

# CableFAX Daily™

Monday — June 4, 2012

What the Industry Reads First

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## Olympic Bet: Roberts Sees Value for Content, White Questions Apple TV Model

Asked at investor conference Fri if **Comcast-NBCU** can make money on the Olympics this year, *Brian Roberts* was a little hesitant. "I think the answer might very well be yes, but I don't want to say for sure yet," he said. "We do feel the advertising market for sports content in particular is very, very desirable." And he indicated that Comcast is patient and willing to wait for growth. "When we renewed the Olympics it was because we will be able to have more cable distribution in addition to broadcast. We will be able to charge [advertisers] for that over time," he said. Sports, in general, was a hot button at the conference, with **DirectTV's Mike White** saying later in the day that distributors are making disciplined choices. "We have not put the **Lonehorn Network** on, and have no plans to," he said. "We haven't figured out what we're doing with the **Pac-12**, but we're not going to have 7 channels. I can assure you of that. We don't know what we'll do with the new [Time Warner Cable] RSNs in Los Angeles," White said. Roberts stayed away from the cost of sports, but did talk about getting more value for NBCU nets, like **USA**, while still recognizing the limits MVPDs face. "It's all upside opportunity, but it's going to take years," he said, reminding the crowd that Comcast inherited several multi-year contracts with large distributors with the NBCU deal. "If you look at things like retrans fees and cable fees for successful basic networks, that has been a very profitable line of business and putting my other hat on, that's a frustrating part of the business... Getting on both sides of this question is really important to us and strategically for investors." While Comcast would like to help broker win-wins, ultimately, the market will set the price, Roberts said. What about **Apple TV**? Roberts declined to speculate on what might be coming, but said that Comcast should be accepting of customers who want an Apple interface rather than drive them to a competitor. "I have no doubt they're going to launch something, maybe in the next few weeks from what I hear, but like **Google TV** I'm still not convinced [about the model] if you don't have the content rights and you don't have the ability to build to customers and service them when they have a problem and so on..." White said. "Between content costs, right fees and the cost of spectrum, it's hard for me to see relative to our satellite technology that kind of obsoleting our position." Other highlights from the conference: Roberts hammered home the importance of customer service, noting that 90% of service calls and installation appts are now in a 2-hour window with a 97% on-time rate. As for growing video subs, "the mission internally is to get back to positive video, and in a number of markets that is happening." On the satellite

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# CableFAX Get Recognized With These Signature Programs

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## Late Deadline: Friday, June 8, 2012

Enter the Annual CableFAX Program Awards honoring the best in cable content and people. This unique awards program raises the bar for outstanding cable programming and honors cable's contribution to this new Golden Age of Television.

[www.CableFAXProgramAwards.com](http://www.CableFAXProgramAwards.com)



## Nomination Deadline: Friday, June 8, 2012

If you think that you work at a great place - nominate it! Give your company a chance to be seen in our annual list of the Top 10 Places to Work in Cable, which will appear in the September 2012 issue of *CableFAX: The Magazine*.

[www.cablefax.com/work](http://www.cablefax.com/work)



## Nomination Deadline: Friday, June 15, 2012

Who are cable's most powerful women executives? Help us decide by nominating the executives you think should be included in our annual list of the Most Powerful Women in Cable. We will rank the most powerful women in the November 2012 issue of *CableFAX: The Magazine*. Nominations are open to all cable operators, programmers, vendors and trade associations.

[www.cablefax.com/powerfulwomen](http://www.cablefax.com/powerfulwomen)



## Nomination Deadline: Friday, June 22, 2012

Submit your colleagues, your boss or even yourself for consideration for the CableFAX 100! This annual cable industry power list will appear in the December edition of *CableFAX: The Magazine*.

[www.cablefax.com/cablefax100](http://www.cablefax.com/cablefax100)

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Please Contact Shannon Nelligan, Senior Marketing Manager,  
[SNelligan@accessintel.com](mailto:SNelligan@accessintel.com) with any questions.

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side, White said there is a “strategic logic” to having 1 satellite company serving the US (a la combining with **DISH**). But he said it’s probably a non-starter at least with the current administration. As for **DISH**’s wireless strategy, White said he’s willing to talk to anyone about partnerships, but there has to be a business case.

**For the Block:** As predicted, Louisville’s **Fox** and **My Network TV** affils went dark on Time Warner Cable Fri. TWC claims it has offered to pay the same price for the stations as **Insight** had (TWC purchased **Insight** earlier this year), but has been met with rate increases that are “out of line” by owner **Block Comm**. In TV spots before the deadline, the stations told viewers that one of the 1st things TWC is likely to do as the new owner of **Insight** is to take **WDRB** and **WMYO** off their system. Block says TWC wants to pay less than fair-market value.

