

CableFAX Daily™

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What the Industry Reads First

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Cable vs. Telco: Smart Home Battle Heats Up

Looks like both the wireless guy and the cable guy want to be your home automation and security guy. And they're busy making pitches as to why their particular suite of services is the best. For cable, its message focuses on the consistency and reliability that broadband offers. For example, viewing cameras remotely through a 3G connection, instead of cable broadband, could result in lower frame rate and resolution, said *Bill Horrocks*, vp, product mgmt at **Comcast**. The telcos, on the other hand, see LTE as the solution for smart home coverage. Verizon, which has been in the home biz since Oct, is targeting FIOS and DSL customers for initial deployment of LTE-based coverage, but could potentially expand to broader markets, said *Hassane Bouhia*, group manager, **Verizon**. Unlike cable rivals with both home automation and security offerings, VZ is only focused on home automation for now, Bouhia said. Part of the telco's approach is allowing the flexibility to support multiple wireless devices and partner with various vendors and utilities, he said. With smart homes seen as a lucrative market (a **Juniper Research** report says its \$25bln today and should rise to \$60bln by '17), everyone's looking at rapid expansion. **Bright House** continued to roll out its home security and automation service in its FL markets and expects to expand the service across its footprint within the coming year, a spokesperson said. The MSO is evaluating new features like remote access to pool pumps and sprinkler systems. Customers with phone, Internet and video service can add the smart home service for \$32 a month; no contract is required. **Cox** is still early in its home security product deployment. The operator, which launched a trial last summer in Tucson and extended it recently to Phoenix, has seen positive early results, a spokeswoman said. **Time Warner Cable** has been ramping up its IntelligentHome offering this year. *Keith Burkley*, svp, security and monitoring for TWC, sees 2 target markets: the existing home security customers and the new-to-category market. "We think the lifestyle features [of the service] will also help. It's the whole package." **AT&T** has just started to branch out. The carrier will test its Digital Life home service this summer in Dallas and Atlanta with the potential for broader deployments, a spokeswoman said. The recently launched Digital Life home service offers faster security response times than current predominantly analog systems, she said. Because AT&T is a wireless company, its subscribers can integrate the smart home service into their devices, she said. Home service is "a natural

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extension” and “a sizeable opportunity” for AT&T, the spokeswoman said. Only 20% of households have monitored home security and only 1% have home automation, she said. It’s not just the telcos and cable ops looking to get a foot in the door of homes. DISH, which has already expanded its in-home services across the country, is testing additional services like home and office automation, security and energy management.

Googlisms: Google bought **Motorola Mobility** (for \$12.5bln) “for the sum of patents, products and people,” said *Eric Schmidt* at a shareholders meeting late Thurs. Motorola will remain a separate company for now and won’t be integrated into Google anytime soon, added CFO *Patrick Pichette*. “It’s important it stays on its own battlefield,” Pichette said. Google shareholders approved the creation of a special class of non-voting shares at the meeting. CEO *Larry Page* sat out the meeting due to loss of voice.

On the Hill: On deck for Wed’s **House Telecom** subcmte on the “Future of Video” are **NCTA’s Michael Powell**, **DISH’s Charlie Ergen**, **Netflix** gen counsel *David Hyman*, **Sky Angel** CEO *Robert Johnson*, **Roku** exec *Jim Funk* and **Hearst** pres/CEO *David Barrett*.

3D: **DirectTV** confirmed that it shifted 3D net **n3D** to a part-time channel earlier this month, a move 1st reported by *Consumer Reports*. DirectTV said more n3D programming is being developed for the genre. “Our 3D customers will still enjoy a robust suite of 3D programming including 3D movies on DIRECTV Cinema 3D, sports programming from **ESPN** and entertainment programming on **3net**,” DTV said. Indeed **ESPN 3D** assured us it had plenty of programming on tap, including 21 hours from the upcoming X Games and the last 5 days of matches from Centre Court at Wimbledon. n3D will be used for special events, such as the upcoming Summer Olympics, as well as original series “Guitar Center Sessions” and concerts. DirectTV also will continue to look for more programming for n3D.

Happy 40th: Much has changed for the better since the passage of Title IX, the law that leveled school playing fields for girls, but there is still a ways to go. That was the important message from the “40 For 40” event Thurs night in DC where **WICT**, in collaboration with **espnW**, **Scripps Networks Interactive** and the **Women’s Sports Foundation**, honored 40 women who made a significant social impact after playing sports in high school or college. Professional women’s sports should get more media coverage, said 40 honoree *Dot Richardson*, exec dir, **National Training Center** during a panel discussion. The media is powerful in creating role models, she said. Enter **espnW**, a broadband channel that aims to create more exposure for female sports. “The more you see women playing sports, the more fans you will build, the more young girls will be inspired to be athletes. It’s a beautiful cycle,” said **espnW** vp *Laura Gentile*. She described **espnW**’s launch on **ESPN3** as a first step. “We will get more ambitious,” she said. **ESPN** has been a game changer, **WICT** pres *Maria Brennan* told us. “You know there’s a market there” when a major player like **ESPN** is investing in a network focusing on women sports, she said. 2-time World Cup and Olympic gold medalist *Julie Foudy* told the crowd that Title IX is about so much more than sports. It’s about being confident and acting rather than reacting, she said. **espnW** has a new partnership with the State Department, creating the “Global Sports Mentoring Program” to support opening more doors for girls and women in sports. The goal is to identify women worldwide who are emerging leaders in sports and match them with American women who are leaders in sports. As for the night’s 40 honorees, they encompassed a wide range of fields of accomplishment including power players in cable/media like **Lifetime** and **History** chief *Nancy Dubuc* (collegiate crew), actress/producer *Tina Fey* (high school tennis) and talk show host *Ellen DeGeneres* (high school tennis). A category of “Plus Four More” was created in addition to the “40 For 40,” including coaching legend/**espnW** advisory panel member *Sue Enquist*, **WICT** chair and **Cox** vp, content acquisition *Kathy Payne* (high school tennis champion and team captain) and **Scripps** svp, corp comm *Cindy McConkey* (all-state high school track and basketball player).

