

CableFAX Daily™

Wednesday — June 5, 2013

What the Industry Reads First

Volume 24 / No. 108

Wireless Hearing: Cable's WiFi Push Draws Attention

Whether it's unlicensed or licensed, we need more spectrum. And now. That was the theme of the **Sen Commerce** subcmte's hearing on wireless Tues, and while much centered on the expected incentive auction, members—especially subcmte head *Mark Pryor* (D-AR)—also focused on using more unlicensed spectrum/WiFi, a concept supported by cable. Core 2.4 Ghz WiFi band is already heavily saturated in numerous densely populated communities, and the problem will only become more acute as WiFi usage continues to grow, **Comcast** svp, business dev/strategy *Thomas Nagel* told the members. He said Comcast will ask the **FCC** to allocate more spectrum for unlicensed use (especially in the 5GHz band) and to eliminate rules that restrict the use of existing spectrum. In addition, WiFi networks are increasingly being used by carriers and consumers to offload mobile traffic, said *Doug Webster*, vp, **Cisco** service provider routing, citing his company's latest report predicting that by '17, 2/3 of mobile traffic will offload to small cell networks, predominantly WiFi. That compares to about half the traffic today. Also by '17, Americans will use 1.1bln mobile and portable devices, all employing licensed or unlicensed spectrum, and will use those devices to generate 70% of US Internet traffic, Webster said. Pryor said the question is how to manage usage: "Is 5GHz the way to go?" Nagel said the 5GHz band is the only available one that can accommodate sufficient wide channels to allow ops to deploy next generation WiFi, a new standard called 802.11ac. The new spec can potentially handle speeds faster than 1 Gbps. Comcast believes in spectrum sharing for the 5GHz band, which would maximize spectrum efficiency and allow simultaneous delivery of multiple services. But devising spectrum sharing methods could take a while, Nagel said. CTIA chief *Steve Largent* said current FCC vacancies add further uncertainty, with no way to ensure how much spectrum will be made available through the auction.

Incentive Auction: The **FCC** should focus on maximizing incentive auction participation, **Sen John Thune** (R-SD) said at the Senate Commerce subcmte hearing Tues. He proposed encouraging more bidding in rural areas by offering licenses in various geographic sizes. Also critical is educating broadcasters, said *Doug Webster*, **Cisco's** vp, service provider routing. "We can't expect the broadcasters to understand everything" about using bcst spectrum for mobile broadband, he said.

OTT: Amazon ousted **Netflix** to become **Viacom's** new streaming partner as the net's licensing deal with Netflix expired



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last month. Amazon outbid the competition, said a Viacom rep, and stood out also because it provides branded environments for Viacom content as opposed to grouping different nets together. Viacom content also can connect to consumer products sold on Amazon.com for brands like **Nick**. As part of the deal, select shows from Nick and Nick Jr will be available on kid-focused Kindle FreeTime Unlimited. "Kids shows are one of the most watched TV genres on Prime Instant Video," said *Bill Carr*, Amazon vp, digital video and music. -- **Time Warner Cable's** TVE launch on **Roku** in March likely won't be the last. "You should assume we are talking to everyone who makes devices like this, whether it's **Samsung** smart TVs, **Apple**, **Microsoft**," CEO *Glenn Britt* said at the **Bank of America Merrill Lynch** Global Telecom and Media conference Tues.

Smart Homes: **Time Warner Cable** is wrapping up the rollout of its smart home system with expansion to OH, WI, and NYC. IntelligentHome, first launched in '11 in upstate NY, Southern CA and NC, requires TWC's Internet service. It's priced at \$33.99 a month with cable TV and/or phone bundle. The wireless system lets subs remotely access and control their home security settings, lighting and thermostats, and view real-time video of their home from a PC or mobile device.

