

CableFAX Daily™

Friday — June 17, 2011

What the Industry Reads First

Volume 22 / No. 116

Closing Day: Roberts in the Clouds, Oprah's Engaged

Brian Roberts' traditional **Cable Show** show-and-tell didn't disappoint. Roberts demonstrated "the power of the cloud," showing off the next generation of Xfinity TV, specifically a platform that combined easier navigation, social media elements, gorgeous art and several levels of speed. Called Xcalibur, the first product from **Comcast's** next-gen IP video platform is currently in a market trial in Augusta, GA. It's a cloud-based guide that resembles a sophisticated version of the navigation consumers are using on Web-based movie services. The remote, too, was improved, not needing line-of-sight with the cable box, Roberts said. And information and art displayed by the guide could be updated "on the fly throughout the country" because it resides in the cloud. Roberts toggled between watching a main channel while he searched for other choices, grouped neatly by genre. He also typed in "Cubs" and quickly saw a list of Cubs games, but also other baseball games as well as on-demand content. Demonstrating the personalization of the guide, he showed Friend Trends, a unique-to-Comcast Facebook feature allowing a user's friends to suggest favorite TV shows. The list appeared ranked from 1-10 on the guide screen; each program could be accessed with one click. Later, in a taped video, Roberts showed "something nobody has done before," quickly purchasing and downloading an entire 25-ep season of "30 Rock." The download took 1 minute, 39 seconds, speeding along at more than 1bln bits/second, he said. By contrast, in '96 Roberts noted being able to download 1 picture with DOCSIS 1.0. Later, in a panel, **CNN's Erin Burnett** asked why with all this new technology she still has a cable box in her apartment. **Cablevision COO Tom Rutledge** and Roberts assured her cable was moving away from boxes. "We'll have better interfaces," Rutledge said. Smaller set tops, too, Roberts assured her. -- Unofficially it might have been the most anticipated closing day general session in **NCTA** history; the crowd outside the auditorium well before 9am certainly made it seem that way. It was the *Oprah* effect, of course. The Queen of Media ascended the throne to lead off the session and her message was unmistakable, "I'm engaged [with my cable network] now." Oprah noted repeatedly she'd had feet in two camps until her syndicated show finished recently. She's now in a "creative space" to devote her time fully to a network that will inspire and motivate, much as her show did for 25 years, she said. While fellow **Discovery** employee *Paula Zahn* clearly mentioned **OWN's** sluggish start and the pressure she's under to deliver a highly rated network in 5 years—"3 years," Oprah said, "patience is not one of my virtues,"—Zahn tiptoed

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS
WWW.NAMIC.COM

For the latest EMMA updates, stay connected to NAMIC National on   

NAMIC
EMMA
EXCELLENCE IN
MULTICULTURAL MARKETING AWARDS



**HONORING MARKETING MASTERMINDS
IN THE CABLE INDUSTRY**

ENTRY DEADLINE – FRIDAY, JULY 15, 2011

ENTER NOW ONLINE AT WWW.EMMACOMPETITION.COM

The NAMIC Excellence in Multi-Cultural Marketing Awards recognize the Top Marketing Tactics and Case Studies/Campaigns targeted to multi-cultural audiences.

PRESENTED IN PARTNERSHIP WITH

CableFAX
THE MAGAZINE



Winners will be acknowledged during the 25th Annual NAMIC Conference as part of Diversity Week, and will be featured in CableFAX Magazine.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax: 301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 301.354.1790, mgrebb@accessintel.com ● Senior Online Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Asst VP, Ed Director: Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301.354-1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

around the implication of Oprah saying her 300-person staff from **Harpo Productions** also is “fully committed” to producing her show at OWN, which begins in Jan. That group also will produce *Rosie O'Donnell's* show and Oprah friend *Gayle King's* show. Will those people be paid at the rates they got when “Oprah” was on broadcast and syndicated successfully? This and other business-model questions went unasked in the relatively light session. Yet Oprah's knowledge of her audience and her ability to deliver to it seemed unquestioned. While it wasn't quite a mass exodus after she left the stage, the crowd thinned considerably. By the session's end nearly 2 hours later, the room was almost empty.

