

# CableFAX Daily™

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What the Industry Reads First

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## Highly Rated: Broadcasters Step Up To Plate on Online Ratings

**ABC, CBS, Fox, NBC, Telemundo, Telefutera and Univision** made a splash Mon by announcing that they would include content ratings info for network TV programs viewed online beginning in Dec. For some of the nets (like Fox), this is completely new. Others, like ABC, have been doing it for some time. In fact, ABC/Disney cable nets already offer online ratings, and the soon-to-launch **WatchDisney** (imminent launch for **Comcast**, we're told) and **WatchABC Family** apps also will feature the ratings info. Fox has not put ratings on its online cable programming, with a spokesman saying cable television is a subscription service that is not held to the same content standards as free, over-the-air television. It's a mixed bag when it comes to what cable nets offer online ratings. Comcast-NBCU was required by the **FCC** to offer ratings for all NBCU full-length shows on Websites it controls and on **Hulu** as a condition of the merger (that condition was met by Oct 28 of last year, by the way). "Cable networks have for many years offered viewers relevant information to help families make decisions about the appropriateness of television programming. As consumers view more television programming via the Internet, many cable networks currently offer ratings information for these programs and we understand that others are exploring doing so," **NCTA** said Mon. "With recent research confirming the overall effectiveness of the TV ratings system, we agree that providing ratings for TV programs viewed online can provide parents with additional helpful information." It's that recent research that's getting a lot of attention, given the complaints over the ratings system by some TV watchdog groups over the years. The TV Parental Guidelines Monitoring Board has found about 70% of parents use TV ratings to help choose programming. Related to Mon's announcement: 61% of children are now watching shows on devices other than a TV screen, the board found. The broadcasters' announcement got the thumbs up from FCC chmn *Julius Genachowski* and Rep/V-Chip and Children's TV Act House author *Ed Markey* (D-MA). Now, did the timing of Mon's announcement have anything to do with speculation that the Supreme Court will soon rule on FCC indecency regulations? You'll have to be the judge. As for the indecency case, there was no decision released Mon, so the wait continues.

**In the Courts:** It's kind of a bizarre case. **Mediacom** sued Georgia-based VoIP provider **L2 Networks** and its CEO, *Kraig Beahn*, for allegedly tapping into its network to sell Internet service. The civil complaint, recently filed in Superior Court of Dougherty County, GA, alleged Beahn used a cable modem leased by his mother-in-law from Mediacom to sell Internet service to a commercial customer. The modem was reportedly put inside a weatherproof enclosure that was receiving power from a car battery. A Mediacom manager found the modem hidden with the car battery in the woods, the complaint said. Beahn was arrested in Jan in GA, and charged with felony theft of service. Beahn declined to comment on the specifics of the case, saying, "it appears this is anticompetitive." It's not the first time someone has accused L2 of stealing service. A theft of service complaint against L2 by **Albany Water, Gas & Light Commission** resulted in L2 turning around and filing what appears to be the 1st net neutrality grievance at the **FCC**. Beahn claimed L2 filed the net neutrality complaint against the local utility at the FCC May 21, alleging **WG&L** is refusing to allow L2

It's re-booty time!  
**KENDRA ON TOP**

TONIGHT 10|9<sup>c</sup>

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access to its network without a fee. The utility claimed L2 should pay for the use of its fiber infrastructure while delivering VoIP to a WG&L customer. The agency hasn't posted the complaint, and L2 is working with the FCC to move the case forward, Beahn said. The complaint couldn't be found in the FCC's online docket. L2 filed an informal complaint, according to an FCC spokesman. L2 has filed similar complaints with GA Public Service Commission contending the utility unfairly limits its access to WG&L-owned huts in which some of L2's system is housed.

**Apple:** Lots of talk at **Apple's** Worldwide Developer Conference Mon, but no big **Apple TV** reveals. Among the new features Apple showed off is an upgrade to OSX Mountain Lion, AirPlay Mirroring, which let users stream content from their Macs to Apple TV and AirPlay-compatible devices. First announced for the iPad at last year's WWDC, the feature means users will no longer need to hook up cables to their Macs in order to stream video or games from laptops to the biggest screen in the house. OSX Mountain Lion will be available as an upgrade in the Mac App Store from July for \$19.99.

**Ratings:** Nice 2nd showing for **A&E's** "Longmire," which posted 22% growth among 18-49s (1.2mln) and 14% among 25-54s (1.6mln). It notched 4.1mln total viewers. -- **AMC** wrapped up Season 5 of "Mad Men" Sun, with 2.7mln viewers making it the highest finale in series history. The season's avg of 2.6mln viewers (+15% over Season 4) makes it the most-watched season to-date. Among 25-54s, the series delivered 1.4mln. -- Part 1 of miniseries "Untamed Americas" delivered 1.2mln total viewers Sun on **Nat Geo** and **Nat Geo Wild** (it also was simulcast on non-rated **Nat Geo Mundo**). Part 2 continues Mon at 9pm. -- "True Blood" is back, with 6.3mln viewers across its 2 plays on **HBO** Sun. That's a slight dip (-3%) from last year's combined premiere. -- Miami's defeat of Boston in Sat's NBA Eastern Conference Finals Game 7 on **ESPN** scored a 9.1 overnight rating, shattering previous records for the series. Game 7 now ranks as the highest for an NBA game ever on cable (records back to '03). In Boston, the matchup delivered a 21.7 rating. In Miami, it had a 25.0 rating.

