

CableFAX Daily™

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What the Industry Reads First

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Hispanic Upfront: A Preview of What's Ahead

The Hispanic upfronts kick off this week, with nets in the category pushing themselves as the ticket to the hottest demo around, considering its youth and buying power. Not to mention, they like to watch live TV. In 2012 during broadcast prime, 94% of Univision's 18-49 demo watched live vs 66% on the English-language Big 4, said **Univision** evp, ad sales *Steve Mandala*. And when Univision viewers watch in non-linear platforms, they're often viewing content for a 2nd time, he said. Other trends that came out during a Univision presentation ahead of Tues' upfront presentation include an increasing appetite for sports (hence its recently launched **Univision Deportes** cable net). **Deportes** has more rights to Liga MX matches than any other US media company, and for the 1st time ever, the net has secured a long-term agreement for Formula One racing. Execs at an **ESPN Deportes'** upfront presentation last week also stressed the importance of sports for US Hispanics, both bilingual and Spanish-speaking. The most popular sport is soccer (17% of time spent), followed by NFL, NBA and wrestling, **ESPN Deportes** said. However, those that are solely Spanish-speaking spend 35% of their time watching soccer (more info at **CableFAX.com**). **Fox Hispanic Media**, which includes **Fox Deportes**, **Utilisima** and **Nat Geo Mundo**, hosts its 3rd upfront presentation Wed with some big names in sports, including boxing's *Oscar de la Hoya* and **UFC** pres *Dana White*. One interesting trend at Univision is the creation of series based on American programs. "Metastasis" (based on **AMC's** "Breaking Bad") will bow on Millennial-focused **UniMas**. The net's also rolling out "Gossip Girl Acapulco." "We felt these 2 series that have had good success on the English-language side were applicable if customized in a culturally relevant way, and in an original Hispanic production with Hispanic stars," said Univision Nets pres *Cesar Conde*. No info was provided on **ABC News** and Univision's upcoming cable news net **Fusion**. *Conde* confirmed it would launch later in the year, and programming would be announced as it moves closer. As for advertising, at least at Univision, look for Spanish-language commercials. "We have accepted very few Spanish-language commercials. When somebody comes to us and says they either haven't had time to come up with the proper creative or they want to get a commercial on the air as quickly as they can, if it's in English, we will certainly listen to that," said Univision pres/CEO *Randy Falco*. "It's not a big movement on our part at all."

At the Portals: The **FCC** is seeking comment on a set of potential trials to help assess the right policies for the shift to IP. But the move isn't sitting well with everyone, particularly **AT&T**. Last year, the telco petitioned the agency to authorize specific testing in markets where it could convert the public switched phone network to all-IP systems. **AT&T** would prefer to go ahead and start, rather than wait for more info collecting. It called the notice a step forward, adding it will fully cooperate. But said it was "puzzled" it took the Commission 6 months to decide it needed such info. "We continue to believe that controlled, comprehensive geographic trials will more likely identify problems and allow the crafting of solutions. We also believe that further delays by the FCC in moving to such trials, which they themselves would control, creates more investment uncertainty," said *Jim Cicconi*, **AT&T's** sr evp, external and legislative affairs. Republican com-



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mish *Ajit Pai* wasn't thrilled either, describing the notice as a missed opportunity. "Rather than establish well-defined trials to test the Internet Protocol (IP) transition in a set of designated wire centers—what I have called an All-IP Pilot Program—the Technology Transitions Policy Task Force instead proposes several case studies to examine what market actors are already doing," he said. Not everyone's wringing their hands though. **Stifel Nicolaus** analysts called the Commission's decision to proceed "deliberately and even cautiously" good news for small-to-midsize cable ops as well as wireless and wireline telcos that are worried about interconnection rights in an all-IP world.

