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# CableFAX Daily™

Wednesday — May 23, 2012

*What the Industry Reads First*

Volume 23 / No. 099

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## Abracadabra: Verizon Wireless Pulls Viewdini Out of the Hat

Not only did **Verizon Wireless** come to the Cable Show, but it opted to use the conference to announce the launch of “viewdini,” a portal for searching movies, TV shows and other video on mobile devices. “**Comcast Xfinity** is the first partner in this,” said Verizon Wireless pres/CEO *Dan Mead* during the Tues general session. “It will be in the market in the next 3-4 weeks... We saw the hunger of consumers to get this info whenever they wanted on whatever device they have.” In the works for years, **Hulu Plus**, **mSpot** and **Netflix** are also among the participants at launch for viewdini, with more—including Verizon FIOS—expected to be added soon. Customers can search for a title, topic or star’s name, and viewdini will let them know which services have mobile video for streaming and whether it’s free or available by subscription, rental or for purchase. Actor/writer/dir *Ed Burns*, who shared the stage with Mead, said this is yet another example of the changing media landscape. When Burns released a film directly to **iTunes** in ’08, he estimates that 75% of journalists laughed at him. “The audience has changed. They aren’t nostalgic for the theater or their prime-time programming when the family sits down at 8 o’clock and watches ‘Happy Days,’” he said. Burns also gave a shout-out to MVPDs for VOD that now let’s people across the country access independent films at the same time they open to art houses in NY and L.A. “That has been the real game changer for the smaller films that don’t have the ad budget to compete with *The Avengers*,” he said. Access is key. In fact, it’s “no longer about creating value through scarcity,” but giving customers what they want, said **Vevo** pres/CEO *Rio Caraeff*. He believes we’re in the midst of a generational shift in which access is becoming more valuable than ownership to younger people (think of Vevo’s music video service or **Spotify**). “We’re living in between both worlds right now,” Caraeff said. All of that access requires data, which prompted a question about Comcast’s decision to ditch the 250GB cap and move to at least 300GB per customer with an option to buy more capacity. “From our perspective, it was about flexibility and choice,” said Comcast Cable CEO *Neil Smit*. Caraeff admitted to being hesitant recently to watch a movie on his iPad because he wasn’t sure if he was nearing his 10GB limit on his Verizon plan. But he thinks it’s reasonable to pay more when you use more. “The worse thing that can happen is when the audience feels like its ability to consume and share is limited,” he said. -- Back to viewdini, it’ll be available to Verizon Wireless customers with 4G LTE Android devices, with support for other operating systems expected to be added soon. The free app can be downloaded in the Google Play store.



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**Deals: Google** closed its acquisition of **Motorola Mobility**, acquiring it for \$12.5bln (\$40/share in cash). *Sanjay Jha* has stepped down as CEO of Motorola Mobility. *Dennis Woodside*, who has overseen integration planning and was previously pres, Google's Americas region, has become the new CEO. *Dan Moloney* will continue to oversee the Home division, which includes Moto's cable set-top biz. Not many details about that business unit at this point. Instead, Google stressed that Motorola Mobility would remain an **Android** license and that Android will remain open.

**VOD: In Demand** announced what it's calling the country's 1st-ever Spanish language PPV and VOD event service. Expected to launch in 4Q, it will be made available to all cable systems in the US. Programming will include live sporting events with commentary produced in Spanish, such as boxing, MMA, UFC, wrestling and intl sports.

