

# CableFAX Daily™

Wednesday — May 16, 2012

What the Industry Reads First

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## Have it Your Way: ESPN Looks to Hit 80mln for WatchESPN in '13

At ESPN's Upfront presentation Mon, the name of the game was multiplatform, with each announced project including digital elements as a substantial part of the overall plan. Add personalization to that, too. "Not all sports fans consume media the same way," and though ESPN achieves "massive scale," that doesn't mean it can't target specific audiences, said *Eric Johnson*, evp, multimedia sales. Take the net's revival of its "30 for 30" series. **ESPN Films** is bringing back the doc film series, with the addition of 30 short films debuting on ESPN-owned **Grantland.com**, managed by editor in chief and co-creator *Bill Simmons*. Premiering in Oct, "30 for 30 Vol. II" will include 30 feature-length docs on athletic greats such as *Ben Wilson* and *Bo Jackson*, and starting in Sept, a new short film per month on Grantland.com. The site is also launching its own **YouTube** Channel this summer. Also announced: a collaboration with Twitter that offers fans interactive programs surrounding major sporting events, the first being the upcoming **NBA** finals. The inaugural effort, called "#GameFace," will encourage fans to tweet photos of their game faces throughout the finals. At the end of each game TV analysts will reveal the best on-air. GameFace will be promoted across **Twitter**, ESPN networks, **ABC** and ESPN's digital assets, including ESPN.com and ESPN Mobile. Additional future events to get Twitter promotions include the Global X Games, World Series, Super Bowl and others. A big part of the multiplatform story is the net's TV Everywhere property, **WatchESPN**. It now has a distribution of 40mln, and the net is seeking to double that next year. Post-presentation evp, sales & marketing *Sean Bratches* told **CableFAX** the growth in mobile is "extraordinary." "At ESPN we're very well positioned to take advantage of that. We currently have 70% market share in the mobile business, and we see that as one of our lead growth opportunities." On which MSOs might be next to make a deal he noted, "we have a number of affiliates that are extremely interested in the product, not only from a product standpoint but also in terms of what this can do to benefit the overall industry." Using **FreeWheel** for dynamic ad insertion, the net's encouraging affiliates to create ad environments around content that's mobile, or non-linear, on computers, laptops, tablets and Internet-connected smartphones. "We give our advertisers the opportunity to buy all 5 screens or any screen independently or a combination thereof."

**Spectrum Dealing:** The **FCC** wants additional info following **Verizon Wireless'** announcement that it would sell all of its 700 MHz A and B spectrum licenses in order to rationalize its spectrum holdings (**Cfax**, 4/19). The sale is contingent on the purchase of AWS licenses from cable and **Leap Wireless**. Given that licensees of this spectrum are required to build out a specified portion of their licenses by June '13, FCC Wireless Bureau chief *Rick Kaplan* wants to know what steps, if any, Verizon Wireless has taken to deploy mobile services using the lower 700MHz. He also wants the company to explain the relevance of the sale to the proposed AWS spectrum acquisition and any efforts it has taken to sell the spectrum prior to the announcement. -- Meanwhile, **Cox** and Verizon Wireless announced Tues that they are teaming to offer customers in OK City and Tulsa packages that includes Cox video, HSD and voice

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along with Verizon wireless smartphones and tablets. Customers who sign up may be eligible for Visa debit cards up to \$400 in value. It marks the 1st co-marketing launch since the 2 reached an agreement in Dec for the sale of AWS spectrum and co-marketing. **Comcast** and **Time Warner Cable** already have launched marketing arrangements with Verizon. **Bright House** also has a deal to do so, but hasn't made any announcements yet.

**Over-the-Airheads:** **Sinclair's** affiliation with **Fox** isn't ending anytime soon. It entered into a long-term affiliation agreement renewal with the network for 19 stations. The new deal runs through Dec 31, '17 and grants Sinclair the right to purchase at fair value the Fox station in Baltimore between July 1 and Mar 31. There is a maximum of \$52.7mln in payments to Fox with the Baltimore option and affiliation, but it decreases to \$25mln should Fox exercise its option to purchase Sinclair Stations in up to 3 of the following 4 TV markets: Raleigh, NC (WRDC/MNT and WLFL/CW); Las Vegas, NV (KVMY/MNT and KVCW/CW); Cincinnati, OH (WSTR/MNT); and Norfolk, VA (WTVZ/MNT).