**Deals:** **Warner Bros TV** is buying **Alloy Ent.** Terms of the deal, to be closed in Q3, weren't disclosed. The two aren't strangers: They collaborated on shows including "Gossip Girl." -- **DISH** is partnering with **Qualcomm** to support satellite-based communications in Qualcomm's Snapdragon platform, a dual-core system with integrated multi-mode 3G/LTE modem. The collaboration will allow the development for DISH of mobile devices that can operate in terrestrial and satellite modes in the 2 GHz/AWS-4 band. DISH has asked the **FCC** to revise rules to encourage wider deployment of their spectrum for mobile use and to preserve mobile satellite in this frequency. Getting Qualcomm onboard is "a stepping stone" to allow for future devices due to wide adoption of Qualcomm chipsets, said **Wells Fargo** analysts, who see it as Ergen signaling he's serious about building out the spectrum in hopes of getting a favorable ruling on the AWS-4 spectrum.

**Research:** Once TV-centric media brands now engage with consumers across digital touchpoints, said **comScore**. A study of 10 broadcast nets and cable brands covering a 5-week period showed an average of 90% of consumers engaging with a given brand did so on TV, while 25% did so online and 12 percent via online video.

**Programming:** **Current TV** continues to dabble with its schedule, announcing that "The Joy Behar Show" (wt) will join the net in Sept. The show will run Mon-Thurs at 6pm, repeating in prime. **HLN** canceled Behar's show in Nov, although new eps ran through mid-Dec. She's the 3rd host to join the net since a very public break-up with **Keith Olbermann**. Also now at Current: **Eliot Spitzer** and CA lieutenant gov **Gavin Newsom**. Behar will guest anchor "Viewpoint" next week while Spitzer is on vacation. It's being dubbed as "Joy Behar: One Week Only \*Until the Fall." -- **Showtime** ordered 12 eps of family

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# BUSINESS & FINANCE

drama "Ray Donovan," starring *Liev Schreiber*, and "Masters of Sex," portray of real-life pioneers of the science of human sexuality, *William Masters and Virginia Johnson*, starring *Michael Sheen* and *Lizzy Caplan*. The 2 1-hour dramas will film in LA for airing in '13.


**Honors:** *Luis Guzman*, winner of the '12 **NAMIC** Vision Award for Best Performance - Comedy, was selected for this year's Members' Choice Award. Guzman's comedy win was for work in **HBO's** "How to Make it in America."

**People:** **Verizon** tapped *Eric Fitzgerald Reed* to lead public policy initiatives with the high-tech and entertainment industries. He'll be based in Silicon Valley. -- **Showtime Networks** named *Robin Gurney* svp, original programming. -- **E!** named *Jen Neal* evp, marketing.

**Business and Finance:** **Sanford Bernstein Research** has gotten less pessimistic on **Time Warner**: It raised its target price to \$37 and upgrade TWX to market-perform. The firm's outlook for **Turner** margins has improved too, thanks to the introduction of unscripted originals into the programming mix and the potential in Latin American pay-TV market. The refusal to license kids' content to **Netflix** appears to be a smart move, with **Cartoon** ratings up and ad rev amplified, the firm said. -- **Miller Tabak** increased its target price for **Scripps Networks Interactive** to \$56 from \$51 because of a better revenue outlook helped by increased affiliate fees.


