

# CableFAX Daily™

Tuesday — June 19, 2012

What the Industry Reads First

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## Wandering Eyes: Nielsen, Comcast Aim to Amp Up Measurement

Measuring viewership on mobile devices—tablets and smartphones—is the latest part of a progression that started when DVRs started grabbing audience attention and **Nielsen** started tracking viewership within 3 days after the live airing. This summer Nielsen will take a far more difficult step when it tries to track the eyeballs glued to **Comcast's** Xfinity TV app on an iPad. "We think this is going to be a critical piece because to be platform agnostic, we need as an industry to have measurement across all these platforms," said **Matt Strauss**, Comcast's SVP-digital and emerging platforms. It's a tough step for a couple reasons, including **Apple's** notoriously tight lid on its iOS operating system. "All of the software has to go through their apps store and the basic function of operating in the background is something that they grant to very, very few applications," said **Brian Fuhrer**, svp, national and cross-platform audience measurement within Nielsen's product leadership group. That means, until those permissions are granted—and Fuhrer said talks with Apple have been "productive"—Nielsen will follow a more circuitous route to determine who's watching what and when on an **iPad**. So far, despite the impending test, the devilish details of how that's accomplished are still being worked out. "We're going through the process of the methodology required to recruit and install these meters on iPads in our (audience viewing) panel," Fuhrer said. "We're actually building software into the app itself as opposed to the operating system or onto the device specifically because of the challenges of the iOS operating system." Once the iPad is cracked, the **iPhone** is a piece of cake. **Android** devices operate more like PCs, so tapping them is as easy as downloading a meter onto the device; it's just that more people watch content on iPads, making Apple is the first challenge. One thing is certain: such measurement now appears to be a sure bet primarily because advertisers are demanding it. "There is a tremendous amount of money that is being generated in the entire ecosystem through advertising," said Strauss. "It's necessary to have measurement to keep the business healthy."

**Competition:** **Verizon** ups the speed game with its **FiOS** upgrades announced Mon. New options include a 300 Mbps plan with a \$205 per month price tag. The new tiers, under the FiOS Quantum brand, also include speeds of 50/25 Mbps, 75/35 Mbps, 150/65 Mbps with price ranging from \$65 to \$175 per month. Each of the new tiers can be



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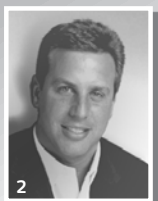
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**1** Jerry Dow, Chief Marketing & Sales Officer, Suddenlink Communications **2** Jeffrey Hirsch, EVP and Chief Marketing Officer, Time Warner Cable **3** Benjamin Pyne, President, Global Distribution, Disney Media Networks **4** Henry S. Schleiff, President and General Manager of the Investigation Discovery, Military Channel and Destination America portfolio **5** Evan Shapiro, President, Participant Media TV



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acquired with or without a package, except the 300 Mbps plan, which is only available by itself. Existing customers can upgrade to the new tiers with no service fee, a Verizon spokesman said. He said the main Quantum customers are expected to be heavy users like photographers, graphic artists, musicians, video editors and producers. While the majority of existing FiOS customers will pay \$10 to \$15 more per month to double or triple their Internet speeds, they may be able to adjust their FiOS TV tiers as desired and play roughly the same monthly total that they pay now. In the short term, existing customers are expected to move up to some of the faster speeds because the same customers continue to add Internet-connected devices to their home networks, he said. The average home could have up to 15 connected devices by 2015, Verizon said. -- Pricing for **DirecTV** on **Frontier Airlines** just got more flexible. The airline's new bundled pricing, which includes 24 channels of DirecTV and 3 movie channels, ranges from \$3.99 for flights less than 2 hours to \$7.99 for flights longer than 3.5 hours. Previously, Frontier charged a flat \$6 fee for access to the 24 channels of DirecTV and a flat \$8 fee for access to the first-run movie channels on all flights.