Wireless Ways: “Mobility will never be a viable substitute” for wired data, said **Citigroup's** *Jason Bazinet* this week, a view that must've heartened the cable industry. But that doesn't mean MSOs are standing flat-footed where wireless is concerned, just simply on different pathways. **Cox** offers wireless voice through an agreement with **Sprint**, and although it abandoned build out of its own 3G network, we are “absolutely planning to have a 4G service,” said vp, wireless prod operations *Kelly Williams*, who declined to disclose specifics during a **Cable Show** panel. Yet while Williams believes it's imperative to offer a voice product in order to compete effectively against telcos, **Cablevision** is “not really bullish on the voice segment,” said wireless prod dev *Kevin Curran*. The MSO uses the speeds offered (up to 15Mbps) through its WiFi network as “competitive posturing,” said Curran, noting that “an entire three-play is our goal via WiFi.” The majority of traffic on CVC's network involves video streaming and occurs on devices other than laptops. “Clearly the smaller devices are taking over,” said Curran. **Time Warner Cable's** sticking to offering mobile broadband through **Clearwire/Sprint**, a service it's “very positive on,” said vp, mobile products *Robert Cerbone*. The service is helping drive the MSO's long-term strategy through the receipt of customer feedback and tapping of partners' expertise, he said. In the northwest, **BendBroadband** features WiFi hotspots for subs, said CTO *Frank Miller*, who foresees the MSO offering “mobile over time.” As for spectrum, Cox, TWC and Bend own some while CVC doesn't. All 3 owners like the options offered by spectrum, though none knows exactly how it will be used. The exorbitant roaming fees charged by incumbents remain a concern, as does exactly how the **AT&T-Mobile USA** merger plays out. All 4 MSOs hope the **FCC** places conditions on the merger surrounding roaming and wholesale pricing. The good news is that spectrum remains a scare resource, said Cox's Williams, making it virtually impossible for wireless networks to supplant the cable plant in importance.

That's a Wrap: The **Cable Show's** projected total number of attendees in Chicago is 13K—on par with last year's crowd in L.A. The show featured 280 exhibitors in 128,900 sq ft of space. That's down from last year's 345 exhibitors, but the L.A. show included the very large My World exhibit. -- Loved **IFC** gm *Jen Caserta's* *Vanguards* speech ending: “I often get accused by my kids of acting like I'm at work and being too bossy. I tell them ‘I don't boss people at work. I don't have to. There they actually listen to me!’” -- Hats off to **NAMIC** for an insightful and often poignant awards breakfast at the Cable Show Thurs as honorees reminded the industry that diversity must go beyond the surface and deliver meaningful impact. Among Next Generation Leader honorees, Technology honoree *Devin Johnson*, **NBCU** gm, digital works@NBCU, challenged execs to go deeper with mentoring and “clear paths... one mentee at a time.” Programmer honoree **Fox Deportes** evp/gm *Vincent Cordero*, meanwhile, urged execs to “give back and open doors to others” while **TLC** svp, prod & development and Creative honoree *Howard Lee* urged cable to keep striving for diversity despite being “far from perfection.” And *Stephen Thomas*, area vp, **Comcast** Chicago and MSO honoree, recalled advice he once got from a preacher that once he gets a nice office, he should “break a window, drop a rope and pull somebody up with you.” The Friend of NAMIC award went to **Cox** evp/Chief People Officer *Mae Douglas*, who said her constant focus is to “ensure that people of color are not seen as an obligation but as an asset.”

On the Hill: Sen Judiciary approved a bill Thurs that makes illegal streaming of movies, TV shows and other video over the Internet a felony in most instances. The Commercial Felony Streaming Act addresses a loophole, with current regulations targeting P2P sites and not sites that stream pirated content.

Premium AMC: AMC Networks announced that it's planning an offering of \$700mln aggregate principal sr notes due '21. The offering is in connection with the previously announced leveraged spin-off of AMC Nets by Cablevision. AMC Networks began trading “when issued” under symbol “AMCXV” Thurs at a price of approx \$35. **Collins Stewart** estimated AMC to be trading at an 11.1x multiple based on estimated '11 EBITDA, above **Scripps Interactive** (9.1x) and **Discovery** (10.3x). The firm said it wasn't sure the premium is warranted. “Although we believe that AMC has very solid revenue and OCF growth potential, we do not think the fundamentals alone should position the stock to trade at a premium to its

BUSINESS & FINANCE

peers,” said a research note. “There is, however, the potential for a premium given the prospects for an acquisition of AMC. The most aggressive assumption would suggest that a take-out could occur in 1Q12. We think a more likely scenario could be a take-out after 4Q12.”

Tech Notes: Synacor signed a deal with Mediacom to offer TV Everywhere services for the MSO. Under the deal, Mediacom will be able to offer authenticated users with various video distribution formats, including encoded assets, embedded video players and content retrieved from deep links on programmer Websites. -- Cisco is collaborating with UK-based Red Bee Media to offer media companies the means to deliver TV and other digital content through streaming video players and VOD portals via the RedPlayer—a scalable solution geared toward customers with specific requirements for scale of content, monetization, security, encryption, high quality and availability across multiple devices.

