

CableFAX Daily™

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What the Industry Reads First

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All They Are Saying: Give Voluntary Energy Agreement a Chance

NCTA and CEA reps joined together Mon to call for regulators to give their voluntary agreement for set-top box conservation a chance. If the **Dept of Energy** continues to pursue an approach toward regulation, it will have “all the inertia of shutting down innovation, frustrating competition and sabotaging this voluntary agreement,” said *Paul Glist*, NCTA outside counsel, who spoke at Mon’s joint NCTA and CEA press conference in DC (a rarity in and of itself, with one NCTA staffer joking that the 2 groups are usually more likely to be in a cage match). Last fall, NCTA, CEA and 15 leading MVPDs and equipment manufacturers (including **DirecTV, Comcast, Verizon, Cisco** and **Arris**) announced a voluntary set-top energy conservation agreement that they claim will result in \$1.5bln in annual residential electricity savings once fully realized. The problem is that the Dept of Energy is moving ahead and issuing an NPRM for test procedures for measuring power consumption in set-tops. The 2 trade groups believe federal law requires DOE to rely on the “CEA-2043” test procedure, arguing that a federal test procedure could set back innovation—hampering the future manufacturing cycle and putting advancements in a holding pattern. And the trade groups say issuing new testing could seriously jeopardize the work already happening in the conservation space. “In the best case scenario, DOE would implement its standards in 2018,” said NCTA vp, gen counsel *Neal Goldberg*. Under the voluntary agreement, beginning in 2014, 90% of new set-tops purchased and deployed by participating companies will meet EPA’s Energy Star 3.0 efficiency levels. Things are ahead of schedule, according to Glist, with 70% of boxes going out today Energy Star compliant. Another 12mln set-tops have downloaded light-sleep mode, resulting in \$50mln in annual savings to consumers, he added. Meanwhile, Goldberg said the CA Energy Commission’s proceeding to consider energy standards for set-tops should be preempted by federal law. Trade groups also feel that DOE has been reluctant to adopt the voluntary agreement because it lacks the support of energy advocacy groups, such as the **NRDC**. One sticking point: the voluntary agreement called for field testing before establishing longer term commitments; the advocacy groups wanted those commitments in right away. The signatories to the voluntary agreement have organized a Steering Committee that has convened twice, and they met with representatives of energy conservation groups and DOE to discuss implementation of additional later-year savings for set-top boxes.

A&E Restructuring: *Nancy Dubuc*, A&E’s new CEO since Sat, assembled her top management team. Under the

June 24, 2013 | Awards Breakfast | 8:30 – 10:30 am | Grand Hyatt in NYC

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restructuring, *Robert DeBitetto*, former pres/gm of A&E and **Bio Channel**, becomes pres, brand strategy, business development, **A&E Studios**. In addition, 3 programming and development heads were upped to evp/gm, including *Dirk Hoogstra*, **History** and **H2**, *David McKillop*, A&E, and *Robert Sharenow*, **Lifetime**. The marketing and brand development teams will now report directly to them. *Jana Bennett*, former pres, **BBC** worldwide networks & global BBC iPlayer at **BBC Worldwide**, joined the company as pres, **Bio Channel** and **Lifetime Movie Network**.

In the Courts: The DC District Court on Mon granted **C-SPAN's** request to dismiss **Sky Angel's** antitrust lawsuit filed in Nov and claiming that C-SPAN improperly withdrew its programming in '09 (**Cfax**, 1/15). C-SPAN, like **Discovery**, said it chose not to be carried after Sky Angel began streaming content over the public Internet. "We are delighted with the District Court's dismissal of Sky Angel's antitrust lawsuit against C-SPAN," said C-SPAN's corporate vp and gen counsel *Bruce Collins*. "As we said from the beginning, and the judge has obviously agreed, Sky Angel did not have any facts to back up its fanciful claims. C-SPAN now looks forward to continuing its public service mission without this distraction."

