

# CableFAX Daily™

Friday — June 22, 2012

What the Industry Reads First

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## Wireless + Cable: Comcast, TWC Adding Markets; Cox Evaluating OK City

Despite the cries from critics, **Verizon Wireless'** marketing arrangements with cable operators are trucking along. On Thurs, **Comcast** and **Time Warner Cable** announced co-marketing launches in additional states, including the Carolinas and northeast OH (TWC) as well as MI and IN (Comcast). Comcast, which now has the wireless-cable bundle in 20+ markets, is changing things up a little, offering more than the standard **Visa** prepaid cards. Incentives for qualifying customers now include complimentary 12-month subscriptions to **Streampix**, 6 months free of Comcast HD DVR and/or a complimentary 12-month upgrade to its 30Mbps broadband service. TWC, which is in about 10 major markets now, is sticking to prepaid debit cards valued up to \$200 for now. **Bright House** has yet to announce a co-marketing offering, and, for now, **Cox** just has Oklahoma City. "The great thing about Oklahoma City is that it's where we had the call center for our **Sprint** partnership, so they were already locked and loaded and knew how to do this really well," Cox COO *Jill Campbell* told us Thurs. "I think we're going to see exceptional performance out of them in testing the stickiness of that play." Cable has repeatedly pointed to Verizon Wireless' experience in the retail space as a benefit of the marketing arrangements, and Campbell is no different, suggesting it's akin to selling another iPhone for Verizon reps. As for what markets might be next for Cox, the newly appointed COO said it's too early to tell. "We need a few more months under our belt before we can really figure out if there is a long-term business that works there," she said. While the plug was pulled on Cox Wireless, Campbell believes the venture taught the company a lot about the business and the importance of mobility. "We [also] really learned a lot about partnership," she said. "Cox being private, we've always held pretty close to wanting to do it on our own. I think we're learning that other people have expertise that they bring to the party and it may be a good thing to partner on occasions rather than trying to do it yourself." Cox pres *Pat Esser* believes in the company taking risks, but also in getting out quickly if things aren't working out, Campbell said. "Heads don't roll over those kinds of things, so it creates an environment where people feel like they can be innovative and they're not going to get shot down if it doesn't work."

**In the Courts:** The **Supreme Court** overturned the **FCC's** orders sanctioning broadcasters for fleeting expletives and nudity, but didn't address the agency's indecency rules or authority. The court ruled 8-0 that the Commission



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had failed to give broadcasters fair notice when it determined they violated indecency rules with some cursing on **Fox** awards shows and nudity on **ABC's** "NYPD Blue." "We believe the industry implications are very narrow. The FCC's indecency regime—and the judicial standard for reviewing broadcast regulation—will remain in place for now," said **Stifel Nicolaus** analysts. "We thus don't see broader fallout on broadcasters, including their willingness to participate or not in 'incentive' auctions to sell off their spectrum for wireless auction and use. In short, we believe the broadcast status quo in this regard is better for the wireless industry."

**Research:** Bigger isn't necessarily better. At least not in the paid-video world. While viewing on devices has grown over the last year, viewing on computers has dropped, according to a **J.D. Power** survey. Some 18% of customers use tablets for viewing paid video content, up from 11% in '11; while 16% of smartphone users do so, up from 14% a year ago. PC/MAC viewing of paid content, on the other hand, declined to 39% from 48% in '11. Meanwhile, about 23% of customers view paid content via gaming consoles. Overall satisfaction with paid video service providers averaged 750 (on a 1,000-point scale), up from 743 in '11. There also is a generation gap. For example, satisfaction with video service providers among Gen Y customers has declined to 752, down 18 points from '11, while satisfaction among Baby Boomers saw an increase. The decline in satisfaction among Gen Y was partly due to cost and customer service while the increase among Baby Boomers was helped by better billings, ease of use and sufficient content options. The survey is based on April survey of 4K+ households.

**DISH-AMC:** With **AMC Nets** facing the loss of **DISH** on July 1, network talent has taken to **Twitter** to encourage viewers to speak out. "If you're with DISH Network tell them not to screw with *Walter White*. They are threatening to drop AMC before the premiere of *Breaking Bad*," tweeted show star *Bryan Cranston*. Co-star *Aaron Paul* wrote: "Contact them anyway [sic] you can and tell them u want your favorite meth show to stay." The new season debuts July 15. DISH has threatened to drop AMC, **WE** and **IFC** at the end of the month when its contract expires because of price and ratings, while AMC says the threat is related to pending Voom litigation. DISH ditched **Sundance** last month. DISH also was busy on Twitter Thurs, telling customers that it's required to purchase "other, less popular channels" to get access to AMC. "Our contract does not allow us to go into details, however, we remain hopeful that we can find a resolution that brings AMC and its entertaining television to our customers," wrote @dish\_answers.

