

CableFAX Daily™

Friday — June 21, 2013

What the Industry Reads First

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Fee for All: FCC Gets Earful on What Sort of Fees DBS, IPTV Should Have

As the FCC contemplates the collection of regulatory fees for FY13 and beyond, there is a push by some for a level playing field. Independent operator group **ACA** sums it up as having all the beneficiaries of the FCC's Media Bureau's activities paying their fair share. While ACA offered no opinion on whether IPTV operators (ahem, **AT&T U-verse**) should be classified as cable operators, the trade group argues that IPTV should be assessed the same fees as cable ops. "These providers (i.e., video service providers that do not consider themselves to be cable operators) receive numerous direct regulatory benefits from the activities of the Media Bureau and therefore should be paying fees to cover its costs, yet today pay no fees to support these activities due to their self-selected status as non-cable operators," ACA said in comments due to this week. AT&T argues that U-verse and IPTV allows for new methods of delivering video and "pigeonholing IPTV in the 'cable TV system' slot" will cause confusion as the market evolves. In a similar vein, ACA wants DBS providers to pay a per-sub regulatory fee based on Media Bureau Full Time Employees, calculated on the same basis as cable TV ops. Not surprisingly, **DISH** feels differently. "The premise for revisiting this often suggested, but always rejected, modification to the fee collection regime is the observation, frequently advanced by cable operators, that 'there are regulatory similarities between these providers,'" DISH told the FCC. "However, the fundamental differences between the services with respect to the demands these services place on FCC regulatory resources far outweigh the superficial similarities." For example, DISH said cable is comprehensively regulated under Title VI of the Communications Act, while DBS is regulated under Title III and that the regulatory requirements for cable are far broader. **DirecTV** was blunter, saying this is the 5th time in the past 8 years that cable has sought to raise the regulatory fees of its rivals. "The Commission has rejected this proposal every single time cable has raised it previously. It should do so again here," DirecTV said in its comments, arguing that there have not been changes in law or regulation of DBS that would change the overall cost of regulating satellite.

On the Hill: House Commerce is continuing the investigation into the CO-based **Eagle-Net Alliance** broadband initiative, it said in a letter to **NTIA** administrator *Larry Strickling*. Committee leaders, including communications subcommittee head *Greg Walden* (R-OR), are concerned that the \$100m BTOP project has overbuilt existing fiber infrastructure instead of

CableFAX

PROGRAM AWARDS

Sponsorship Opportunities: Amy Abbey at
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June 21, 2013

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extending service to “unserved” and “underserved” areas, as the stimulus program requires. The committee asked NTIA to provide answers to questions including what reviews NTIA conducted to verify data regarding served, unserved and underserved areas in the Eagle-Net project area. It also asked how much of the grant has been spent as well as expenses of the project. **Comcast** and **DirecTV** both have markets in CO. Eagle-Net Alliance couldn't be reached immediately for comments. -- **NCTA** lauded Sen *Pat Toomey* (R-PA) for the introduction of the “Data Security and Breach Notification Act of 2013,” noting the bill seeks to create a “level playing field that treats cable on the same basis as other covered entities.” The group looks to work with Toomey and other members of the senate to bring the bill to the floor.

M&A: With **Sprint** raising its bid to acquire **Clearwire**, the ball is now in **DISH's** hands. The telco upped its bid to \$5 a share from \$3.40, topping DISH's bid of \$4.40. Sprint's offer gained support from Clearwire's special committee and board of directors. Clearwire has moved the date of its shareholder vote to July 8 from June 24. Sprint is expected to win in this battle, according to **S&P** analysts. With minority holders near 45% of Clearwire's voting shares also agreeing to support the Sprint offer, and Clearwire waiving certain standstill provisions under its governance pact, a Clearwire shareholder vote now seems “little more than a mere formality,” they said. Still, “we doubt that DISH ultimately throws in the towel yet, as it presses for a U.S. wireless pathway.”

Ratings: **Golf Channel's** US Open coverage marked the most-watched East Coast Open in 6 years, with the net recording its most-watched US Open Week ever for an East Coast event. It reached 9.1mln viewers across last week, +24% vs. 2011 U.S. Open at Congressional Country Club. Golf Channel on **NBC's** final round coverage Sun delivered 8.4mln avg viewers. GolfChannel.com scored its most-clicked week ever for page views (14.98mln, +56% YOY) and unique visitors (2.37mln, +12%).

