi-Platform Distribution, Turner Broadcasting System

**Tara Maitra**

VP and GM, Content Service and Ad Sales, TiVo

**Dermot McCormack**

EVP of Digital Media, MTV Music & Logo at MTV Networks, MTVN Music & Logo

**Mac McKean**

SVP, Digital Media, AMC

**Stephanie Mitchko**

VP, Interactive Platform Development, Cablevision Systems

**Adam Naide**

Executive Director of Marketing – Social Media, Cox

**John Najarian**

EVP/GM, Digital and Business Development, E! Entertainment

**Lisa Choi Owens**

GM, Scripps Networks Digital, Scripps Networks

**JB Perrette**

Chief Digital Officer, Discovery Communications

**Drew Pisarra**

VP, Digital Media, AMC

**Jennifer Robertson**

SVP, Digital Media and Business Development, WE tv

**Jeff Simmermon**

Director of Digital Communications, Time Warner Cable

**Michael Spirito**

VP, Business Development and Digital Media, YES Network

**Meredith Stark**

VP/Executive Producer, CNBC.com, CNBC

**Matt Strauss**

SVP and GM, Comcast Interactive Media

**Dan Suratt**

EVP, Digital, AETN

**Brooks Tobey**

SVP, Sales Solutions, Multi-Screen Development & Delivery, TBS

**Julia Veale**

SVP, Business/Product Development & Management, Showtime

**Steve Youngwood**

EVP of Digital, Nickelodeon Kids and Family Group, MTVN Kids & Family

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**At the Portals:** The FCC extended the self-imposed 180-day shot clock for reviewing **Verizon Wireless** and cable's spectrum deals by 21 days given the "untimely productions" of documents. It's a lot to sift through, with more than 50K docs already in the record. On Mon, the parties outlined additional steps to facilitate 3rd-party review of the record materials. The FCC said it doesn't anticipate further extending the review period assuming the adequacy of the current productions in response to info requests.

**News Views:** Following a scathing report by a UK parliamentary committee that declared *Rupert Murdoch* unfit to lead an intl company, **News Corp** said some "hard truths" emerged from the report, but that some of the commentary was "unjustified and highly partisan." The report is from the committee investigating the News Corp hacking scandal. News said its goal as it moves forward is to make certain that the company acts in a manner of which its 50K employees and hundreds of thousands of shareholders can be proud. "Hard truths have emerged from the Select Committee Report: that there was serious wrongdoing at the News of the World; that our response to the wrongdoing was too slow and too defensive; and that some of our employees misled the Select Committee in 2009,"m News said, noting that it has already confronted and acted on failings documented in the report and instituted sweeping changes in internal controls on a worldwide basis.

**Technology:** **Synacor** has acquired **Carbyn**, the HTML5 Platform that delivers a unified experience for apps across Net-connected devices including smartphones, tablets, laptops, and connected TVs. Through the acquisition, Synacor will be able to offer MVPDs a branded platform where subs can enjoy a variety of content and HTML5 apps, including video games and music, by signing into their account on any device (regardless of operating system or device).

**In the Courts:** Calling it the largest single distribution to victims in **DOJ** history, the US atty for the Southern District of NY announced that more than \$728mln forfeited in connection with the office's investigation and prosecution of the **Adelphia** securities fraud is being distributed to victims who suffered financial losses as a direct result of the fraud. Adelphia founder and former CEO *John Rigas* and son *Timothy* were convicted in '04 for their role in the scheme.

**Words With Friends:** **CableFAX** honored the '12 winners of the CableFAXIES, Sales Executives of the Year and Sales Hall of Fame at the Grand Hyatt NY Tues morning. In the interest of time, CableFAX exec editor *Michael Grebb* challenged honorees to come up with 1-word acceptance speeches—an assignment that yielded interesting results. Fittingly, one of the first 1-word speeches was "winning," á la *Charlie Sheen*. **AMC Nets'** *Allison Clarke*, our Regional Sales Person of the Year, offered "listen," an underrated concept in her opinion, adding that listening to the marketplace and your clients is imperative. **NBCU's** *Alyssa Corcoran*, named our PR Exec of the Year, thanked her colleagues and the industry, who are, in a word, "fun." "Instagram," "Tumblr," "collaborate" and "trust" also earned mentions at the podium. Sales Hall of Famers were profusely thankful to their colleagues and the industry. **Comcast Spotlight's** *Kevin Smith* said he really wished he had brought his wife with him—but unfortunately he took the advice of his son, who insisted that would be a very "un-cool" thing to do. "I'm really pissed I didn't bring my wife! I am me because of her," he said. He also attributed his success to building relationships and advised others to cultivate theirs. His speech ran over the 1-word limit, but Smith's choice was "transmedia." Guest presenter **Time Warner Cable Media's** *Joan Gillman* introduced AMC Nets' *Scott Collins*, another Sales Hall of Famer, reminding the crowd that the honoree had managed to convince **Dodge** to blow up its own product

## CableFAX Webinar:

### TV Everywhere: New Platforms and Tools to Boost the Bottom Line

May 8 | 1:30 - 3:00 PM EDT

As authentication becomes less of a novelty and more of an everyday reality in cable, programmers and distributors alike can access new tools designed to improve TVE performance and create NEW revenue streams. Attend this 90 minute webinar and learn how to boost your bottom-line as this market evolves!