**FCC in Boston:** Shared services agreements are "getting closer attention at the **FCC**," FCC chmn *Julius Genachowski* said during his one-on-one interview with **NCTA** chief *Michael Powell* at the Cable Show. Genachowski said deals in which broadcasters jointly negotiate retrans consent, "raise real issues." Whether the FCC steps in remains to be seen. Genachowski praised cable for its work in broadband. The Commission had set a goal of affordable 100Mbps broadband to 100mln homes in the US by '20. With cable's DOCSIS 3.0, "we're well on the way," he said. Powell noted that cable has increased speeds 900% in a decade. Genachowski also praised the industry's work on broadband adoption, including its efforts aimed at low income families. **The Ad Council** announced Tues that it will make digital literacy and digital adoption a priority, launching a multi-lingual campaign. As for usage based pricing, he said it could be good for consumers because some could have lower bills. Experimentation in the area is completely appropriate, he said. **Public Knowledge** and **Free Press** jumped on the comments. "Of course, broadband providers should be free to try different pricing strategies. But the FCC's apparent endorsement of these plans only makes sense in a world with real broadband competition. Unfortunately, the wireline broadband market is at best a duopoly and is trending toward a cable monopoly. That makes broadband providers' pricing schemes almost immune to market discipline and consumer response," said Free Press policy dir *Matt Wood*.

**In the Courts: NAB** filed a petition with the US Court of Appeals for DC asking it to review the **FCC's** order requiring it to publish political advertising info online. The broadcaster group called the decision arbitrary and capricious.

**WiFi:** First came the WiFi collaboration announcement, now comes **Comcast's** news that customers can now make calls for free within a WiFi network with **Xfinity Connect Mobile** app. The MSO announced "Voice 2go," which also allows calls to be made using a customer's 4G or 3G wireless data plan, which don't use wireless minutes. Other features include advanced call forwarding, which allows customers to forward calls to their home phone to up to 4 additional phones or devices (even an iPad or iPod Touch via the Xfinity Connect Mobile app). Xfinity Voice also now offers up to 4 personal

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Comcast to “aggregate impressions across the full spectrum of video screens,” *Andrew Ward*, newly minted vp of the unit, said at the Cable Show. Calling this process under a silo’d model “a cumbersome task,” Ward said CM360 speeds time to market. The division will integrate consumer segmentation tools with Comcast’s infrastructure to deliver targeted ads, use interactive platforms like telescoping and VOD to foster deeper engagement, and work with independent research companies to measure the impact of advertising. “We’ve got a lot of data,” he said at the “Which Screen? Every Screen” panel. “The question is, How do we apply that data to provide intelligence for more robust measurement than cost per thousands and reach. You can’t rely on intuition. You need to back it up with analytics.” *John Moore*, chief media officer at ad agency **Mullen**, said not only are screen preferences shifting—he cited 50% smart phone and 20% tablet penetration—but the content being viewed is, too. He pointed to the rise of non-network content, citing **YouTube** shortform series “Wigs” with *Julia Styles* and *Jennifer Garner* as “exactly the kind of content marketers want to associate with.” **ESPN** svp, multimedia sales *Patricia Betron* said the network has not experienced erosion as sports fans embrace smaller screens. “Ultimately advertisers are going to follow effectiveness at scale, and what drives effectiveness is engagement,” she said.

**Cable Hall of Fame:** At times emotional, at other times funny... and at all times reflective, the Cable Center inducted 6 more colleagues into the Cable Hall of Fame Mon night, reminding everyone once again that cable’s roots run long and deep. “When you’re referred to as a cable guy, I wear it as a badge of pride,” said inductee *Phil Lind*, vice chmn of **Rogers Comm**. “Once a cable guy, always a cable guy. Man or woman, we are truly a band of brothers.” Other inductees spoke of the importance of friends and family, at times becoming emotional as they looked out at the crowd. “There’s no crying in cable TV,” joked *Ann Carlsen* as she fought back tears. In a heartfelt speech, **BET** chmn/CEO *Debra Lee* spoke of her parents’ sacrifices so she could be successful. “I know they are looking down tonight very proudly,” she said. Others marveled at how far the industry has come. **Intermedia Partners** managing partner *Leo Hindery* acknowledged the importance of the “summer of love” he spearheaded in the late 1990s while running TCI, a series of system swaps that clustered the industry and largely set the stage for the broadband buildout that followed. But he said he doesn’t want to be remembered for what he did “but for how we did it.” On the comedy front, former **CNN** host *Larry King* had the crowd in stitches, declaring after his introductory video, “Christ, I thought I died.” Then he mentioned his younger wife and 2 kids, noting “it was done without Viagra” before a moment of serious reflection. “I love this industry,” he said. “I love being part of it. I love contributing to it.” **Lenfest Comm** founder *Gerry Lenfest*, meanwhile, humbly gave credit to those around him as he built the company. “I owe my success really to the team we developed,” he said. Accepting the Bresnan Ethics in Business award was Alan Gerry, former Cablevision Industries chmn/CEO until it merged with Time Warner Cable in '95. He praised the late Bill Bresnan and urged execs to always act ethically even when no one’s watching. “In our hearts, we all know the difference between right and wrong,” he said.

