

CableFAX Daily™

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What the Industry Reads First

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5Qs: Comcast's Tom Nagel Dissects Cable's WiFi Play

WiFi stole much of the spotlight at this year's Cable Show, with several announcements from MSOs on milestones and hotspot initiatives. Tom Nagel, **Comcast Cable** svp, business development, chatted with us about the company's WiFi roadmap and its neighborhood WiFi initiative, which seeks to create access points for subs through community hotspots. **From a ROI standpoint, why is WiFi important to Comcast and the cable industry?** It's about extending the existing in-home services by leveraging licensed and unlicensed spectrum. WiFi allows cable to take advantage of its extensive infrastructure to offer spot-specific coverage. It's a customer retention strategy. On the enterprise side, Comcast is integrating Xfinity WiFi into its business products, providing SMBs with managed WiFi experience that includes security services. We have seen significant growth on enterprise WiFi. **Do you view cable WiFi as competing with cellular?** There might be a little competition here and there, but we really see these being complementary. The reality is consumers are learning to put different Internet use on different networks, and they are discovering benefits of both access technologies. That's why the cellular and cable WiFi markets could co-exist. Comcast has had talks with the wireless carriers, which realize the need to offload cellular traffic. That's the next step: launching WiFi that allows carrier traffic offloading. **What's your rollout strategy for the neighborhood WiFi project?** Comcast is giving its Xfinity Internet customers an additional Xfinity WiFi signal in their home that's separate and distinct from the family's private home WiFi signal, enabling subs' visitors to access the network for free. The neighborhood WiFi almost has no interference with the family WiFi. The goal is to provide access where it's needed the most. Currently, these hotspots can only be used by Xfinity Internet subs. The home-based initiative is one of Comcast's 2 approaches on WiFi, which also includes expanding access points through the CableWiFi Alliance. **From a business standpoint, what are the barriers as cable expands WiFi?** Because WiFi is an international standard, many of the typical impediments to expanding are not there. We have devices, users, applications and a network that will support the WiFi implementation. Our challenge is around how quickly we can meet the demand by deploying more hotspots. This is one reason we introduced Neighborhood WiFi and WiFi to our commercial customers as they allow a more rapid development

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of an in demand network. **What about technological challenges?** Perhaps the biggest constraint on the continued wireless broadband explosion is the availability of enough spectrum resources. While this is true for both licensed and unlicensed uses, unlicensed generally and WiFi specifically need additional spectrum. Comcast believes enabling the sharing of the 5GHz band ensures that the incumbents are not harmed, and congestion can be addressed. It also allows WiFi to gain access to the additional spectrum and 160 MHz wide channels that are critical to gigabit WiFi, the next step in the WiFi roadmap.

Rumor Mill: **Time Warner Cable** and **Charter** stocks rose considerably at closing Fri, following a **CNBC** story suggesting Charter investor **Liberty Media** approached Time Warner Cable to purchase the MSO. The story said TWC is unlikely to pursue the deal. Investors might have calmed down a little by Mon, as TWC shares were down 2.5% while Charter was up approx 1% at closing. -- While *PandoDaily* reported that **DirectTV** is close to acquiring **Hulu** for more than \$1bn before the end of the month, other sources said several companies are still in the running with no clear front-runner. **Macquarie Capital** analysts noted that DirectTV is one of the few MVPDs with a nationwide footprint and could expand its 20mln sub base by up to 4mln (If Hulu's current subs don't use pay TV services). Over time, they said DirectTV could extend its services and upsell to its existing sub base. While Hulu would protect DirectTV from the migration toward OTT services and enable it to evolve into a virtual MSO, it would also "emphasize the importance on broadband delivery, which DirectTV lacks." And given DirectTV's size and "extensive" relationship with programmers, analysts said the company could negotiate more favorable programming contracts for Hulu.

OTT: **Netflix** signed a multi-year deal with **Dreamworks Animation** to make new original series from the film creator available to subs. The films include the *Shrek*, *Madagascar*, *Kung fu Panda*, and the *How to Train Your Dragon* franchises.

TVE: **Scripps** has started to roll out Internet and mobile apps to allow TVE services for **Time Warner Cable** subs across its properties. TWC subs can watch shows from **Travel Channel**, **Food Network**, **HGTV**, **DIY Network** and **Cooking Channel** across platforms by logging in to the nets' Websites with their TWC ID.

Daytime Emmys: **The Hub** tied with **Nick** as the most recognized kids net at the 40th Daytime Creative Arts Emmy Awards Fri, both scoring 7 awards. **Disney** and **Cartoon** also bagged multiple awards. While **CBS** was the big winner in the Daytime Emmys with 8 awards, cable's **Food Network** saw 2 of its shows tie for the Outstanding Culinary award.