OTT: Is OTT preferred over pay TV when it comes to purchasing digital movies and TV series? Not really, says a **CSG**-commissioned survey of 1200 US consumers age 18-65. 71% are willing to buy content from OTT providers, while 70% are just as willing to buy from their MVPD. And nearly 71% want those digital content charges on their pay TV bill. As expected, price is the single largest influencer on whether to purchase digital content, with 35% ranking it as most important. In 2nd place was ease of use (20%), something MVPDs are working on with their own navigation. Quality across devices and multi-screen access also ranked high. Not important was who the provider is, with nearly 1/3 saying that the type of provider was least important. "With less than 20% of consumers under 35 citing pay TV providers as digital content leaders, there is an opportunity for pay TV providers to focus on the individual's interest, usage and preferences across devices to increase the weight of the provider type in content buying decisions in the younger demographic," CSG said.

Broadband: Come June 10, Cable One will stop overage fees for using too much data. The MSO will introduce new residential Internet plans with faster speeds, allowing customers to have a 300GB "data guideline" for its new 50Mbps plan. The company is also launching 60 and 70Mbps plans. -- At a ribbon cutting ceremony Mon, **Cox** announced the launch of its Connect2Compete low-cost broadband program in VA for families with children participating in the National Free Lunch Program. The program is modeled after a broadband adoption program Cox started in Santa Barbara, CA in 2002. Families that qualify can get broadband service for \$9.95 per month, a free modem and free professional installation.

On the Hill: Veteran **Senate Commerce** cmte member *Frank Lautenberg* (D-NJ) passed away Mon at the age of 89. He died from complications from viral pneumonia. NJ Gov *Chris Christie* (R) can appoint a temporary replacement to serve until a special election in Nov or fill the seat for the rest of Lautenberg's term, which expires next year. Lautenberg had announced in Feb that he wouldn't seek 6th term in the Senate. He was the last WWII veteran serving in the chamber.

ACA: As part of its pending media ownership review, the **FCC** should clarify the legal bounds of permissible sharing arrangements under its broadcast ownership and affiliate rules because of a "significant increase" in local TV consolidation, ACA said in an ex parte filing. It cited recent deals like **Nexstar Bcstg** and **Mission Bcstg's** proposed acquisitions of **Communications Corp of America** and **White Knight Bcstg**, and their intent to enter into sharing agreements with same market stations. Such practices (separately owned, same market broadcast licensees entering into arrangements) would reduce competition in the local media market and decrease diversity. For MVPDs and their subs, the diminution of local TV station competition through coordination of retrans negotiations is "an increasingly pressing issue," ACA said.

TVE: **Comcast** launched a TVE portal for LGBT entertainment content. The op is teaming with LGBT net **Here TV**, which recent launched a subscription video channel on **YouTube**, to offer previews through Xfinity on Demand and online free for Xfinity TV digital subs this week. The Xfinity LGBT website features blogs and Xfinity TV programming information. Also to celebrate Pride Month, Xfinity TV subs can access LGBT programming across platforms through June 30.

Programming: **Oxygen Media** ordered a 3rd season of its tattoo competition series "Best Ink" to air this winter. -- To celebrate the 15th anniversary of "Sex and the City," **E!** will air 12-hour marathon on Thurs featuring "the biggest, must-see guest stars." -- **History** will premiere "God, Guns & Automobiles," a half-hour series featuring a MO auto dealership, on July 8. -- **IFC's** new original comedy, "The Spoils of Babylon," which parodies an epic TV mini-series, will add stars like *Jessica Alba, Tobey Maguire, Val Kilmer* and *Michael Sheen* to its cast. The 6, 30-min eps premiere early next year.

BUSINESS & FINANCE

App-nouncement: AT&T U-Verse launched free-for-subscribers online music app Country Deep, which features live performances, artist interviews, music videos and other content.