**In the States:** Cable incumbents declared victory in TX Mon after the Supreme Court refused to hear state regulators' appeal of a court ruling that blocked a law that would have allowed only new entrants (like **AT&T** and **Verizon**) to seek statewide franchise deals. The 2005 state law aimed to make it easier for competitors to enter the cable TV market while incumbents like **Time Warner Cable** were required to keep the municipal franchises until they expired. TWC and the **Texas Cable Assn** challenged the law. While the case's pending, the state legislature revised the measure to require only main providers in cities with at least 215K population (meaning Dallas and Lubbock and Corpus Christi) to retain their franchises. The appeals court in New Orleans ruled in Jan that the amended law discriminates against cable providers. The Texas PUC claimed municipalities should be able to rely on franchise agreements with cable ops and urged moving the case to a trial court so the updated law could be upheld under an intermediate approach. Mon's ruling means the end of the long legal battle, according to a TCA spokeswoman. "Now the path has been cleared for all video providers in Texas—whether incumbent providers or new entrants into the marketplaces" to operate on a level playing field, she said. -- NH loosened its leash on incumbent **FairPoint**. Gov **John Lynch** signed SB 48 to update the state's century-old telecom law, with the aim of letting FairPoint to better compete with CLECs and cable operators. Specifically, the new law reduced regulatory reporting and pay penalties for service issues for FairPoint. The overhaul in NH followed deregulation actions in Maine, where Gov **Paul LePage** signed similar legislation in April.

**Launch Pad:** **ESPN3** will launch a women's channel on June 23. Available through an ESPN3 players, the multi-screen service will offer 170 hours of live women's events through July 31. Expect a roster encompassing WNBA and USA Basketball, Wimbledon action, USA Softball, golf and volleyball. More than half of the events available through the **espnW** channel are exclusive to ESPN3, which will continue to house the player past the aforementioned data.

**Research:** **Comcast** spent \$482.7mln in 1Q, an increase of 4.3% YOY that was helped by the ongoing rollout of **Xfinity**, according to data released by **Kantar Media**. **AT&T** slashed its spending by 31.6%, to \$388.9mln, as the company deferred budgets to support an upcoming marketing push timed to the Summer Olympics. **Verizon** trimmed its expenditures by 9.2% to \$358.6mln. **News Corp** registered the largest percent gain among the top 10 as budgets jumped 24.9% to \$357.5mln. **Time Warner** also had a healthy gain as its quarterly spending reached \$301.5 million, up 9.0%. Total ad spending in Q1 increased 2.6 % from 2011 and finished the period at \$32.9 billion. Sports programming produced YOY gains of 7.4% in cable and 7% in broadcast spending. More than 2/3 of the dollar volume growth came from NCAA and NFL sporting events. Other increasing expenditures were those in syndication, rising 2.5%; Spanish-language TV, rising 20.7%; Spanish-language mags, increasing by 26.5%; and Spanish-language newspapers, which increased 4.7%.

**Deals:** **Alloy Digital** bought **YouTube's** entertainment news provider **Clevver Media** and eyed more acquisitions. The Clevver platform will be combined with Alloy Digital's YouTube channels.

**Ratings:** **Lifetime** new drama "The Client List" netted 2.7mln viewers for Sun night's season 1 finale, up 8% vs the program's average. The series, starring and exec produced by **Jennifer Love Hewitt**, averaged 1.3mln adults 25-54 (+8%), 1.2mln adults 18-49 (even), 1.1mln women 18-49 (+18%) and 1.1mln women 25-54 (+14%), and secured a 2.2 HH rating (+10%) in its season wrap at 10 pm.



# BUSINESS & FINANCE

**Programming:** Mitt Romney's 5 sons are headed to Conan O'Brien's couch for their 1st joint interview of the campaign and 1st interview on the **TBS** late-night program. Other guests slated for "Conan" this week include *Martin Short*, *Sharon Osbourne* and *Seth Meyers*.

**Obit:** Sad news that **ACA** board member and **Knology** evp *Felix Boccucci* passed away June 15 after a long battle with cancer. "Felix was such a trusted friend and colleague," said ACA President *Matthew Polka*. "He loved his family, talking at length with pride about his son's baseball career, and enjoying his work with his colleagues at Knology and with ACA. We will miss him dearly." In lieu of flowers, donations to: The Leukemia and Lymphoma Society ([www.lls.org](http://www.lls.org)) and/or the LaGrange Blue Sox.