**Carriage:** **Univision** picked up more carriage for new networks **Deportes**, **tnovelas** and **FOROtv**, with Verizon signing a larger multiyear deal that includes continued carriage of **Univision** and **TeleFutura** as well as **Galavision**. The deal also includes plans for multiplatform authentication rights for **UVideos**, **Univision**’s TVE platform.

**Competition:** **AT&T** rolled out a “video bill” format for new U-Verse voice, TV and Internet customers (or existing customers who change or upgrade service). The customized video features computer animation and voice narration explaining elements of your bill. The concept came though the **AT&T Foundry** innovation center in Ra’anana, Israel, where **SundaySky** presented its tech in a fast pitch presentation.

**MSO Doings:** **Cox** is ramping up its business services marketing with 2 ad spots starring *Sam Neill* (“**Jurassic Park**” and **Fox**’s “**Alcatraz**”). The ads, set on a college campus and at a regional hospital, highlight **Cox Business**’ ability to meet the specialized needs of larger organizations within technology advanced industries. Check out the education tech spot under the video section at **CableFAX.com** -- Add Fresno and South Valley to the areas now offering **Comcast**’s Xfinity Home service. -- **Bright House**’s TV app for live streaming anywhere in the home is now available for use with iPhones and select Android devices equipped with the Ice Cream Sandwich operating system. The app was available to iPads at launch. -- **Suddenlink** renewed its deal with In Demand for PPV and has launched its HD PPV feed in many systems. Suddenlink systems carry 3-8 channels of PPV content, in both SD and HD.

**In the Courts:** **Cisco** is suing **TiVo**, asking a court in San Jose to void the DVR maker’s patents or declare that **Cisco** isn’t infringing on them. The complaint claims that **TiVo** is refusing to fairly license its patents, saying it doesn’t want to impede its capacity bring lawsuits over them. -- Adult programmer **New Frontier** filed a complaint in federal court against **Longkloof**; publicly-traded South African conglomerate **Hosken Consolidated Investments** and its exec chmn; and others, alleging violations of the US federal securities laws. **NOOF** claims the defendants have been acting as a “group” in connection with their involvement in a “hostile takeover offer” for the company and a threatened proxy contest. The suit alleges they violated the Securities Exchange Act by not reporting their identity and activities as a “group.”

**Programming:** **Golf** is gearing up for “**Golf**’s Longest Day” (aka US Open Sectional Qualifying) with coverage starting at 7am and lasting until midnight (or when final results are in). More than 1K golfers are vying for spots. The net will feature interviews, analysis and scoring updates. -- **TLC** announced a “**Toddlers & Tiaras**” spinoff featuring 6-year-old Alana and her family. “**Here Comes Honey Boo Boo**” is set to premiere in Aug. -- What’s **AMC** doing while waiting for “**The Walking Dead**” Season 3 premiere in Oct? Building up the hype. The net will air all 19 eps from the first 2 seasons July 7-8, culminating with a “**Talking Dead**” live special that features first looks at Season 3. The 1-time only airing of **Talking Dead** (July 8, 9pm) will be followed by the premiere of the black and white version of the series’ pilot. **AMC** is also running a sweeps for a trip to Atlanta and a zombie role on the show. -- Following his run as exec producer and showrunner of “**Dexter**,” *Clyde Phillips* has been tapped as the new showrunner for **Showtime**’s “**Nurse Jackie**.” The series has been renewed for a 5th season.

**Research:** The 17 largest cable and phone providers acquired 1.3mln net additional HSD subs in 1Q12, with cable having more than 45.3mln broadband subs vs 34.6mln at the top phone companies, said **Leichtman Research**.

**Game On:** The Xbox has eclipsed the iPad in non-PC/Mac viewing of digital video, according to **FreeWheel**’s Video Monetization Report for Q1 2012. The study, which looked at the monetization dynamics of billions of digital video views and digital ad views, also found that mid-roll ad load is growing at a much faster clip than pre-roll. For more key findings from the report, visit our subscriber-only site: [www.cablefaxdaily.com](http://www.cablefaxdaily.com).

**CableFAX Week in Review**

Company	Ticker	06/01 Close	1-Week % Chg	YTD %Chg
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<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	43.92	(5.34%)	2.71%
DISH:	DISH	26.97	(4.5%)	(5.3%)
DISNEY:	DIS	44.40	(0.22%)	18.40%
GE:	GE	18.54	(2.16%)	3.52%
NEWS CORP:	NWS	18.73	(4.58%)	3.03%