Public Affairs: To mark the return of “The Big C” (June 27, 10:30pm), Showtime partnered with DirecTV to allow DirecTV subs to get \$25 back when they subscribe to Showtime—customers can choose to contribute the money to the American Cancer Society or receive a \$25 prepaid debit card. If a sub chooses the donation, Showtime and DirecTV will each match the \$25 gift for a total of \$75.

CableFAX Daily Stockwatch

Company	06/16 Close	1-Day Ch	Company	06/16 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
BROADCOM:	31.77	(0.37)	BLNDER TONGUE:	1.75	(0.1)			
CISCO:	15.05	0.21	BROADCOM:	31.77	(0.37)			
CLEARWIRE:	3.80	(0.04)	CISCO:	15.05	0.21			
CONCURRENT:	5.76	(0.04)	CLEARWIRE:	3.80	(0.04)			
CONVERGYS:	12.65	0.15	CONCURRENT:	5.76	(0.04)			
CSG SYSTEMS:	17.96	0.06	CONVERGYS:	12.65	0.15			
ECHOSTAR:	32.98	0.59	CSG SYSTEMS:	17.96	0.06			
GOOGLE:	500.37	(2.58)	ECHOSTAR:	32.98	0.59			
HARMONIC:	6.97	0.14	GOOGLE:	500.37	(2.58)			
INTEL:	21.42	UNCH	HARMONIC:	6.97	0.14			
JDSU:	15.57	(0.96)	INTEL:	21.42	UNCH			
LEVEL 3:	2.16	(0.03)	JDSU:	15.57	(0.96)			
MICROSOFT:	24.00	0.26	LEVEL 3:	2.16	(0.03)			
MOTOROLA MOBILITY:	24.39	0.44	MICROSOFT:	24.00	0.26			
RENTRAK:	17.40	(0.08)	MOTOROLA MOBILITY:	24.39	0.44			
SEACHANGE:	10.29	(0.06)	RENTRAK:	17.40	(0.08)			
SONY:	24.80	(0.08)	SEACHANGE:	10.29	(0.06)			
SPRINT NEXTEL:	5.21	(0.1)	SONY:	24.80	(0.08)			
THOMAS & BETTS:	50.20	0.21	SPRINT NEXTEL:	5.21	(0.1)			
TIVO:	9.97	(0.01)	THOMAS & BETTS:	50.20	0.21			
UNIVERSAL ELEC:	24.56	(0.27)	TIVO:	9.97	(0.01)			
VONAGE:	4.08	(0.04)	UNIVERSAL ELEC:	24.56	(0.27)			
YAHOO:	14.78	(0.04)	VONAGE:	4.08	(0.04)			
PROGRAMMING								
CBS:	25.36	(0.34)	YAHOO:	14.78	(0.04)			
CROWN:	1.78	0.08	TELCOS					
DISCOVERY:	40.21	0.43	AT&T:	30.43	0.08			
GRUPO TELEVISIA:	22.70	(0.21)	VERIZON:	35.24	0.12			
HSN:	30.99	(0.31)	MARKET INDICES					
INTERACTIVE CORP:	34.82	(0.44)	DOW:	11961.52	64.25			
LIBERTY:	40.24	(0.06)	NASDAQ:	2623.70	(7.76)			
LIBERTY STARZ:	74.48	(0.52)	S&P 500:	1267.64	2.22			
LIONSGATE:	6.25	0.11						
LODGENET:	3.16	0.02						
NEW FRONTIER:	1.33	(0.01)						
OUTDOOR:	6.14	0.17						
SCRIPPS INT:	44.52	(1.33)						
TIME WARNER:	34.60	(0.02)						
VALUEVISION:	7.51	(0.02)						
VIACOM:	54.37	(0.89)						
WWE:	9.53	0.28						
TECHNOLOGY								
ADDVANTAGE:	2.50	0.03						
ALCATEL LUCENT:	5.06	(0.12)						
AMDOCS:	29.21	0.30						
AMPHENOL:	50.01	(0.71)						
AOL:	20.59	0.62						
APPLE:	325.16	(1.59)						
ARRIS GROUP:	10.54	UNCH						
AVID TECH:	17.36	0.04						
BIGBAND:	2.10	0.04						



THE PREMIER INTERNATIONAL CONTENT MARKETING EVENT

September 6-7-8 2011 • Cleveland OH USA

At Content Marketing World, you'll learn how to transform your marketing department into a storytelling factory!