**On the Hill: Sen Commerce** will hold a hearing Thurs on the need for privacy protections, a follow-up to May's hearing that examined privacy reports from the **FTC** and administration. Witnesses include **ANA** pres/CEO *Bob Liodice* and **Mozilla** policy leader *Alex Fowler*.

**Ratings:** Through the 24 matches in the group stage of the UEFA EURO Football Championship, **ESPN's** live English-language presentation is averaging 784K HHs and some 1mln viewers, up 79% and 82%, respectively, from the group state matches in '08. The most-watched match was a 1-1 tie between Spain and Italy on June 10 (seen by an average audience of 2.11mln viewers). **ESPN Deportes** also attracted a strong audience, averaging 161K Hispanic HHs and 228K Hispanic viewers. Mobile is the bright spot: The number of mobile page viewers was up 573% vs. '08 (1.5mln page viewers per day on avg). -- **Golf Channel's** news coverage had its most-watched US Open Week in its 17-year history. It was also the best ever US Open Week for GolfChannel.com in page views (+178% vs. 2011), unique users (+266%), video streams (+356%) and page views for the Golf Channel mobile app (+209%).

**Programming:** **CNBC** sports business reporter *Darren Rovell* is apparently headed back to **ESPN** after 6 years at the Peacock. "I'm thrilled to have reached an agreement in principle with ESPN. No matter how others bash it, Bristol is truly a magical place," Twitter-holic Rovell tweeted Thurs. He also said he'll be doing regular business reporting for **ABC News**. No formal announcement at our deadline, but in keeping with the Twitter theme, ESPN vp, comm *Mike Soltys* confirmed via tweet that an agreement in principle has been reached. -- *Trisha Yearwood* is headed back to **Food Network's** kitchen this fall with the net ordering up a 2nd season. -- **truTV** picked up a 2nd season of "Impractical Jokers." -- **TBS** picked up the off-network rights to "2 Broke Girls," which will join the lineup in '15. -- If you blow it, they will come. With "Duck Dynasty's" finale drawing 2.6mln viewers to **A&E**, the net has signed on for a 2nd season of the series following a family who makes duck calls. -- Good news **MTV** reality fans. 2 seasons of "Laguna Beach" and the entire series of "The Hills" are headed back to the net's Retro Mania block

# BUSINESS & FINANCE

starting Mon (from 9am to 12pm) until Aug 3. Expect commentaries, interviews and hosting duties from guest stars. Also returning to MTV is "Daria," the wittiest anti-heroine ever.

**Technology:** Kit Digital is teaming with Civolution to develop social TV solutions. The joint solution would help cable nets offer video programming and ads to viewers using wireless devices that are synchronized with content viewers are watching on TV.

**Patently Speaking:** As MSOs continue to develop new technologies, the intellectual property community is taking notice. The result is a substantial increase in patent litigation. **CableFAX** columnist and intellectual property lawyer *George Medlock* provides tips on lowering the cost, time and risks of patent litigation at [www.CableFAX.com](http://www.CableFAX.com).

**People:** Oxygen Media promoted *Puja Vohra*, vp, ad sales marketing, to the newly created position of svp, marketing. -- **Univision** hired **NBC** alum *Keith Norman* as vp, political advocacy and government sales.

**Business/Finance:** Time Warner Cable announced a debt offering—an underwritten public offering of sterling denominated notes with a 30-year maturity. The proceeds will be used for general corporate purposes, which may include the repayment of debt.