On the Circuit: NAMIC announced the call for entries for the 2013 Excellence in Multicultural Marketing Awards (EMMA), presented in partnership with **CableFAX**. The deadline is July 5, 11:59pm ET (emmacompetition.com). Winners will be acknowledged during the 27th Annual NAMIC Conference, Oct 8-9 in NYC. -- **MSNBC** host *Andrea Mitchell* will emcee the **Cable Hall of Fame** Celebration, Mon at the Ronald Reagan Building in DC. With 6 inductees, the event also includes the presentation of the Bresnan Ethics in Business Award to **C-SPAN's Brian Lamb**.

People: Discovery Channel appointed *Matthew Kelly* to vp, dev and production. -- **CMT** tapped **Turner** vet *Hector Campos* as vp, programming and strategy. -- **Genia Edelman** joined **The Africa Channel** as evp, sales and marketing. -- **Pac-12 Networks** named *Jonathan Leess* svp, production planning and operations.

Editor's Note: We'll see you at our June 24 Sales Exec of the Year/Faxies breakfast on June 24 at the Grand Hyatt in NYC. More info: <http://www.cablefax.com/cfp/awards/cable-faxiesseoy2013/> -- And that June 21 **CableFAX** Program Awards deadline is coming. More info: <http://www.cable360.net/cfp/events/program2013/>

CableFAX Daily Stockwatch

Company	06/03 Close	1-Day Ch	Company	06/03 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DIRECTV:	61.66	0.47	ECHOSTAR:	39.65	(0.06)			
DISH:	38.64	0.10	GOOGLE:	867.63	(3.59)			
DISNEY:	63.80	0.72	HARMONIC:	6.19	0.09			
GE:	23.64	0.32	INTEL:	25.24	0.96			
NEWS CORP:	32.62	0.38	JDSU:	13.42	(0.2)			
MSOS								
CABLEVISION:	15.05	(0.07)	LEVEL 3:	21.23	(0.2)			
CHARTER:	111.62	(0.38)	MICROSOFT:	35.59	0.69			
COMCAST:	40.46	0.29	RENTRAK:	23.74	0.60			
COMCAST SPCL:	38.98	0.15	SEACHANGE:	10.84	0.08			
GCI:	8.79	0.10	SONY:	19.54	(0.61)			
LIBERTY GLOBAL:	74.00	0.30	SPRINT NEXTEL:	7.22	(0.08)			
LIBERTY INT:	22.96	0.51	TIVO:	12.97	0.03			
SHAW COMM:	22.72	0.42	UNIVERSAL ELEC:	27.65	0.95			
TIME WARNER CABLE:	95.17	(0.34)	VONAGE:	2.76	0.02			
VIRGIN MEDIA:	49.79	0.13	YAHOO:	26.39	0.09			
WASH POST:	467.03	(0.2)	TELCOS					
PROGRAMMING								
AMC NETWORKS:	63.84	(0.18)	AT&T:	35.07	0.08			
CBS:	49.59	0.09	VERIZON:	48.66	0.18			
CROWN:	2.06	0.01	MARKET INDICES					
DISCOVERY:	79.01	0.14	DOW:	15254.03	138.46			
GRUPO TELEVISIA:	25.99	(0.09)	NASDAQ:	3465.37	9.46			
HSN:	56.35	(0.36)	S&P 500:	1640.42	9.68			
INTERACTIVE CORP:	48.21	(0.27)	TECHNOLOGY					
LIONSGATE:	29.49	0.69	ADVANTAGE:	2.22	(0.03)			
SCRIPPS INT:	66.76	(0.6)	ALCATEL LUCENT:	1.74	0.06			
STARZ:	22.37	(0.71)	AMDOCS:	35.39	(0.31)			
TIME WARNER:	58.60	0.23	AMPHENOL:	78.70	0.80			
VALUEVISION:	5.03	(0.02)	AOL:	34.87	0.21			
VIACOM:	67.29	0.19	APPLE:	450.72	0.98			
WWE:	9.83	0.09	ARRIS GROUP:	15.16	0.03			
TECHNOLOGY								
ADDVANTAGE:	2.22	(0.03)	AVID TECH:	6.49	0.11			
ALCATEL LUCENT:	1.74	0.06	BROADCOM:	35.76	(0.15)			
AMDOCS:	35.39	(0.31)	CISCO:	24.38	0.27			
AMPHENOL:	78.70	0.80	CLEARWIRE:	4.42	(0.06)			
AOL:	34.87	0.21	CONCURRENT:	7.40	(0.14)			
APPLE:	450.72	0.98	CONVERGYS:	18.23	0.06			
ARRIS GROUP:	15.16	0.03	CSG SYSTEMS:	20.76	(0.87)			
AVID TECH:	6.49	0.11						
BROADCOM:	35.76	(0.15)						
CISCO:	24.38	0.27						
CLEARWIRE:	4.42	(0.06)						
CONCURRENT:	7.40	(0.14)						
CONVERGYS:	18.23	0.06						
CSG SYSTEMS:	20.76	(0.87)						