Op-Ed: The **Parents Television Council** has thrown its weight behind *Sen John McCain's* (R-AZ)'s "a la carte" cable TV bill. According to an op-ed PTC pres *Tim Winter* wrote in the *Washington Times* Mon, selling cable networks in bundles is a "forced-extortion scheme, causing us to pay for more than we need or want." He cited the bundle as the reason some consumers have chosen to cut the cord.

In the States: **Comcast** launched X1 platform in the Greater Baltimore area. X1 will initially be available to new Xfinity Triple Play subs in the region, and will become available to additional customers segments in the future. Currently in 13 markets, the platform will be rolled out to the remaining Comcast markets by the end of the year. -- **DISH** is helping subs affected by the recent CO wildfires with options to waive and pause DISH service. The satellite company said subs can call customer service to receive waived equipment fees for lost or damaged equipment and waived installation fees when a customer is ready to resume service.

International: **OWN** and **Discovery Networks International** continue to expand OWN with a weekly programming block that will air in Australia exclusively on **Discovery Home & Health**, starting Aug 4. The move followed the recent debut of OWN programming in the UK on **TLC**. -- **The Weather Channel** is teaming with **Virgin Media** to offer a Weather-branded app that extends across TV, online and mobile platforms.

Ratings: ESPN's live telecast of Thurs night's play in the US Open Championship was the 2nd most-viewed Thurs telecast of the event ever on the net and highest-rated since '02. It earned a 1.9 HH rating, averaging more than 2.2mln viewers.

BUSINESS & FINANCE

Programming: TLC's series "Say Yes to the Dress: Bridesmaids" return for a 4th season on Fri with back-to-back premiere eps at 9pm and 9:30pm. -- **ID's** "On the Case with Paula Zahn" celebrates its 100th ep in its 8th season launching Sun.

People: Univision appointed *Larry Sands* to regional vp, Univision Chicago.

New on CableFAX.com: Don't forget to always check in with CableFAX.com for those little extras that make life worth living, including interviews with all 4 of our Sales Hall of Fame inductees being honored at our June 24 breakfast in NYC: **Turner's Greg D'Alba, Scripps' Steve Gigliotti, Rentrak's Cathy Hetzel and IFC/Sundance Channel's Alan Klein.** More info on the breakfast, go to: <http://www.cablefax.com/cfp/awards/cablefax-iesseyoy2013/> ... On the blogging front, Exec Editor *Michael Grebb* has a few thoughts about the Cable Show that just wrapped last week. And Cable-Labs senior strategic analyst *Robert Alderfer* opines about cable's WiFi future—and why it's so important as the industry looks ahead.

Editor's Note: Yes, you've thought about submitting your Program Awards entries. You've marveled at how your shows absolutely, positively deserve recognition. So what are you waiting for? The June 21 deadline is just around the corner. More info: <http://www.cable360.net/cfp/events/program2013/>

CableFAX Daily Stockwatch

Company	06/17 Close	1-Day Ch	Company	06/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	61.87	(0.13)	ECHOSTAR:	39.88	0.34
DISH:	38.83	(0.77)	GOOGLE:	886.25	11.21
DISNEY:	64.49	0.69	HARMONIC:	6.24	0.11
GE:	23.77	0.25	INTEL:	25.10	0.18
NEWS CORP:	31.38	(0.03)	JDSU:	14.20	0.03
MSOS					
CABLEVISION:	15.13	0.45	LEVEL 3:	21.62	0.23
CHARTER:	117.72	1.11	MICROSOFT:	35.00	0.60
COMCAST:	40.08	0.34	RENTRAK:	19.92	(0.64)
COMCAST SPCL:	38.52	0.18	SEACHANGE:	11.56	0.25
GCI:	8.11	(0.35)	SONY:	20.72	0.84
LIBERTY GLOBAL:	72.03	(1.61)	SPRINT NEXTEL:	7.22	(0.1)
LIBERTY INT:	22.61	0.18	TIVO:	11.26	(0.13)
SHAW COMM:	22.54	0.23	UNIVERSAL ELEC:	27.32	0.36
TIME WARNER CABLE:	101.29	(2.64)	VONAGE:	2.79	(0.05)
WASH POST:	487.52	3.14	YAHOO:	26.54	0.26
PROGRAMMING					
AMC NETWORKS:	63.71	(0.15)	TELCOS		
CBS:	47.79	0.07	AT&T:	35.76	(0.15)
CROWN:	1.96	0.01	VERIZON:	50.71	(0.36)
DISCOVERY:	77.05	0.67	MARKET INDICES		
GRUPO TELEVISIA:	23.82	0.14	DOW:	15179.85	109.67
HSN:	55.91	(0.17)	NASDAQ:	3452.13	28.58
INTERACTIVE CORP:	49.39	0.18	S&P 500:	1639.04	12.31
LIONSGATE:	27.72	0.08			
SCRIPPS INT:	67.44	0.89			
STARZ:	22.82	0.51			
TIME WARNER:	57.94	0.47			
VALUEVISION:	5.29	0.15			
VIACOM:	67.99	0.66			
WWE:	9.94	0.03			
TECHNOLOGY					
ADDVANTAGE:	2.22	UNCH			
ALCATEL LUCENT:	1.90	0.02			
AMDOCS:	36.24	0.62			
AMPHENOL:	79.00	2.80			
AOL:	36.66	0.62			
APPLE:	432.00	1.95			
ARRIS GROUP:	14.55	0.23			
AVID TECH:	6.22	0.01			
BLNDER TONGUE:	1.02	(0.03)			
BROADCOM:	34.28	0.49			
CISCO:	24.70	0.61			
CLEARWIRE:	4.63	UNCH			
CONCURRENT:	7.99	0.03			
CONVERGYS:	18.28	0.17			
CSG SYSTEMS:	21.61	0.22			