**Summer Games:** The 2012 London Olympics will offer an unprecedented 5,535 hours of coverage, said *Gary Zenkel*, pres, NBC Olympics and evp, strategic partnerships, **NBC Sports Group** at a Cable Show panel Tues. Coverage across all networks, online and mobile platforms will peak at 40 live simultaneous feeds. In Zenkel’s view, the Olympics will show-

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case what the ecosystem and particularly TV Everywhere is capable of. But since authentication is required to access the Games' content, it's going to take some heavy-handed marketing on the part of **NBCU** and its distribution partners. "This is a great moment for TV Everywhere," he said, adding that live streaming video doesn't cannibalize a primetime audience. "Each time we make content more accessible, it drives more buzz and it drives more viewership... We will hold nothing back." He touched on the network breakdown a bit: **NBC** will do 275 hours, **MSNBC** will do a lot of long-form coverage, **Bravo** will feature the Olympic tennis tournament and NBC Sports Group will be platform for several US teams, with coverage 4am to 8pm. NBCSN will be "the home of tremendous amount of Olympic content for the next 10 years," he said. Additionally, 1K assets will be available via STBs as well as 3D coverage, in partnership with **Panasonic**. Key to ensuring the authentication process runs smoothly is customer education, in the form of "clear marketing messages," which consumers will start to see mid-June in national and local promotional spots, social network messages and a sweepstakes. Consumers will get a "barrage of information about how one can access all of this content," he said. "There's no better reflection of what the ecosystem is capable of than this." Good for TVE, perhaps, but not so good for the balance sheet just yet. "We will not make a profit in London," Zenkel said. The Games are part of a 2003 NBC legacy deal, but he expects the network to profit from the following 2 Olympics Games.

**No OTT for HBO:** HBO still has no plans to go over the top, said co-pres *Eric Kessler*. "You're looking at targeting the largest possible audience that is likely to buy your product. The HBO viewer watches 20 hours more television a month than the average viewer. They are not the first to cut the cord; they are the last." 92% of network viewers currently watch on their home televisions, he said, with 6% viewing on-demand and the other 1%-2% using HBO GO. Based on viewing trends among younger demos, "The important thing to remember is that last number is going to increase significantly over time."

**Q&A with Sundance Channel evp, gm Sarah Barnett:** AMC Nets' COO Ed Carroll told CableFAX he's laying some bets on Sundance, regarding moving into the scripted realm. What's your motivation and goals going into scripted? He and I have been talking in earnest for the past year about it. It really feels like a no brainer to me that Sundance as a brand should take advantage of this moment of such great narrative, scripted content, and such great creatives... This sort of Sundance tradition of great narrative storytelling and film should and could translate so beautifully into television. We put together this strategy for Sundance to really follow in the impressive footsteps of AMC. We have greenlit and are in pre-production on our first wholly-owned scripted project called "Rectify." We're going to be launching that sometime early next year. And alongside that, at the beginning of next year, we're also going to be launching a really exciting co-production which is a 7-part close-ended series called "Top of the Lake," which is being shot right now in New Zealand and directed by Jane Campion. You're covering a lot of ground with your nonfiction slate—from murder to open marriages to the educational system. What's the through line? We hope that there's a through line with all of our content, whether it's the independent movies that we air, fiction or nonfiction, it's really about lifting the lid on a world that our viewers may not have seen before, or looking at a familiar world in a fresh way. It all connects to this idea of opening our eyes to the world and seeing things in a slightly different way than we did before we engaged with these stories. That gives us the ability to tell stories in any area. I saw the first episode of "Push Girls" (premiering Mon June 4, 10pm) and I'm wondering, will they all make you cry? Well I'll tell you, the 2nd one will. I mean one of the reasons we fell in love with this show was because we felt that is was sort of a perfect Sundance combination of doing something substantial and lifting the lid on a world as I say that people may not have looked into before, a world of women in wheelchairs. At the same time these women are so profoundly inspiring and so amazingly moving that I think you will go on a real emotional rollercoaster each week with these women.