Mixed Signals: **Institutional Shareholder Services** has endorsed **Sprint's** takeover bid for **Clearwire**, while shareholder advisory firm **Glass Lewis** has opposed it. "We are very pleased that ISS has recommended that stockholders vote for the proposed transaction with Sprint. This recommendation affirms the conclusion of a rigorous multi-year strategic review and reinforces the board's unanimous belief that this combination is the best strategic alternative for Clearwire's minority stockholders, delivering certain, fair and attractive value," Clearwire said in a statement Fri. The company went on to say it believes Glass Lewis failed to recognize the comprehensive process that led both the Special Committee and the entire board of directors to unanimously determine that the Sprint transaction is the best alternative for stockholders. Sprint already owns a little more than 50% of Clearwire and is trying to acquire the remaining stake for \$2.2bln/\$2.97 share. DISH made a counteroffer of \$3.30/share in Jan. DISH also has an offer on the table for Sprint.

TVE: **BeIN Sport** launched 24/7 streaming platform "beIN Sport Play" on Fri. Authenticated subs can stream all programming in HD on any broadband-connected PC, mobile device or smart phone. It's already available to **Time Warner Cable** and **Bright House** subs. Launches with other MVPDs are expected in the coming months.

Programming: **TBS** has ordered a *CeeLo Green* reality show for next year. After enjoying time as a solo artist, he's teaming with friends to bring back hip-hop group Goodie Mob, which drops a new album Aug 27. It also ordered 10 eps of sitcom "Ground Floor" for next year. Starring *Skylar Astin* and *Briga Heelan*, it's a workplace romantic comedy. -- **TNT** has opted not to renew "Southland." It has ordered 6 eps of "Inside Job," in which a company insider spies on potential executive job candidates who will live and work together for a week as part of the interview process for a 6-figure job. -- The flame is dying down, with **USA** saying that season 7 of "Burn Notice" (premieres June 6) will be its last.

Beacons: Kudos to **USA** whose "Characters Unite" campaign beat out "**C-SPAN** at the RNC" and **History's** "Mankind Connected: A Global Teach-In" for **ACC's** Golden Beacon Award, the highest honor presented to a single communications initiative. In accepting the award, USA svp, public affairs *Toby Graff* said she didn't have any prepared remarks because C-SPAN and History's initiatives were so good that USA didn't expect to win. USA's campaign is dedicated to combating discrimination and hate. It takes place year-round, although USA steps up efforts in Feb, which it has deemed "Characters Unite Month." Beacon awards were given out Thurs evening at ACC's Forum in DC. Winners included **Time Warner Cable, Suddenlink, Cox, ESPN, History, C-SPAN, Comcast, Nat Geo, MSG, MTV** and **Syfy**.

Obit: *Greg Liptak*, one of the founders of **CTAM** and the organization's 1st president ('76-'77) passed away Sat. He was 74. A service is planned for Wed in Littleton, CO. Memorials can be made to the **American Cancer Society** at 2255 S. Oneida St, Denver, CO 80244. Liptak's cable career included time as CEO of **Across Media Networks** and pres of **Jones Intercable** and **Jones Intl**.

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



CableFAX Week in Review

Company	Ticker	5/10 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	63.80	10.21%	27.19%
DISH:	DISH	39.19	(1.23%)	7.66%
DISNEY:	DIS	67.20	3.70%	34.97%
GE:	GE	22.90	1.46%	9.10%
NEWS CORP:	NWS	33.40	4.31%	27.29%
MSOS				
CABLEVISION:	CVC	15.83	3.60%	5.96%
CHARTER:	CHTR	110.06	5.21%	44.36%
COMCAST:	CMCSA	43.08	1.27%	15.31%
COMCAST SPCL:	CMCSK	41.33	2.10%	15.06%
GCI:	GNCMA	9.48	0.00%	(1.15%)
LIBERTY GLOBAL:	LBTYA	76.93	2.60%	22.19%
LIBERTY INT:	LINTA	23.29	8.83%	18.34%
SHAW COMM:	SJR	22.87	0.26%	(0.48%)
TIME WARNER CABLE:	TWC	98.04	1.76%	0.87%
VIRGIN MEDIA:	VMED	50.90	1.62%	38.50%
WASH POST:	WPO	452.89	0.97%	24.01%