## CableFAX Daily Stockwatch

Company	06/11 Close	1-Day Ch	Company	06/11 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	43.45	(0.65)	CLEARWIRE:	1.19	UNCH
DISH:	27.52	(0.38)	CONCURRENT:	3.82	0.02
DISNEY:	45.80	(0.44)	CONVERGYS:	14.12	(0.22)
GE:	19.11	(0.09)	CSG SYSTEMS:	16.19	(0.28)
NEWS CORP:	19.37	(0.31)	ECHOSTAR:	26.36	(0.9)
<b>MSOS</b>					
CABLEVISION:	11.32	(0.23)	GOOGLE:	568.50	(11.95)
CHARTER:	63.39	(0.73)	HARMONIC:	4.17	(0.25)
COMCAST:	29.94	(0.33)	INTEL:	25.98	(0.42)
COMCAST SPCL:	29.56	(0.2)	JDSU:	9.94	(0.58)
GCI:	7.22	0.25	LEVEL 3:	20.45	(0.87)
KNOLLOGY:	19.58	(0.01)	MICROSOFT:	28.89	(0.76)
LIBERTY GLOBAL:	46.21	(0.45)	RENTRAK:	18.09	(0.2)
LIBERTY INT:	16.30	(0.39)	SEACHANGE:	7.89	(0.29)
SHAW COMM:	18.58	(0.31)	SONY:	12.76	(0.09)
TIME WARNER CABLE:	76.64	0.57	SPRINT NEXTEL:	2.83	(0.15)
VIRGIN MEDIA:	22.92	0.09	TIVO:	8.05	(0.15)
WASH POST:	363.51	(0.61)	UNIVERSAL ELEC:	12.22	(0.24)
<b>PROGRAMMING</b>					
AMC NETWORKS:	37.68	(0.59)	VONAGE:	1.68	(0.11)
CBS:	31.58	(0.66)	YAHOO:	15.30	(0.35)
CROWN:	1.53	UNCH	<b>TELCOS</b>		
DISCOVERY:	51.39	0.37	AT&T:	34.59	0.04
GRUPO TELEVISIA:	18.88	(0.62)	VERIZON:	42.56	0.12
HSN:	39.11	(0.78)	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	44.68	(0.58)	DOW:	12411.23	(142.97)
LIONSGATE:	13.10	0.06	NASDAQ:	2809.73	(48.69)
LODGENET:	1.43	(0.01)	S&P 500:	1308.93	(16.73)
NEW FRONTIER:	1.60	0.04			
OUTDOOR:	6.27	UNCH			
SCRIPPS INT:	56.35	(0.07)			
TIME WARNER:	34.56	(0.67)			
VALUEVISION:	1.75	(0.05)			
VIACOM:	52.19	0.45			
WWE:	7.73	(0.18)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.10	(0.05)			
ALCATEL LUCENT:	1.57	(0.02)			
AMDOCS:	28.71	(0.25)			
AMPHENOL:	54.00	(0.76)			
AOL:	26.81	(0.67)			
APPLE:	571.17	(9.15)			
ARRIS GROUP:	12.61	(0.15)			
AVID TECH:	6.91	(0.15)			
BLNDER TONGUE:	1.00	(0.05)			
BROADCOM:	33.20	(0.86)			
CISCO:	16.48	(0.26)			






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# EYE ON ADVERTISING

## Straight Talk on Comcast's New Cross-Platform Ad Model

*Multiscreen. The word was omnipresent at the Cable Show. And with the launch of Comcast Media 360, the MSO's Spotlight ad sales division is throwing a hat into the realm of cross-platform advertising. Andrew Ward, group VP of the new unit, tells Cathy Applefeld Olson why CM360 is a game changer for Comcast advertising clients.*

### How does this move Comcast further down the path of multiscreen aggregation?

**AW:** As viewers migrate to other platforms—whether it's on demand or an iPad or smart phone or mobile tablet—there is a need for us to allow advertisers to follow those consumers. As long as you authenticate as being a Comcast subscriber, we don't care which device you consume content on. Marketers are challenged with how to reach consumers when attention is a scarce economic resource. It used to be simple process putting together a media plan, but now consumers are elusive. We have to allow the marketers to find the consumers, and we want to create that opportunity across screens. This is the first step in that evolution.

### Is the evolution being dictated by the marketers?

**AW:** Oftentimes we see momentum of this kind being driven by the client. The agencies are being asked by the marketers to change their business model... and we need to change things on the sales side. Over time, I see the buy side migrating around three tent poles: video, audio and text. Right now video is still fragmented. It needs to be streamlined because the client needs to be able to connect in new ways.

### What about metrics and analytics in the digital realm?

**AW:** There are two general buckets we are trying to get to: Improved campaign efficiency and effectiveness. Efficiency may be a metric tied to traditional measures, say cost per thousand, but we will be looking at that more narrowly than we have in the past. How do we begin to more narrowly define who the real prospective audience is, when you peel

it back. [A client] may be really looking at less than 5% of total U.S. homes, so how can we drive up campaign efficiency and measure the effective CPM beyond traditional television demographics? With effectiveness, each brand may have its own measure for effectiveness, but we think the best indicator of behavior is the behavior itself. If we can show an upscale foreign car manufacturer they are selling 80% of their product in 10% of the country, and we are able to serve up that geography more narrowly than traditional video media and tie back car sales to that geography, that's very compelling analytics.

### Barriers are definitely falling between the subscriber business and the advertising business.

**AW:** Ultimately we need to create a streamlined, dashboard-like interface to allow for a more nimble process for integrating these screens—both on the front-end data and back-end analytics. Right now that process is disjointed in that each platform is its own entity. It's a Neil Smit corporate initiative that those screens be integrated. We are in the early stages of that evolution in terms of building process around it. We are charged with being the architects to help build that dashboard interface.

### Comcast clearly has a lot of subscriber data. How else will you use this data to better enable more efficient targeting?

**AW:** We also serve as a bridge to the NBCU side of the business. For example, we've partnered with Telemundo, which is in a pitch battle with Univision in the Spanish-language marketplace. We can complement an advertiser's network buy on Telemundo with a general network buy across our footprint in Spanish-speaking neighborhoods. We know where the highest concentration of Hispanic households are, and we can serve up a buy on general market cable networks in that geography. The question becomes, How does that combined offering increase an advertiser's reach in the market they are targeting? We're doing the same thing with CNBC folks and other NBCU business units.



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