App World: **Cox's** app for watching live programming is now available on PCs and Macs inside customers' homes. The MSO bowed the original Cox TV Connect app for iPad in Dec '11. It has been downloaded more than 600K times from iTunes.

Internet Safety: With June marking Internet Safety month, **Time Warner Cable** rolled out a new campaign to help parents and teachers teach children to use the Web and other technologies safely. Partnering with **Common Sense Media**, the MSO has committed \$1mln of in-kind donations to promote the campaign through PSAs. Other components include the launch of Websafety.twc.com and making Digital Passport mobile app free through the end of Aug. The app for kids 8-12 features engaging games and videos to teach children about being safe in the digital world. While Cox has Take Charge! Efforts in place year-round, for June, it developed a multi-faceted campaign to drive traffic to its Take Charge Website. The effort includes features by mommy bloggers on safety and tips on social media. Through the 3rd week of June, the campaign had reached more than 25mln impressions on Twitter alone.

Competition: **DISH** updated its Hopper sports app, Game Finder, to allow fans to track soccer stats and scores for 9 premier soccer leagues and the FIFA World Cup qualifying rounds.

Programming: *Howard Kurtz* moves to **Fox News** from **CNN**, where he'll host media critique program “Fox News Watch.” A new format is planned. CNN's “Reliable Sources” will continue with a variety of hosts over the coming months. -- Break out the flannel. The top 20 lumberjack athletes will be on **Outdoor Channel** Sun (3pm ET) for the **STIHL** Timbersports Championship. -- **Chiller** added “Animal,” from exec producer *Drew Barrymore*, and “Deep in the Darkness” to its '13-'14 original films slate. -- **Comedy Central** booked a new stand-up series, “The Meltdown with Jonah and Kumail.” -- **Discovery Fit & Health** premieres medical docu-series “Bizarre ER” July 6.

B2B: **Comcast Business** scored a deal with NY-based **Blue Hills Bank** to offer Ethernet-based data connectivity between locations as well as HSI to support its online services and other tech initiatives.

People: Former **Ensequence** exec *Aslam Khader* joined **Elemental** as chief product officer. -- **NFL Net** tapped *Lorey Zlotnick*, formerly of **Outdoor Channel**, as svp, marketing. -- **CMT** named **NBCU** and **ABC** vet *Justin Wyatt* as vp, consumer insights and research. -- Former **WICT** chief *Benita Fitzgerald Mosley* was hired as the **US Olympic Committee's** chief of organizational excellence, reporting to CEO *Scott Blackmun*. Olympic champion Fitzgerald Mosley left WICT in '09 to join **USA Track & Field**. -- **Disney** named *Naketha Mattocks* vp, original movies, **Disney Channels**. -- **Telemundo Media** appointed vet corporate exec *Efrain Lopez* to the newly created svp of strategy.

BUSINESS & FINANCE

Honors: Tomorrow isn't just the deadline for **CableFAX** Program Award nominations. It's also the deadline for the Women in Technology Award, jointly presented by **WICT, SCTE** and **CableFAX TECH**. The award will be presented during SCTE's annual awards lunch at Cable-Tec Expo, Oct 21-24 in Atlanta.

On the Circuit: Time Warner Cable Media, which remains an outlier when it comes to cable operators hosting upfront events, held the first of 3 at L.A.'s Vibiana Wed night (it will also hold events in Dallas and NYC). Interestingly, TWC used the occasion to honor the late L.A. Lakers owner *Jerry Buss*, widely credited with reinvigorating the **NBA** with his introduction entertainment-oriented flourishes (The Lakers were the 1st to introduce cheerleaders, for example). TWC Media chief *Joan Gillman*, along with other execs like TWC Sports pres *David Rone*, were on hand to schmooze agencies and advertisers while promoting the new "That's How" tagline to emphasize multiplatform ad opps. -- **SCTE** is teaming with **CableLabs** to host a DOCSIS 3.1 engineering pre-conference symposium on Oct 21 at Expo. The event will address issues including the downstream physical player, the downstream convergence layer, as well as the preparation of cable nets for the specification and an overview of MSOs' deployment plans.