## CableFAX Daily Stockwatch

Company	06/21 Close	1-Day Ch	Company	06/21 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CLEARWIRE: .....	1.20	(0.01)
DIRECTV: .....	46.70	(0.6)	CONCURRENT: .....	4.02	0.06
DISH: .....	27.85	(0.6)	CONVERGYS: .....	14.29	(0.09)
DISNEY: .....	47.40	(0.33)	CSG SYSTEMS: .....	16.69	0.09
GE: .....	19.53	(0.4)	ECHOSTAR: .....	26.91	(1.01)
NEWS CORP: .....	20.42	(0.3)	GOOGLE: .....	565.21	(12.3)
MSOS			HARMONIC: .....	4.11	(0.17)
CABLEVISION: .....	12.21	(0.4)	INTEL: .....	26.71	(0.93)
CHARTER: .....	67.44	(1.96)	JDSU: .....	10.27	(0.58)
COMCAST: .....	30.68	(0.52)	LEVEL 3: .....	21.17	(0.77)
COMCAST SPCL: .....	30.28	(0.41)	MICROSOFT: .....	30.14	(0.8)
GCI: .....	7.74	(0.3)	RENTRAK: .....	18.46	(0.85)
KNOWLOGY: .....	19.67	UNCH	SEACHANGE: .....	7.88	(0.32)
LIBERTY GLOBAL: .....	47.94	(0.56)	SONY: .....	13.55	(0.42)
LIBERTY INT: .....	16.67	(0.39)	SPRINT NEXTEL: .....	3.18	0.05
SHAW COMM: .....	18.76	(0.55)	TIVO: .....	7.78	(0.32)
TIME WARNER CABLE: .....	78.23	(1.23)	UNIVERSAL ELEC: .....	11.85	(0.25)
VIRGIN MEDIA: .....	23.18	(0.45)	VONAGE: .....	1.92	(0.04)
WASH POST: .....	366.31	(9.08)	YAHOO: .....	15.52	(0.23)
PROGRAMMING			TELCOS		
AMC NETWORKS: .....	38.06	(1.56)	AT&T: .....	35.03	(0.38)
CBS: .....	31.74	(0.28)	VERIZON: .....	43.33	0.03
CROWN: .....	1.62	(0.01)	MARKET INDICES		
DISCOVERY: .....	52.48	(0.04)	DOW: .....	12573.57	(250.82)
GRUPO TELEVISA: .....	20.05	(0.28)	NASDAQ: .....	2859.09	(71.36)
HSN: .....	39.49	(0.55)	S&P 500: .....	1325.51	(30.18)
INTERACTIVE CORP: .....	44.93	(0.26)			
LIONSGATE: .....	14.86	0.07			
LODGENET: .....	1.48	(0.05)			
NEW FRONTIER: .....	1.72	0.02			
OUTDOOR: .....	6.90	(0.27)			
SCRIPPS INT: .....	55.52	(1.3)			
TIME WARNER: .....	37.27	0.14			
VALUEVISION: .....	2.00	(0.01)			
VIACOM: .....	52.72	(0.62)			
WWE: .....	7.60	(0.15)			
TECHNOLOGY					
ADVANTAGE: .....	2.20	0.13			
ALCATEL LUCENT: .....	1.62	(0.07)			
AMDOCS: .....	29.55	(0.1)			
AMPHENOL: .....	54.80	(1.93)			
AOL: .....	26.43	(0.08)			
APPLE: .....	577.67	(8.07)			
ARRIS GROUP: .....	13.28	(0.16)			
AVID TECH: .....	7.07	0.03			
BLNDER TONGUE: .....	1.14	(0.12)			
BROADCOM: .....	33.60	(1.67)			
CISCO: .....	16.93	(0.58)			



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# PROGRAMMER'S PAGE

## Red Carpet Musings...

Imagine you're in high school. You have no prom date, so out of pity they let you stand outside behind a rope line as the popular kids with dates walk by and—if they're feeling generous—actually stop to talk with you briefly. That's pretty much what it's like to cover the red carpet at a Hollywood awards event. Of course, it beats the hell out of working in a coal mine. Or digging ditches. Or cleaning toilets. So here's a random sampling from the **Broadcast Television Journalists Assn's** Critics' Choice awards on Mon night at the Beverly Hilton. First we caught a couple moments with *Matt Walsh*, who plays sometimes bumbling PR man Mike McLintock on **HBO's** dry humored "Veep." Is he surprised the show has done so well despite its quirky nature? "I always had faith that it was funny, but I'm most surprised it caught on so quickly," he said. "I really am. When I watched the first two episodes myself, it's very dense, there are not a lot of pauses or laugh moments that you build into comedy. But people really enjoyed it, so we're lucky." Season 2 begins filming in Oct in Baltimore, and Walsh said he plans to eat many crabs. Now you know. Next we heard from ex-"Queer Eye" star and current "Chopped" host *Ted Allen*, who told us he was pissed that his series was up against so many good shows, including **NBC's** "The Voice." "It's actually kind of irritating," he said. "I wish we were up against really bad shows, but unfortunately our competition is quite stiff." The Voice won, of course. When we suggested that Allen force the chef contestants to sing in order to better compete, he called over exec producer *Linda Lea*, who said she's going to steal the idea. We expect a commission check, Linda. Speaking of music, we also caught a couple minutes with guitar-crooning *Josh Hopkins* of "Cougar Town," which just leaped from **ABC** to **TBS**. Will there be more or less guitar on cable? "Maybe raunchier guitar," he said. "Maybe we'll get away with a little more." Note to **TBS**: Keep an eye on these guys. Just saying... *MG*