**Carriage:** **Sportsman Channel** inked a multi-year renewal with **AT&T U-verse** to carry **Sportsman Channel** in all its markets. U-Verse offers the net in its U450 and Sports packages. Sportsman is in 31mln HHs today and expects to surpass 35mln by year-end.

**At the Portals:** **ABC, NBC** and **CBS** went farther than **NAB**, telling the **FCC** that online video providers should be included in the definition of MVPDs (*Cfax*, 5/15). Otherwise, the trio worries about OVPDs avoiding retrans payments. **NAB** said it sees great potential in development of broadband services to increase competition in the MVPD marketplace, but that the services must include long-standing policies that have governed the traditional video market. It encouraged the FCC to study the issue closely. But the Big 3 said the matter was pretty clear. "Distributors of video programming that use the Internet for delivery are similar to traditional MVPDs in a fundamental way that warrants their inclusion within the statutory definition: They deliver multiple streams of linear video programming to subscribers. For that reason alone, the expansive statutory definition should be read to encompass them," they said. ACA also weighed in on the definition of an MVPD, telling the FCC that pure-play online video distributors should be treated differently in terms of regulation from traditional forms of media. "Giving OVDs the same regulatory status as cable operators under the law would be an unreasonable interpretation of the law," ACA pres/CEO *Matt Polka* said. "Far reaching and disruptive consequences would result from imposing MVPD status on OVDs, because regulatory requirements crafted with wholly different business models and network configurations would apply by their terms to OVDs." To the extent the FCC believes OVPD are MVPDs, ACA urged an industry-wide rulemaking so that stakeholders could assess the impact.

**On the Hill:** **House Commerce** Republicans still want more details on the **FCC's LightSquared** decision making process. "In addition to the broader broadband implications, the FCC's rushed process resulted in special waivers and conditions and billions of wasted dollars," Commerce chmn *Fred Upton* (R-MI) and subcmte heads *Greg Walden* (R-OR) and *Cliff Stearns* (R-FL) said. "Now, more than ever, we need to get to the bottom of how we got this far down a dead-end road. There are many unanswered questions, specifically about whether the FCC's own objectives led to sloppy process." The trio said they are examining info. LightSquared is likely to come up Wed during **Sen Commerce's** hearing on FCC oversight.

**Ratings:** **Hallmark Channel** original movie "Notes from the Heart Healer" scored more than 2.5mln viewers/1.5 HH rating Sat. It was the #1 movie of the week on ad-supported cable.

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CableFAX is proud to honor Comcast and Turner Broadcasting System, winners of our 2012 TV Everywhere Leadership Awards. Joining us for a special Q&A at the event will be Comcast's Matt Strauss and Turner's Jeremy Legg.



Also Saluting the Digital Hotlist  
and 15-to-Watch

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# BUSINESS & FINANCE

**Programming:** Get ready to say goodbye to the cast that started it all. **MTV** premieres the final season of "Teen Mom" on June 12. If you're hooked on the franchise, don't fret. "Teen Mom 2" and "Teen Mom 3" premiere dates are coming. -- **Life-time** debuts original movie "Blue Lagoon: The Awakening," June 16, 8pm. A retelling of the famous flick starring *Denise Richards, Brenton Thwaites* and *Indiana Evans*. -- To celebrate the 40th anniversary of Title IX, **espnW** will air the film series "Nine for IX," featuring 9 docs about women in sports by top female directors, on Saturdays starting in summer '13 on **ESPN** and **ABC**. **ESPN** also announced the launch of 8-ep series "In the Game with *Robin Roberts* Presented by Lexus" to air on Thursdays on **ESPN's** "Sports-Center," **espnW.com** and **ABCNews.com**. Hosted by the "Good Morning America" anchor, it will feature interviews with top female athletes. The show is also aligned with the debut of the **Lexus RX F Sport** luxury vehicle and will include the brand's "What's Next" messaging as a recurrent theme throughout the show.