<b>MSOS</b>				
CABLEVISION:	CVC	10.97	(5.92%)	(22.86%)
CHARTER:	CHTR	61.31	(4.61%)	7.67%
COMCAST:	CMCSA	28.63	(0.76%)	20.75%
COMCAST SPCL:	CMCSK	28.40	(0.8%)	20.54%
GCI:	GNCMA	6.22	(7.03%)	(36.47%)
KNOLOGY:	KNOL	19.47	(0.61%)	37.11%
LIBERTY GLOBAL:	LBTYA	45.21	(4.44%)	10.19%
LIBERTY INT:	LINTA	16.23	(5.86%)	0.06%
SHAW COMM:	SJR	18.38	(3.11%)	(5.11%)
TIME WARNER CABLE:	TWC	74.15	(2.97%)	16.64%
VIRGIN MEDIA:	VMED	21.66	(2.7%)	1.31%
WASH POST:	WPO	349.50	1.43%	(7.25%)

<b>PROGRAMMING</b>				
AMC NETWORKS:	AMCX	37.08	(5.02%)	(1.33%)
CBS:	CBS	30.33	(3.9%)	11.75%
CROWN:	CRWN	1.46	(3.31%)	20.66%
DISCOVERY:	DISCA	48.64	(3.8%)	18.72%
GRUPO TELEVISIA:	TV	18.75	(4.24%)	(10.97%)
HSN:	HSNI	37.69	(3.95%)	3.94%
INTERACTIVE CORP:	IACI	44.07	(1.48%)	3.45%
LIONSGATE:	LGF	12.66	(2.54%)	52.16%
LODGENET:	LNET	1.42	15.45%	(40.59%)
NEW FRONTIER:	NOOF	1.67	(1.76%)	62.14%
OUTDOOR:	OUTD	6.38	(3.19%)	(14.48%)
SCRIPPS INT:	SNI	53.41	(1.86%)	25.91%
TIME WARNER:	TWX	33.76	(2.71%)	(6.59%)
VALUEVISION:	VVTV	1.63	7.24%	(13.3%)
VIACOM:	VIA	51.38	(1.5%)	(3.66%)
WWE:	WWE	7.64	(4.26%)	(18.03%)

<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.16	(10.74%)	2.86%
ALCATEL LUCENT:	ALU	1.49	3.47%	(4.49%)
AMDOCS:	DOX	28.45	(5.45%)	(0.28%)
AMPHENOL:	APH	51.60	(3.04%)	13.68%
AOL:	AOL	27.11	(1.35%)	79.54%
APPLE:	AAPL	560.99	(0.23%)	38.52%
ARRIS GROUP:	ARRS	12.00	(2.6%)	10.91%
AVID TECH:	AVID	7.20	7.78%	(15.59%)
BLNDER TONGUE:	BDR	1.02	(14.29%)	(16.4%)
BROADCOM:	BRCM	31.74	0.19%	8.11%
CISCO:	CSCO	15.96	(2.27%)	(11.73%)
CLEARWIRE:	CLWR	1.16	(4.55%)	(40.46%)
CONCURRENT:	CCUR	3.86	10.29%	1.85%
CONVERGYS:	CVG	13.76	(1.57%)	7.75%
CSG SYSTEMS:	CSGS	16.35	(0.18%)	11.15%
ECHOSTAR:	SATS	27.44	(1.58%)	31.04%
GOOGLE:	GOOG	570.98	(3.47%)	(11.6%)
HARMONIC:	HLIT	4.16	(2.12%)	(17.46%)

Company	Ticker	06/01 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	25.14	(2.33%)	3.67%
JDSU:	JDSU	9.65	(1.83%)	(7.57%)
LEVEL 3:	LVLTL	19.75	(10.19%)	16.24%
MICROSOFT:	MSFT	28.45	(2.1%)	9.59%
RENTRAK:	RENT	15.68	(2.73%)	9.80%
SEACHANGE:	SEAC	7.94	(0.63%)	12.94%
SONY:	SNE	12.65	(4.89%)	(29.88%)
SPRINT NEXTEL:	S	2.51	7.26%	7.26%
TIVO:	TIVO	8.07	(13.04%)	(10.03%)
UNIVERSAL ELEC:	UEIC	12.30	(5.82%)	(27.09%)
VONAGE:	VG	1.71	(2.84%)	(30.2%)
YAHOO:	YHOO	14.92	(2.86%)	(7.5%)

<b>TELCOS</b>				
AT&T:	T	33.90	0.62%	12.10%
VERIZON:	VZ	41.03	(1.01%)	2.27%

<b>MARKET INDICES</b>				
DOW:	DJI	12118.57	(2.7%)	(0.81%)
NASDAQ:	IXIC	2747.48	(3.17%)	5.46%
S&P 500:	GSPC	1278.04	(3.02%)	1.63%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. LODGENET:	1.42	15.45%
2. CONCURRENT:	3.86	10.29%
3. AVID TECH:	7.20	7.78%
4. SPRINT NEXTEL:	2.51	7.26%
5. VALUEVISION:	1.63	7.24%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.02	(14.29%)
2. TIVO:	8.07	(13.04%)
3. ADVANTAGE:	2.16	(10.74%)
4. LEVEL 3:	19.75	(10.19%)
5. GCI:	6.22	(7.03%)

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