CableFAX Daily Stockwatch

Company	06/20 Close	1-Day Ch	Company	06/20 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DIRECTV:	60.07	(2.01)	GOOGLE:	884.74	(15.94)			
DISH:	39.18	(0.09)	HARMONIC:	6.16	(0.09)			
DISNEY:	61.98	(2.35)	INTEL:	24.18	(0.81)			
GE:	23.25	(0.54)	JDSU:	13.94	(0.33)			
NEWS CORP:	31.48	(0.86)	LEVEL 3:	20.79	(0.72)			
MSOS								
CABLEVISION:	14.80	(0.39)	MICROSOFT:	33.49	(1.1)			
CHARTER:	114.05	(3.75)	RENTRAK:	20.45	0.04			
COMCAST:	38.91	(1.3)	SEACHANGE:	11.63	(0.12)			
COMCAST SPCL:	37.49	(1.05)	SONY:	20.04	(0.45)			
GCI:	7.94	(0.18)	SPRINT NEXTEL:	7.07	0.07			
LIBERTY GLOBAL:	69.03	(1.7)	TIVO:	11.03	(0.1)			
LIBERTY INT:	22.18	(0.64)	UNIVERSAL ELEC:	26.52	(1.03)			
SHAW COMM:	21.73	(0.67)	VONAGE:	2.74	(0.01)			
TIME WARNER CABLE:	100.41	(2.08)	YAHOO:	25.35	(0.89)			
WASH POST:	478.07	(8.93)	TELCOS					
PROGRAMMING								
AMC NETWORKS:	63.45	(1.21)	AT&T:	34.35	(0.9)			
CBS:	46.93	(1.45)	VERIZON:	48.96	(1.09)			
CROWN:	1.90	(0.05)	MARKET INDICES					
DISCOVERY:	74.57	(1.96)	DOW:	14758.32	(353.87)			
GRUPO TELEVISA:	22.61	(0.86)	NASDAQ:	3364.64	(78.57)			
HSN:	52.84	(2.29)	S&P 500:	1588.19	(40.74)			
INTERACTIVE CORP:	47.32	(1.68)	TECHNOLOGY					
LIONSGATE:	28.13	(0.42)	ADDVANTAGE:	2.24	-0.00			
SCRIPPS INT:	66.25	(1.51)	ALCATEL LUCENT:	1.94	0.01			
STARZ:	21.97	(0.65)	AMDOCS:	35.96	(0.2)			
TIME WARNER:	56.32	(1.54)	AMPHENOL:	75.61	(2.66)			
VALUEVISION:	5.14	(0.14)	AOL:	35.50	(1.01)			
VIACOM:	66.84	(1.58)	APPLE:	416.84	(6.16)			
WWE:	9.86	(0.12)	ARRIS GROUP:	14.57	(0.17)			
TECHNOLOGY								
ADDVANTAGE:	2.24	-0.00	AVID TECH:	6.23	(0.09)			
ALCATEL LUCENT:	1.94	0.01	BROADCOM:	33.43	(0.73)			
AMDOCS:	35.96	(0.2)	CISCO:	24.43	(0.24)			
AMPHENOL:	75.61	(2.66)	CLEARWIRE:	5.04	0.34			
AOL:	35.50	(1.01)	CONCURRENT:	7.63	(0.28)			
APPLE:	416.84	(6.16)	CONVERGYS:	17.44	(0.57)			
ARRIS GROUP:	14.57	(0.17)	CSG SYSTEMS:	21.42	(0.4)			
AVID TECH:	6.23	(0.09)	ECHOSTAR:	38.83	(0.87)			
BROADCOM:	33.43	(0.73)						
CISCO:	24.43	(0.24)						
CLEARWIRE:	5.04	0.34						
CONCURRENT:	7.63	(0.28)						
CONVERGYS:	17.44	(0.57)						
CSG SYSTEMS:	21.42	(0.4)						
ECHOSTAR:	38.83	(0.87)						