**People:** **GMC** exec *Paul Butler* was named gm of **ASPiRE**, *Magic Johnson's* African-America net set to launch in June. Butler will continue to fill his role as **GMC's** svp/gen counsel as he transitions to **ASPiRE** full-time.

## CableFAX Daily Stockwatch

Company	05/15 Close	1-Day Ch	Company	05/15 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	46.98	0.05	CLEARWIRE:	1.19	(0.04)
DISH:	30.17	(0.42)	CONCURRENT:	3.52	UNCH
DISNEY:	45.01	(0.16)	CONVERGYS:	13.30	(0.03)
GE:	18.40	(0.2)	CSG SYSTEMS:	16.83	0.26
NEWS CORP:	20.17	(0.23)	ECHOSTAR:	28.04	0.57
<b>MSOS</b>					
CABLEVISION:	11.96	(0.25)	GOOGLE:	611.11	7.11
CHARTER:	65.49	(0.74)	HARMONIC:	4.32	0.03
COMCAST:	28.85	(0.04)	INTEL:	26.88	(0.14)
COMCAST SPCL:	28.47	(0.17)	JDSU:	10.55	(0.07)
GCI:	6.98	(0.01)	LEVEL 3:	24.01	0.13
KNOWLOGY:	19.50	0.02	MICROSOFT:	30.21	(0.27)
LIBERTY GLOBAL:	49.56	(0.21)	MOTOROLA MOBILITY:	39.39	0.04
LIBERTY INT:	18.06	0.14	RENTRAK:	16.00	(0.49)
SHAW COMM:	18.96	(0.12)	SEACHANGE:	8.10	(0.01)
TIME WARNER CABLE:	76.33	0.22	SONY:	13.91	(0.29)
VIRGIN MEDIA:	22.00	(0.13)	SPRINT NEXTEL:	2.47	(0.03)
WASH POST:	334.75	4.73	THOMAS & BETTS:	71.97	UNCH
<b>PROGRAMMING</b>					
AMC NETWORKS:	42.43	0.08	TIVO:	9.84	(0.04)
CBS:	31.97	0.20	UNIVERSAL ELEC:	14.76	0.03
CROWN:	1.50	UNCH	VONAGE:	1.70	(0.02)
DISCOVERY:	50.83	0.22	YAHOO:	15.40	(0.1)
GRUPO TELEVISA:	19.93	(0.41)	<b>TELCOS</b>		
HSN:	36.94	0.76	AT&T:	33.35	(0.18)
INTERACTIVE CORP:	47.96	0.34	VERIZON:	41.05	0.16
LIONSGATE:	11.79	(0.27)	<b>MARKET INDICES</b>		
LODGENET:	1.71	(0.02)	DOW:	12632.00	(63.35)
NEW FRONTIER:	1.55	0.04	NASDAQ:	2893.76	(8.82)
OUTDOOR:	7.00	0.16	S&P 500:	1330.66	(7.69)
SCRIPPS INT:	53.38	(0.08)			
TIME WARNER:	35.28	(0.29)			
VALUEVISION:	1.54	(0.05)			
VIACOM:	50.99	(0.21)			
WWE:	8.76	0.06			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.25	(0.1)			
ALCATEL LUCENT:	1.44	(0.02)			
AMDOCS:	30.00	0.01			
AMPHENOL:	53.18	(0.28)			
AOL:	27.11	1.03			
APPLE:	553.17	(5.05)			
ARRIS GROUP:	12.37	(0.07)			
AVID TECH:	7.22	0.06			
BLNDER TONGUE:	1.05	(0.1)			
BROADCOM:	33.14	0.09			
CISCO:	16.54	(0.17)			



## Call for Entries!

Entry Deadline: June 1, 2012

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