Register today at www.contentmarketingworld.com



PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Not Apple, but a Definite Peach

Comcast's new cloud-based **Xfinity TV** interface is live in GA and it's a peach, tasty to subs and programmers alike. When CEO *Brian Roberts* hit the show stage to demo yet another tech, no doubt eyes were rolling as such promotion of the MSO is now commonplace and because he used the clichéd term "game-changer" to describe the offering. But even those who now view Comcast as cable's version of the **NY Yankees** must recognize that here the hyperbole is warranted. For years and increasingly in recent months as **Netflix** continues to draw subs like cable to sports content, everyone under the sun has lamented cable's injurious lack of a compelling user interface. The scorn can no longer include Comcast. The new interface allows subs to view current programming (live and VOD) grouped by genre instead of having to wade through a sea of channel offerings, a function that also gives networks' content placement in a smaller pool for easier discovery and access (carried on channel 934, no problem!). Plus, subs can opt for programming that's similar to what they are watching or considering, a boon to nets that focus on 1 or few genres (or to **USA**, whose originals are all similar!). There's also a tab featuring past viewing data and important personalization through "My TV," which stores DVR recordings, favorite shows and offers recommendations based on what's there. And then there are apps, without which a media company is seen as a Paleozoic relic. Weather, traffic, **Pandora** and **Facebook** are the only apps included so far, but those are pretty popular and I suspect others will be added quickly. Thanks to Roberts, **ESPN** and **HBO** received free marketing during the demo, but it's clear that all of cable video can reap benefits from the interface and others similar. "Let's not forget about the TV," said Roberts, who may have just made it uber cool again. *CH*

Highlights: "Vanguard: Gateway to Heroin," Mon, 9pm ET, **Current**. We won't know until Mon at 8 how good *Keith Olbermann's* new "Countdown" will be. But the series following Olbermann is strong. In the 5th season of doc series "Vanguard," **Current** presents the disturbing portrait of a HS football player from Boston, whose back injury led to an addiction to painkiller oxycontin. But the high price of oxycontin, whose active ingredient is a synthetic form of heroine, has led the ex-football player to try heroin, which is much cheaper and readily available via Florida. *SA*

Worth a Look: "Falling Skies," premiere, Sun, 9pm, **TNT** and "Outcasts," premiere, Sat, 9pm, **BBC America**. It's perhaps an accident that two science-fiction series whose plots share many elements debut on consecutive nights. Even eerier, both feature child narrators. Their divergence is more important, though. "Outcasts" is deeper, concentrating on relationships and plot. Spielberg-produced "Skies" is more violent and very American, featuring a ragtag citizen militia taking on a vastly superior force—can you say patriots vs the British? If you can't, perpetually cute *Noah Wyle*, as prof Mason, can, schooling his troops as they attempt to repel aliens. -- "Nail Files," premiere, Tues, 10p, **TV Guide**. TVGN has provided good series. This one's not. *SA*

Basic Cable Rankings (6/06/11-6/12/11) Mon-Sun Prime			
1	USA	2.3	2344
2	DSNY	1.7	1685
3	HIST	1.6	1619
4	FOXN	1.5	1458
5	TNT	1.2	1207
5	FX	1.2	1178
7	NAN	1.1	1135
8	DISC	1	990
8	FAM	1	983
8	A&E	1	982
8	HGTV	1	955
8	ADSM	1	952
13	TBSC	0.9	908
13	AMC	0.9	839
13	NKJR	0.9	649
16	HLN	0.8	820
16	TLC	0.8	818
16	LIFE	0.8	797
16	SYFY	0.8	783
16	FOOD	0.8	782
16	BRAV	0.8	751
16	TRU	0.8	723
16	VS	0.8	637
24	TVLD	0.7	706
24	MSNB	0.7	629
26	CMDY	0.6	640
26	ESPN	0.6	606
26	MTV	0.6	585
26	SPK	0.6	564
26	HALL	0.6	553
26	ID	0.6	436
32	CMT	0.5	487
32	CNN	0.5	482
32	EN	0.5	464
32	VH1	0.5	461
32	APL	0.5	460
32	BET	0.5	449
32	LMN	0.5	392
39	ESP2	0.4	415
39	OXYG	0.4	293
39	WE	0.4	279
39	NGC	0.4	278
39	NKTN	0.4	209
44	TRAV	0.3	333
44	OWN	0.3	263
44	DXD	0.3	252

*Nielsen data supplied by ABC/Disney

CableFAX
PROGRAM AWARDS

Sponsorship Opportunities: Debbie Vodenos at 301.354.1695 or dvodenos@accessintel.com
Entry Questions: Mary Lou French at 301.354.1851 or mfrench@accessintel.com

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards honor the best in cable programming, content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's good on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners and honorable mentions in October and in the annual CableFAX Program Awards Issue.

EXTENDED LATE DEADLINE
June 24, 2011
ENTER TODAY AT
CableFAXProgramAwards.com