**People:** Showtime Networks named **MTVN** alum *Brian Swarth* vp, group director, digital services. -- **Comcast** named *Matthew Summy* vp, gov affairs, Chicago Region.

**Editor's Note:** Have an interest in **Pinterest**? Sign up now for our Webinar on this social media phenom: [http://www.cablefax.com/cfp/webinars/2012\\_June27/](http://www.cablefax.com/cfp/webinars/2012_June27/) -- Check out the latest data on media site and domain traffic at **CableFAXDaily.com**. Media sites like **Weather** and **MTV's** music site were among those that dominated April and May.

## CableFAX Daily Stockwatch

Company	06/18 Close	1-Day Ch	Company	06/18 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			CLEARWIRE:.....	1.14	(0.03)
DIRECTV:.....	45.32	0.43	CONCURRENT:.....	3.82	(0.18)
DISH:.....	27.62	(0.16)	CONVERGYS:.....	14.39	0.15
DISNEY:.....	47.10	0.01	CSG SYSTEMS:.....	16.22	UNCH
GE:.....	19.75	(0.25)	ECHOSTAR:.....	27.00	0.17
NEWS CORP:.....	20.32	0.06	GOOGLE:.....	570.85	6.34
<b>MSOS</b>			HARMONIC:.....	4.20	(0.03)
CABLEVISION:.....	12.39	(0.07)	INTEL:.....	27.42	0.08
CHARTER:.....	67.63	0.74	JDSU:.....	10.44	0.34
COMCAST:.....	31.16	0.07	LEVEL 3:.....	21.79	(0.07)
COMCAST SPCL:.....	30.59	0.09	MICROSOFT:.....	29.84	(0.18)
GCI:.....	7.87	(0.35)	RENTRAK:.....	19.62	0.13
KNOLOGY:.....	19.68	0.10	SEACHANGE:.....	8.11	(0.02)
LIBERTY GLOBAL:.....	48.04	0.96	SONY:.....	13.43	0.25
LIBERTY INT:.....	16.29	(0.08)	SPRINT NEXTEL:.....	3.08	(0.01)
SHAW COMM:.....	18.80	0.10	TIVO:.....	8.19	0.10
TIME WARNER CABLE:.....	78.90	0.97	UNIVERSAL ELEC:.....	11.96	(0.2)
VIRGIN MEDIA:.....	23.40	0.88	VONAGE:.....	1.91	0.10
WASH POST:.....	374.80	0.45	YAHOO:.....	15.49	0.13
<b>PROGRAMMING</b>			<b>TELCOS</b>		
AMC NETWORKS:.....	38.31	(0.16)	AT&T:.....	35.63	(0.08)
CBS:.....	31.63	0.01	VERIZON:.....	43.82	0.27
CROWN:.....	1.57	(0.02)	<b>MARKET INDICES</b>		
DISCOVERY:.....	51.19	0.57	DOW:.....	12741.82	(25.35)
GRUPO TELEVISIA:.....	19.95	(0.26)	NASDAQ:.....	2895.33	22.53
HSN:.....	41.00	(0.49)	S&P 500:.....	1344.78	1.94
INTERACTIVE CORP:.....	46.19	0.34			
LIONSGATE:.....	14.50	0.36			
LODGENET:.....	1.50	(0.08)			
NEW FRONTIER:.....	1.64	0.07			
OUTDOOR:.....	6.74	(0.28)			
SCRIPPS INT:.....	57.04	0.42			
TIME WARNER:.....	37.15	0.73			
VALUEVISION:.....	1.78	(0.06)			
VIACOM:.....	53.00	0.28			
WWE:.....	7.59	0.10			
<b>TECHNOLOGY</b>					
ADDVANTAGE:.....	2.06	(0.12)			
ALCATEL LUCENT:.....	1.58	0.02			
AMDOCS:.....	29.43	0.20			
AMPHENOL:.....	56.44	0.72			
AOL:.....	26.96	0.97			
APPLE:.....	585.78	11.65			
ARRIS GROUP:.....	13.43	0.16			
AVID TECH:.....	6.77	(0.02)			
BLNDER TONGUE:.....	1.15	(0.03)			
BROADCOM:.....	34.66	0.38			
CISCO:.....	17.14	0.04			



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