Full FX: Big promotion for *John Landgraf*, who has been named CEO of **FX Nets** and **FX Productions**. He continues to report to **Fox Networks Group** chmn/CEO *Peter Rice*, and he'll oversee **FX**, **FXN** (launching in Sept) and **FXM** (formerly **Fox Movie**). He'll also manage FX Nets' digital VOD platform, **FXNOW**. More original programming is at the top of Landgraf and team's to-do list, with the trio of net's combining to deliver more than 25 original scripted series over the coming years. Landgraf became pres, ent at FX in Jan '04, and was elevated in May '05 to pres, gm of FX Nets.

Measurement: **Nielsen** and **Syncbak** completed a 2-week technical trial aimed at measuring viewing of TV on mobile devices. The trial involved 4 **CBS** O&O stations in NY and L.A. CBS is a strategic investor in Syncbak, which sells an authentication platform to broadcasters. -- **Rovi** launched "Audience Management Solution," designed to enable providers to measure the performance of sub offers, program promotions and ads. Supported by related analytics features from newly acquired **IntegralReach**, the offering uses proprietary algorithms to analyze various viewership data.

Carriage: **MAVTV** signed a distribution deal with **DirecTV** starting June 10. The sports and ent net also inked a long-term deal with **MMA** cage fighting series "King of the Cage," bringing the complete schedule of new MMA fights to the net.

Programming: **Lifetime** will make new drama "Devious Maids" available in English and Spanish across multiple platforms ahead of its June 23 premiere. Starting Sun, the pilot will be available at myLifetime.com and the Lifetime video watch app, as well as on VOD. Post premiere, the network will make each ep available in English and Spanish across these platforms the day after its Sunday 10:00pm ET/PT airing. -- That squealing is tween girls anticipating the July 19 launch of surf-rock musical "Teen Beach Movie" on **Disney Channel**. The *Ross Lynch*, *Maia Mitchell* flick will be available July 15 to verified



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Source: WE tv analysis of Nielsen data, Live+SD, W25-54 000s Friday 5/31/13 8-10pm. WE tv vs. female networks (Bravo, E!, Lifetime, OWN, Oxygen, Style, TLC, VH1). WE tv Live+SD, P2+ Fast National Cumed (6+ mins qual) based on Friday 5/31/13 8pm-2am, prems & encores. SocialGuide 5/31/13 in Reality for each respective premiere time period (Fr 8p-11p). Subject to qualifications by request.

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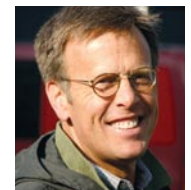
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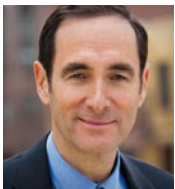
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On The Circuit: We attend many D.C. functions, but Mon's **NAB Education Foundation** awards dinner was one for the ages. That's because the special guest was *Stevie Wonder*, honored for extensive work on behalf of people with disabilities and in poverty. While the ceremonies weren't short and Wonder's honor was last, his impassioned speech was worth the wait. So was *Oleta Adams'* musical tribute to Wonder, which included "Isn't She Lovely" "Sir Duke" and "You Are The Sunshine of My Life." While she had to be nervous performing Wonder's music in front of him, Stevie led the ovation. It would have been a crime of epic proportions had the 25-time Grammy winner walked past the piano without playing at least 1 song. In a town where nearly everything is rehearsed, Wonder, impromptu, sang several hits to great acclaim from the adoring crowd, which went from black tie propriety to nightclub informality, singing along, clapping and genuinely having fun. Props to **NCTA** for its annual support of the awards, which tout broadcasters' community service.

People: **FCC** acting chair *Mignon Clyburn* named *Robert Ratcliffe* as acting chief of the Enforcement Bureau. -- *Sandra Smester* was tapped as svp, programming for **Univision Network**. -- **CBS Sports** upped *David Berson* from evp to pres, CBS Sports.