# BUSINESS & FINANCE

in an episode of "Breaking Bad." "Now that's persuasion," she said. Collins advised sales execs to "find some really good mentors... I've had that in [AMC Nets'] *Arlene Manos*." Working in this industry is "a gift," he added. Gillman also introduced TWC Media's own *Chris Faw*, who told the crowd, "you better bring your A game if you play for Joan Gillman." **ESPN's Ed Erhardt** accepted his Sales Hall of Fame honor, noting that his higher ups, like *Sean Bratches*, and those who work below him help him to succeed. Rounding out the morning was Bratches himself, whose best advice was taken from his high school chemistry teacher: "Be yourself—everyone else is taken."

**People:** Turner promoted *Michael Wright* to pres, head of programming for **TNT, TBS** and **TCM**.

**Honors:** **NBC Sports Group** took home the most Sports Emmy awards Mon night, with 9 statuettes. **ESPN** nets ended the night with 6 awards, while **Turner Sports** and **Fox** each took home 5. Other winners: **CBS** (4), **HBO Sports** (3), **MLB** (3) and **NFL Net** (2). **NBC** was the top net (8 wins), followed by **Fox** (4) and **TNT** (4). **ESPN, HBO Sports, MLB** and **Showtime** all received 3 Emmys each. -- **C-SPAN** and *Brian Lamb*, its founder and exec chmn, will be recognized with a special **NCTA** Vanguard award for their service to the cable industry. The awards will be presented May 23 during the **Cable Show** in Boston.

## CableFAX Daily Stockwatch

Company	05/01 Close	1-Day Ch	Company	05/01 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	49.47	0.19	CLEARWIRE:	1.49	0.03
DISH:	31.98	0.01	CONCURRENT:	3.70	(0.15)
DISNEY:	43.79	0.68	CONVERGYS:	13.41	0.04
GE:	19.80	0.22	CSG SYSTEMS:	14.60	0.20
NEWS CORP:	20.08	0.24	ECHOSTAR:	29.14	0.09
<b>MSOS</b>					
CABLEVISION:	15.02	0.20	GOOGLE:	604.43	(0.42)
CHARTER:	61.02	0.55	HARMONIC:	4.71	(0.01)
COMCAST:	30.60	0.26	INTEL:	28.95	0.56
COMCAST SPCL:	30.08	0.25	JDSU:	12.28	0.11
GCI:	7.51	(0.09)	LEVEL 3:	23.23	0.17
KNOLGY:	19.43	(0.02)	MICROSOFT:	32.01	(0.01)
LIBERTY GLOBAL:	49.99	0.18	MOTOROLA MOBILITY:	38.76	(0.06)
LIBERTY INT:	18.67	(0.16)	RENTRAK:	19.44	0.52
SHAW COMM:	20.60	(0.02)	SEACHANGE:	8.22	UNCH
TIME WARNER CABLE:	81.32	0.87	SONY:	15.99	(0.22)
VIRGIN MEDIA:	24.89	0.28	SPRINT NEXTEL:	2.55	0.07
WASH POST:	377.14	(1.03)	THOMAS & BETTS:	71.88	(0.03)
<b>PROGRAMMING</b>					
AMC NETWORKS:	42.45	(0.08)	TIVO:	10.95	0.16
CBS:	33.42	0.04	UNIVERSAL ELEC:	16.85	(0.07)
CROWN:	1.49	(0.02)	VONAGE:	2.05	0.01
DISCOVERY:	54.12	(0.31)	YAHOO:	15.63	0.09
GRUPO TELEVISA:	22.28	0.31	<b>TELCOS</b>		
HSN:	38.49	(0.22)	AT&T:	33.06	0.15
INTERACTIVE CORP:	48.74	0.59	VERIZON:	40.56	0.18
LIONSGATE:	12.37	0.14	<b>MARKET INDICES</b>		
LODGENET:	2.27	(0.03)	DOW:	13279.32	65.69
NEW FRONTIER:	1.60	0.03	NASDAQ:	3050.44	4.08
OUTDOOR:	7.17	(0.23)	S&P 500:	1405.82	7.91
SCRIPPS INT:	51.04	0.82			
TIME WARNER:	37.92	0.45			
VALUEVISION:	1.63	0.01			
VIACOM:	51.02	0.37			
WWE:	7.85	(0.03)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.51	0.06			
ALCATEL LUCENT:	1.54	0.03			
AMDOCS:	32.18	0.18			
AMPHENOL:	57.90	(0.24)			
AOL:	25.32	0.28			
APPLE:	582.13	(1.85)			
ARRIS GROUP:	12.97	0.04			
AVID TECH:	8.35	(0.34)			
BLNDER TONGUE:	1.23	0.03			
BROADCOM:	36.71	0.11			
CISCO:	19.98	(0.17)			

July 22-25, 2012 | Disney's Yacht & Beach Club Resorts | Lake Buena Vista, FL

Registration is now open!  
[www.nctconline.org/tis](http://www.nctconline.org/tis)