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CableLabs Eyes Interoperability

The first **CableLabs**-qualified devices to use DOCSIS Provisioning of EPON (DPoE) specs debuted Mon, featuring interoperability of access network equipment based on Ethernet Passive Optical Network technology. The capability lets cable operators quickly integrate fiber-based access network technology to meet high bandwidth demand by enterprise customers. The devices that passed the tests are from vendors including **ComScope, Huawei, Sumitomo Electric** and **ZTE**. The DPoE specifications enable multi-vendor interoperability of devices, which could allow cable ops to “invest confidently in equipment from multiple vendors that is interoperable with other DPoE-compliant devices,” CableLabs said, noting that this level of interoperability didn’t exist prior to the development of the DPoE specifications. More than 20 vendors were involved in the development and interoperability testing of the DPoE specifications. “When so many equipment suppliers dedicate themselves to interoperability, it helps us increase the speed of innovation within the industry,” said *Glenn Russell*, vp, business services at CableLabs. “Their commitment to interoperability will significantly expand the options for cable operators, as well as the service options for their customers.” DPoE compliant devices support the DOCSIS provisioning process, enabling services to be managed like those delivered over cable modem networks. “It is excellent news for the cable industry to now be able to choose between so many qualified DPoE devices as the complexity and speeds of our offered services continues to increase,” said *Craig Cowden*, svp, network engineering, operations and enterprise solutions at **Bright House Networks**. “Having qualified devices will provide cable operators with yet another valuable tool as we continue to pursue our respective deployment objectives.”

WiFi: **SCTE** will host the WiFi Technology Webinar Series Thurs, featuring **Cisco**’s wireless expert *Malcolm Smith* addressing “basic principles of WiFi RF technol-

ogy and engineering.” The group will have 5 additional Webinars on topics including the integration of licensed and unlicensed small cells, RF planning and deployment challenges and considerations, lessons learned from cable deployments, managed WiFi services, and high density deployments. “WiFi offers cable a wealth of new opportunities to expand existing services and create new revenue streams,” said *Steve Harris*, **SCTE** senior director, advanced network technologies.

Googlism: You rarely see “balloon” and “broadband” in the same sentence—except at **Google**. The company launched “Google Loon,” a project that seeks to use hot-air balloons to provide broadband services. The idea is that the balloons—carried by the wind at altitudes twice as high as commercial planes—would beam internet access to the ground at speeds similar to today’s 3G networks or faster. Google hopes balloons could become an option for connecting rural, remote and underserved areas, and for helping with communications after natural disasters. The company plans to launch pilots around the globe and is looking for partners worldwide. It might sound like a loony idea, but Google said “there’s solid science behind it.”

Trainspotting: Life on Florida’s east coast may soon get faster—at least when it comes to broadband capacity. **Parallel Infrastructure**, a rights-of-way company that manages approx 1700 miles of ROW corridor in 22 states, announced it will offer new fiber along its corridor running from Miami to Jacksonville. “It’s been more than a decade since the last fiber cables were installed along this 351-mile corridor,” said Parallel pres/CEO *Frank Chechile*. “These new, low-latency strands can transfer large amounts of data faster, and are in high demand.” Parallel, which manages the ROW on behalf of railroad landowners, is pitching cable ops as well as other telecom firms, wireless carriers, data centers, municipalities and others. Chechile said the company plans to construct similar fiber nets across other routes over the next 2 years.

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For an online nomination application, click here or go to **www.wict.org**. Contact *Parthavi Das* at 703-234-9803 or *Cathy Oakes* at 610-594-7328 with questions.