**Technology:** FourthWall Media announced a tech license deal with **Microsoft Advertising**. It will license a set-top box

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# BUSINESS & FINANCE

data collection and processing system from Microsoft Advertising. FourthWall will assume daily operations of Microsoft Advertising's set top box collection and analytics framework as part of the FourthWall AdAim Network.

**Veteran Venture:** A group of cable vets have founded **Sarepta Advisors**, a global advisory firm focused on providing strategic, technological and operational solutions to the media and communications industry. The founding team includes former **Charter** CTO *Marwan Fawaz*; *Matt Bell*, former vp, IP network and dev at Charter; **Cedar Point** co-founder and former evp *George Kassas*; and former **Liberty Global Europe** CTO *Sudhir Ispahani*.

**People:** Turner's *Monica Neal* was named svp, public relations for TV One. -- *Rod Perth* was named as the new pres/CEO of **NATPE**. Prior to joining NATPE, he was founder and pres of RHP Media Consulting. Previous posts include pres, USA Networks Ent.

**Show Circuit:** 99 bottles of beer on the wall... **ESPN** treated attendees to a sampling of Sam Adams brews and tour of the brewery. 3 cheers for the Grumpy Monk and the beer-infused appetizers. -- **The Weather Channel** celebrated its 30-year anniversary with a "Wine and Weather"-themed dinner Tues evening with distribution partners and media at the swanky *Barbara Lynch* venture Menton. A sommelier guided guests through wine paired with seasonal foods.

## CableFAX Daily Stockwatch

Company	05/22 Close	1-Day Ch	Company	05/22 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>CLEARWIRE:</b> ..... 1.30 ..... 0.10		
DIRECTV:	46.39	UNCH	CONCURRENT:	3.59	0.08
DISH:	28.52	(0.12)	CONVERGYS:	13.39	(0.05)
DISNEY:	44.39	UNCH	CSG SYSTEMS:	16.41	(0.25)
GE:	19.18	0.06	ECHOSTAR:	27.44	0.39
NEWS CORP:	19.73	0.04	GOOGLE:	600.80	(13.31)
<b>MSOS</b>			HARMONIC:	4.19	(0.11)
CABLEVISION:	11.48	0.07	INTEL:	26.03	(0.12)
CHARTER:	64.65	1.02	JDSU:	10.22	UNCH
COMCAST:	28.96	0.25	LEVEL 3:	22.76	(0.22)
COMCAST SPCL:	28.60	0.17	MICROSOFT:	29.76	0.01
GCI:	6.61	(0.36)	RENTRAK:	15.67	(0.73)
KNOLGY:	19.43	(0.01)	SEACHANGE:	8.17	0.19
LIBERTY GLOBAL:	48.01	0.56	SONY:	14.00	(0.13)
LIBERTY INT:	17.31	(0.16)	SPRINT NEXTEL:	2.41	0.04
SHAW COMM:	19.04	(0.14)	TIVO:	9.36	(0.21)
TIME WARNER CABLE:	76.16	(0.42)	UNIVERSAL ELEC:	13.22	(0.6)
VIRGIN MEDIA:	22.35	0.23	VONAGE:	1.70	(0.05)
WASH POST:	332.50	4.75	YAHOO:	15.29	(0.29)
<b>PROGRAMMING</b>			<b>TELCOS</b>		
AMC NETWORKS:	38.71	(1.09)	AT&T:	33.54	(0.09)
CBS:	31.17	(0.33)	VERIZON:	41.39	0.05
CROWN:	1.52	(0.03)	<b>MARKET INDICES</b>		
DISCOVERY:	49.52	(0.36)	DOW:	12502.81	(1.67)
GRUPO TELEVISIA:	20.03	(0.2)	NASDAQ:	2839.08	(8.13)
HSN:	37.69	0.41	S&P 500:	1316.63	0.64
INTERACTIVE CORP:	45.23	0.40			
LIONSGATE:	12.81	0.30			
LODGENET:	1.43	(0.07)			
NEW FRONTIER:	1.52	0.02			
OUTDOOR:	6.57	(0.26)			
SCRIPPS INT:	52.75	0.30			
TIME WARNER:	34.55	0.05			
VALUEVISION:	1.53	(0.05)			
VIACOM:	51.46	(0.14)			
WWE:	8.03	(0.05)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.30	0.05			
ALCATEL LUCENT:	1.48	(0.01)			
AMDOCS:	29.58	(0.01)			
AMPHENOL:	52.98	0.52			
AOL:	27.20	0.22			
APPLE:	556.97	(4.31)			
ARRIS GROUP:	12.16	0.03			
AVID TECH:	7.05	(0.24)			
BLNDER TONGUE:	1.15	0.14			
BROADCOM:	32.05	(0.23)			
CISCO:	16.73	0.06			