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CableFAX TECH

Cable Show Tech Preview

This year's Cable Show will see vendors showcasing everything from advanced video delivery tools, user interfaces and measurement services, to display technology, among other wares, companies told us. In addition, given the development in motion and voice technology, as well as the increasing use of tablets and smartphones that interact with TV viewing, a lot more new features are cropping up around input technology, *Chad Lucien*, svp, sales and marketing at **Hillcrest Labs** said. The motion tech developer, whose customers include **Intel**, **LG** and **Roku**, just became the first vendor to license **Comcast's** Reference Design Kit (a pre-integrated software bundle aimed at accelerating the development of IP-based set-tops) and will be demonstrating its offerings at the show. Video ad insertion provider **BlackArrow** will showcase linear IP services, video analytics products and VOD technology, said *Chris Hock*, svp, product management. The firm's new linear service allows ops to deliver ads based on sub data, including website visits with browsers on mobile devices. It also enables alternating content delivery to viewers in certain geographic areas. Coupled with other BlackArrow ad software tools, the linear service allows pay-TV providers to better monetize live and on-demand viewing across platforms. The company has conducted some lab and live market trials, and expects full scale deployments next year.

Cisco: **Cisco** will preview several technologies including Reference Developer Kit, cloud DVR, IP over cable, unified gateway, videoscape unity customer deployments and service provider WiFi.

SeaChange: **SeaChange** will demonstrate the integrated capability of its multifaceted open software for MSOs of all sizes. Dubbed Adrenalin, the multi-screen video platform will serve content to an array of IP connected consumer devices. Cisco said it will dem-

onstrate how MSOs can package, price and promote content bundles across consumer devices.

WiFi: Wireless chip developer **Quantenna** wants to stream IPTV wirelessly. The company will be offering live demos of what it touts as the world's fastest WiFi. At nearly 2Gbps throughput, the Wave 2 802.11ac solution claims to transmit multiple 1080p HD streams.

The Cloud: Video stream management provider **mDialog** will show off its cloud-based Smart Stream platform, which aims to deliver targeted ads on iOS- and Android-based devices like **Google TV** and **Apple TV**, as well as **Roku** and **Microsoft's** Xbox. The platform integrates with existing infrastructure, letting content and service providers use their own encoding, publishing and ad-decisioning assets. -- Content protection and multiscreen service provider **NAGRA** will be showcasing the HTML5 cloud-based user interface capabilities of its new media convergence solution, OpenTV 5. It aims to enable service providers to highly customize the user interface "in the cloud" quickly and efficiently using the HTML5 standard while ensuring a seamless user experience across multiple devices.

Search/Recommendation: Semantic technology provider **Veveo** will detail a new modular implementation of its SmartRelevance Conversational Platform, which aims to let search/recommendation providers create new usability experiences. The firm's graph-based semantic technologies seek to enable MSOs to create intuitive discovery and access to large amounts of programming.

Transcoder: Quad stream HD transcoder provider **Zenverge** will demonstrate its **TiVo Stream** product, the **Comcast XG5** Video Gateway product and the **Verizon VMS** Media Server, all which use the Zenverge chip to stream and download content to tablets, smartphones, Smart TVs, PCs and gaming consoles.

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