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PROGRAMMER'S PAGE

The Inside Man

In *Morgan Spurlock's* new CNN original series "Inside Man" (premieres Sunday June 23), the Oscar-nominated documentarian investigates a series of topics through embedding himself in the quest to test—and ultimately debunk—common (mis)conceptions. It's not the detrimental dietary effects of fast food, tackled in his well-known doc "Super Size Me," or the art of manscaping, unearthed in his film "Mansome," that's covered here, but more controversial topics like immigration, the medical marijuana industry and end-of-life care. His thesis is always proven correct—at least in the episodes I viewed: The medical marijuana industry is not run by criminals and it's actually helping sick people; immigrants aren't really stealing jobs American citizens want to have. Regardless, the execution is convincing and Spurlock himself is entertaining, skillfully disarming his subjects along the way. The real protagonists, however, are the ordinary people affected by various government policies. In the premiere episode, the owner of medical marijuana dispensary Harborside Health Center in Oakland, CA, seeks to set a standard of professionalism within the industry that is legal in the eyes of the state of California—but not the federal government. A few interviews with patients, including a veteran experiencing relief from chronic pain, instantly elicit viewers' sympathy. Or an aging Mexican immigrant supporting a family of five on \$25,000 a year, just so his son—an aspiring lawyer—can live out the American dream. But true to Spurlock's form, there's also plenty of humor. The host is taunted incessantly—yet playfully—by a crew of migrant farm workers who pick oranges at three times his speed, for instance. Production company **Warrior Poets**, founded by Spurlock and Jeremy Chilnick, also strikes a nice balance between such portrayals and intermittently presenting statistics using fun infographics and sounds, reminding the viewer, in a digestible sort of way, of the issue's gravity and relevance. *Kaylee Hultgren*

Reviews: "Devious Maids," pilot, Sun, 10p, **Lifetime**. It's the class struggle, but with more cleavage, shapely gams and stereotypes than *Karl Marx* included. Still, this telenovela derivative from "Desperate Housewives" alums *Eva Longoria* and *Marc Cherry* has its fun moments. It's also visually stunning, featuring spectacular homes of the maids' clueless, white employers. The cast is a plus, too, with *Susan Lucci* spoofing soap divas and a bevy of Longoria-like Latinas as maids. It's camp, cliché and a guilty romp that could be perfect for Lifetime. -- "Tripping Out with Alie and Georgia," premiere, Fri, 9:30p ET, **Cooking**. Little actual cooking, but someone's decided this young, telegenic duo that scored big mixing drinks on cookingchanneltv.com will draw viewers. Maybe. Exec prod *Gilda De Laurentiis* front-loads the travel series by starting it in Vegas and cameo-ing. – **Notable:** The penultimate season of "Mad Men" concludes (Sun, 10p, **AMC**), while **BBC America** unveils Season 2 of "Copper" (Sun, 10p), its drama about life in post-Civil War NY. Keeping the British theme, the Wimbledon fortnight starts Mon, with **ESPN3** (6:30am ET) and **ESPN** (7am ET). *Seth Arenstein*

Basic Cable Rankings			
(6/10/13-6/16/13)			
Mon-Sun Prime			
1	USA	2.1	2052
2	DSNY	1.8	1767
3	HIST	1.6	1585
4	FOXN	1.4	1392
5	TNT	1.2	1214
5	TBSC	1.2	1185
7	A&E	1.1	1105
8	HGTV	1.0	999
9	ADSM	0.9	900
10	FOOD	0.8	827
10	NAN	0.8	817
10	ESPN	0.8	807
10	DISC	0.8	805
10	FX	0.8	792
10	SYFY	0.8	783
10	TLC	0.8	767
10	LIFE	0.8	752
10	FAM	0.8	734
10	DSE	0.8	60
20	AMC	0.7	705
20	BRAV	0.7	652
20	ID	0.7	595
23	TRU	0.6	595
23	LMN	0.6	465
25	SPK	0.5	481
25	APL	0.5	478
25	MTV	0.5	471
25	VH1	0.5	468
25	EN	0.5	463
25	BET	0.5	451
25	TVLD	0.5	451
25	MSNB	0.5	440
25	HALL	0.5	422
25	NBCS	0.5	389
25	H2	0.5	370
25	DSJR	0.5	294
37	CMDY	0.4	438
37	NGC	0.4	364
37	HLN	0.4	363
37	OXYG	0.4	329
37	NKJR	0.4	328
37	OWN	0.4	305
37	INSP	0.4	269
37	BIO	0.4	241
37	HMC	0.4	223
46	CNN	0.3	343

*Nielsen data supplied by ABC/Disney

June 24, 2013 | Awards Breakfast | 8:30 – 10:30 am | Grand Hyatt in NYC

The **CableFAXIES** awards



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