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### Through The Looking Glass

Commentary by Steve Effros

We're gathered in Boston this week to take our traditional once-yearly look at where the cable industry has been, and is going. It's always invigorating because our technology, capabilities and business plans are in an almost constant state of change. But it's important to view those changes with a realistic eye, recognizing that the "looking glass" that allows us to see far into the future should also be turned around, looking through the lenses from a different perspective, to see the varied details of our current positions.



Inevitably, afar, we'll see the "latest" and the "newest." That's great. We're spending lots of time talking about data transmission, the newest iteration of DOCSIS, the ability to increase speed and bandwidth for broadband

customers, expand the universe of "TV Everywhere," and make sure all the new programming can be found with the snazziest, most user friendly navigation devices and marketing designs that are being demonstrated all over the Show floor.

But it's also important to reiterate the reality of our business; it, at heart, is a local infrastructure business. No matter how "neat" the new thing is, no matter how obvious the consumer appeal, no matter what the efficiency it will bring to our offerings, it will still take time to deploy. Indeed, many cable systems will not realistically be able to use that "newest" technology in their particular community for a long time.

That's not because they don't want to, it's just the nature of the business we're in. And as I've written about a lot in these columns lately, it's not that easy to even define what that business is! What's increasingly clear is that there is more than one business, and depending on where you are, how big your customer base is, and

when you started deploying the last "great new thing" the answer as to when the next one is going to be offered to your customers will be different.

This is a truth that the legislators, regulators and our customers need to understand. I distinctly remember sitting at breakfast many years ago with the CEO of one of the then largest cable companies in the business. He was talking to me about deploying new cable boxes. His company, he said, needed to do that, but most boxes available were still using a "386" chip and he knew the "486" was coming out in about a year and would create a much better box. He decided to wait, since that would give his customers the best technology they could get, but they would be very unhappy for the next year while they waited. He also knew that once those boxes were deployed, he wouldn't be able to financially do it again for quite a while.

So was he right? I think so, but he sure got a lot of heat! This is always true in an industry like ours, which is really a lot of different businesses in different phases of development. Big, urban systems can do things smaller, less urban systems cannot, for instance. Yet the press and the regulators tend to treat us as though we were all alike. Not so.

So take in all the new, great stuff, but remind folks that it doesn't and can't just show up in everyone's home tomorrow. We make a big mistake if we give that impression, or if the writers and the regulators assume that's possible. It all depends on your perspective, and remembering to use both ends of that "looking glass."

*Steve*

T:202-630-2099  
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*(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry)*

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