Company	Ticker	5/10 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	66.64	4.09%	34.63%
CBS:	CBS	47.75	0.74%	25.49%
CROWN:	CRWN	2.07	2.99%	11.89%
DISCOVERY:	DISCA	78.68	(0.67%)	23.94%
GRUPO TELEVISA:	TV	26.60	4.72%	0.08%
HSN:	HSNI	55.50	2.44%	0.76%
INTERACTIVE CORP:	IACI	48.88	1.37%	3.47%
LIONSGATE:	LGF	26.33	1.58%	60.55%
OUTDOOR:	OUTD	10.30	3.00%	35.53%
SCRIPPS INT:	SNI	68.99	(0.46%)	19.11%
STARZ:	STRZA	23.19	(3.86%)	0.00%
TIME WARNER:	TWX	60.94	0.84%	27.41%
VALUEVISION:	VVTV	4.10	(2.61%)	127.78%
VIACOM:	VIA	69.71	2.53%	28.45%
WWE:	WWE	9.39	0.97%	19.01%

Company	Ticker	5/10 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.33	(1.27%)	17.09%
ALCATEL LUCENT:	ALU	1.50	11.94%	7.91%
AMDOCS:	DOX	36.20	(0.11%)	6.50%
AMPHENOL:	APH	80.29	4.06%	24.10%
AOL:	AOL	39.06	(3.17%)	31.91%
APPLE:	AAPL	452.97	0.66%	(14.88%)
ARRIS GROUP:	ARRS	16.34	(0.06%)	9.37%
AVID TECH:	AVID	6.91	0.58%	(8.84%)
BLNDER TONGUE:	BDR	1.02	7.37%	(11.3%)
BROADCOM:	BRCM	36.62	1.55%	10.27%
CISCO:	CSCO	21.10	2.08%	7.38%
CLEARWIRE:	CLWR	3.25	(3.85%)	12.46%
CONCURRENT:	CCUR	7.51	(3.1%)	30.84%
CONVERGYS:	CVG	17.97	2.28%	9.51%
CSG SYSTEMS:	CSGS	21.71	2.50%	19.42%
ECHOSTAR:	SATS	40.02	0.63%	16.95%
GOOGLE:	GOOG	880.23	4.08%	24.44%
HARMONIC:	HLIT	5.88	2.80%	15.98%
INTEL:	INTC	24.50	2.25%	18.82%
JDSU:	JDSU	13.46	1.05%	(0.3%)

Company	Ticker	5/10 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVLT	23.80	10.65%	2.99%
MICROSOFT:	MSFT	32.69	(2.39%)	22.39%
RENTRAK:	RENT	23.99	3.18%	23.09%
SEACHANGE:	SEAC	10.95	(0.18%)	13.24%
SONY:	SNE	17.92	4.43%	60.00%
SPRINT NEXTEL:	S	7.36	2.94%	29.81%
TIVO:	TIVO	12.03	1.52%	(2.27%)
UNIVERSAL ELEC:	UEIC	25.04	5.08%	29.41%
VONAGE:	VG	2.78	(3.14%)	17.30%
YAHOO:	YHOO	26.83	7.02%	34.82%

Company	Ticker	5/10 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	37.36	0.05%	10.83%
VERIZON:	VZ	52.89	0.40%	22.23%

Index	Ticker	5/10 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	15118.49	0.97%	15.37%
NASDAQ:	IXIC	3436.58	1.72%	13.81%
S&P 500:	GSPC	1633.70	1.19%	14.55%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	1.50	11.94%
2. LEVEL 3:	23.80	10.65%
3. DIRECTV:	63.80	10.21%
4. LIBERTY INT:	23.29	8.83%
5. BLNDER TONGUE:	1.02	7.37%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. STARZ:	23.19	(3.86%)
2. CLEARWIRE:	3.25	(3.85%)
3. AOL:	39.06	(3.17%)
4. VONAGE:	2.78	(3.14%)
5. CONCURRENT:	7.51	(3.1%)

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