**Reviews:** "41," Sat, 2:15p, **HBO**. Some have called it an unapologetic, uncritical homage to *George H.W. Bush*. It is and was intended to be. It's Granddaddy "Poppy" here, not the former president, VP, CIA director, U.N. Ambassador etc. Politics is secondary to wedding shots, amazing footage from WWII and gorgeous Kennebunkport views. So let some find "41" galling. Others will savor it. — "The Newsroom," premiere, Sun, 10p, **HBO**. Remember those who were galled by "41"? They'll love "Newsroom," as it whacks at the Tea Party and transforms an avowed Republican (*Jeff Daniels* as a cable news anchor) into a liberal crusader. All the *Aaron Sorkin* trademarks are present: superhuman protagonists; excellent dialogue, quirky bit characters; dramatic music at overly dramatic moments. Still, it's entertaining television. — "Snooki and Jwoww," Thurs, 10p, **MTV**. A train wreck certainly, but Snook's fashion sense is entertaining as she dresses down the sartorially inferior. "What vintage 1980 store did he go to for that blazer?" she says of her real estate agent's coat. — Can you say synergy? **AMC** mad man *Jon Hamm* is the special guest on **IFC's** "Comedy Bang! Bang!" (Fri, 10p). — Starting Mon at 6:30am ET, it's all Wimbledon, all the time, as **ESPN3** carries every match of the fortnight live with the help of streaming and multiple screens.

### Basic Cable Rankings

(6/11/12-6/17/12)

Mon-Sun Prime

1	TNT	2.0	1972
1	DSNY	2.0	1949
1	USA	2.0	1946
4	HIST	1.7	1723
5	FOXN	1.3	1306
6	TBSC	1.2	1227
6	A&E	1.2	1167
8	ESPN	1.0	1004
8	HGTV	1.0	957
10	ADSM	0.9	934
10	FOOD	0.9	932
10	FX	0.9	924
10	FAM	0.9	884
10	LIFE	0.9	857
10	TRU	0.9	796
10	NKJR	0.9	645
10	DSE	0.9	65
18	TLC	0.8	804
18	DISC	0.8	781
18	SYFY	0.8	779
18	BRAV	0.8	764
22	AMC	0.7	654
22	ID	0.7	573
24	MTV	0.6	633
24	SPK	0.6	553
26	CMDY	0.5	539
26	TVLD	0.5	522
26	EN	0.5	489
26	MSNB	0.5	479
26	HALL	0.5	469
26	LMN	0.5	448
26	BET	0.5	447
33	NAN	0.4	426
33	VH1	0.4	422
33	APL	0.4	412
33	NGC	0.4	373
33	OXYG	0.4	307
33	GSN	0.4	276
33	HMC	0.4	166
40	CNN	0.3	334
40	HLN	0.3	307
40	TRAV	0.3	306
40	ESP2	0.3	272
40	CMT	0.3	262
40	DXD	0.3	260
40	OWN	0.3	253

\*Nielsen data supplied by ABC/Disney

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**OTT Musings: Stakeholders Debate Evolving Content Delivery at CES**  
With the Comcast/Disney distribution deal a harbinger for TV Everywhere and Fox's move last summer to put select content behind a pay wall, panelists mulled the ins and outs of over-the-top delivery at an OTT panel at CES. "The tablet, the device, is going to control the TV experience at U-verse," said Jeff Weber, AT&T VP, product and strategy, noting the company's drive into tablet apps and model of providing APIs for developers to send content from device to television. But discoment is critical, panelists agreed. While AT&T has an approval process in place, YouTube abandoned its API-based partnership model two years ago "because we ended up with different apps on diff TV, and performance differed," said Francisco Valera, dir/global head of platform and games partnerships. Touting YouTube's deals with Samsung, LG and its new Xbox partnership, "If we can't control the app, and update features quickly, it's a lost cause," he said. YouTube's recent-day model of investment in original content will stretch the company's presence in specific categories such as "niche cooking and unique travel" channels. "We don't see ourselves becoming a large studio, but we're more than dogs on skateboards," Valera quipped. "We want to bring in proven providers of broadcast quality content that's not sustainable in the cable universe." Valera said YouTube is working on its fourth UI, and moving toward the HTML5 standard. Noting that unlike other video distributors YouTube always owns its TV and mobile content rights, "Can we bring our content to an AT&T, Cox or Comcast? We can, and that's where we are excited," he said. Initial deals with distributors are rolling out in Europe and Asia, he said. At Cox, focus remains on the UI. "It's important to get the user interface right, especially as more content is added in," said Lisa Pickelsimer, executive director, video product development. Integrated search, recommendations and social media will become more key, Pickelsimer said, noting the bigger role of metadata and the need