CableFAX Daily Stockwatch

| Company | 06/04 Close | 1-Day Ch | Company | 06/04 Close | 1-Day Ch |
|------------------------------|----------------|-------------|-----------------------|----------------|-------------|
| BROADCASTERS/DBS/MMDS | | | | | |
| DIRECTV: | 61.57 | (0.09) | CSG SYSTEMS: | 20.61 | (0.15) |
| DISH: | 38.82 | 0.18 | ECHOSTAR: | 39.23 | (0.42) |
| DISNEY: | 64.35 | 0.55 | GOOGLE: | 859.10 | (8.53) |
| GE: | 23.66 | 0.02 | HARMONIC: | 6.16 | (0.03) |
| NEWS CORP: | 32.62 | UNCH | INTEL: | 25.36 | 0.12 |
| MSOS | | | | | |
| CABLEVISION: | 15.11 | 0.06 | JDSU: | 13.32 | (0.1) |
| CHARTER: | 114.95 | 3.33 | LEVEL 3: | 21.18 | (0.05) |
| COMCAST: | 40.92 | 0.46 | MICROSOFT: | 34.99 | (0.6) |
| COMCAST SPCL: | 39.23 | 0.25 | RENTRAK: | 23.64 | (0.1) |
| GCI: | 8.94 | 0.15 | SEACHANGE: | 10.67 | (0.17) |
| LIBERTY GLOBAL: | 74.57 | 0.57 | SONY: | 19.82 | 0.28 |
| LIBERTY INT: | 23.00 | 0.04 | SPRINT NEXTEL: | 7.26 | 0.04 |
| SHAW COMM: | 22.59 | (0.13) | TIVO: | 12.72 | (0.25) |
| TIME WARNER CABLE: | 95.23 | 0.06 | UNIVERSAL ELEC: | 26.38 | (1.27) |
| VIRGIN MEDIA: | 50.10 | 0.31 | VONAGE: | 2.73 | (0.03) |
| WASH POST: | 468.31 | 1.28 | YAHOO: | 26.26 | (0.13) |
| PROGRAMMING | | | | | |
| AMC NETWORKS: | 63.72 | (0.12) | TELCOS | | |
| CBS: | 49.11 | (0.48) | AT&T: | 35.67 | 0.60 |
| CROWN: | 2.04 | (0.02) | VERIZON: | 48.84 | 0.18 |
| DISCOVERY: | 78.69 | (0.32) | MARKET INDICES | | |
| GRUPO TELEVISA: | 25.57 | (0.42) | DOW: | 15177.54 | (76.49) |
| HSN: | 56.17 | (0.18) | NASDAQ: | 3445.26 | () |
| INTERACTIVE CORP: | 48.28 | 0.07 | S&P 500: | 1631.38 | (9.04) |
| LIONSGATE: | 29.23 | (0.26) | | | |
| SCRIPPS INT: | 67.10 | 0.34 | | | |
| STARZ: | 22.27 | (0.1) | | | |
| TIME WARNER: | 58.34 | (0.26) | | | |
| VALUEVISION: | 4.94 | (0.09) | | | |
| VIACOM: | 67.95 | 0.66 | | | |
| WWE: | 9.81 | (0.02) | | | |
| TECHNOLOGY | | | | | |
| ADVANTAGE: | 2.27 | 0.05 | | | |
| ALCATEL LUCENT: | 1.74 | UNCH | | | |
| AMDOCS: | 35.32 | (0.07) | | | |
| AMPHENOL: | 77.72 | (0.98) | | | |
| AOL: | 34.63 | (0.24) | | | |
| APPLE: | 449.31 | (1.41) | | | |
| ARRIS GROUP: | 14.93 | (0.23) | | | |
| AVID TECH: | 6.57 | 0.08 | | | |
| BLNDER TONGUE: | 1.05 | (0.01) | | | |
| BROADCOM: | 35.63 | (0.13) | | | |
| CISCO: | 24.36 | (0.02) | | | |
| CLEARWIRE: | 4.31 | (0.11) | | | |
| CONCURRENT: | 7.23 | (0.17) | | | |
| CONVERGYS: | 17.74 | (0.49) | | | |

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