Programming: **Lifetime** booked 13 eps of new drama “Devious Maids” from **ABC Studios** for a ’13 launch. The series follow the lives of 5 maids while they work for the rich and famous in Beverly Hills.

People: **Starz** exec **Shannon Sommers** has joined **NCTC** in the new role of sr dir, programming analysis.

On the Circuit: Timely considering the upcoming conventions, **Fox News** anchor *Bret Baier* will be a keynote speaker at the **Independent Show** in Orlando July 23-25.

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CableFAX Week in Review

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	47.48	5.79%	11.04%
DISH:	DISH	28.37	2.12%	(0.39%)
DISNEY:	DIS	47.47	0.81%	26.59%
GE:	GE	19.81	(0.95%)	10.61%
NEWS CORP:	NWS	20.57	1.53%	13.15%

MSOS				
CABLEVISION:	CVC	12.41	(0.4%)	(12.73%)
CHARTER:	CHTR	67.91	1.52%	19.27%
COMCAST:	CMCSA	30.83	(0.84%)	30.03%
COMCAST SPCL:	CMCSK	30.47	(0.1%)	29.33%
GCI:	GNCMA	7.89	(4.01%)	(19.41%)
KNOLOGY:	KNOL	19.70	0.66%	38.73%
LIBERTY GLOBAL:	LBTYA	48.27	2.53%	17.65%
LIBERTY INT:	LINTA	16.83	2.81%	3.76%
SHAW COMM:	SJR	18.86	0.86%	(2.63%)
TIME WARNER CABLE:	TWC	77.86	(0.09%)	22.48%
VIRGIN MEDIA:	VMED	23.41	3.95%	9.49%
WASH POST:	WPO	369.23	(1.37%)	(2.01%)

PROGRAMMING				
AMC NETWORKS:	AMCX	37.64	(2.16%)	0.16%
CBS:	CBS	31.45	(0.54%)	15.88%
CROWN:	CRWN	1.70	12.58%	40.50%
DISCOVERY:	DISCA	53.00	4.70%	29.36%
GRUPO TELEVISIA:	TV	20.52	5.23%	(2.56%)
HSN:	HSNI	39.33	(5.21%)	8.47%
INTERACTIVE CORP:	IACI	45.50	(0.76%)	6.81%
LIONSGATE:	LGF	14.90	5.37%	79.09%
LODGENET:	LNET	1.51	(4.43%)	(36.82%)
NEW FRONTIER:	NOOF	1.72	1.18%	66.99%
OUTDOOR:	OUTD	7.00	(0.28%)	(6.17%)
SCRIPPS INT:	SNI	56.16	(0.81%)	32.39%
TIME WARNER:	TWX	37.49	2.94%	3.74%
VALUEVISION:	VVTV	2.02	16.09%	7.45%
VIACOM:	VIA	52.33	(0.74%)	(1.88%)
WWE:	WWE	7.55	0.80%	(18.99%)

TECHNOLOGY				
ADVANTAGE:	AEY	2.06	(5.5%)	(1.9%)
ALCATEL LUCENT:	ALU	1.66	4.40%	6.41%
AMDOCS:	DOX	29.65	1.44%	3.93%
AMPHENOL:	APH	55.11	(1.09%)	21.41%
AOL:	AOL	27.16	4.50%	79.87%
APPLE:	AAPL	582.10	1.39%	43.73%
ARRIS GROUP:	ARRS	13.54	2.03%	25.14%
AVID TECH:	AVID	7.40	8.98%	(13.25%)
BLNDER TONGUE:	BDR	1.14	10.68%	(6.56%)
BROADCOM:	BRCM	34.38	0.94%	17.10%
CISCO:	CSCO	17.13	0.18%	(5.25%)
CLEARWIRE:	CLWR	1.20	2.56%	(38.14%)
CONCURRENT:	CCUR	3.88	(3%)	2.37%
CONVERGYS:	CVG	14.40	4.65%	12.76%
CSG SYSTEMS:	CSGS	17.03	4.99%	15.77%
ECHOSTAR:	SATS	27.46	0.73%	31.14%
GOOGLE:	GOOG	571.48	1.23%	(11.52%)
HARMONIC:	HLIT	4.18	(5.43%)	(17.06%)

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	26.93	(1.48%)	11.07%
JDSU:	JDSU	10.39	2.87%	(0.48%)
LEVEL 3:	LVLTL	21.29	(2.61%)	25.31%
MICROSOFT:	MSFT	30.70	2.27%	18.26%
RENTRAK:	RENT	19.05	4.16%	33.40%
SEACHANGE:	SEAC	8.08	(0.62%)	14.94%
SONY:	SNE	14.31	8.57%	(20.68%)
SPRINT NEXTEL:	S	3.29	6.47%	40.60%
TIVO:	TIVO	8.20	1.36%	(8.58%)
UNIVERSAL ELEC:	UEIC	11.77	(3.21%)	(30.23%)
VONAGE:	VG	1.88	3.87%	(23.27%)
YAHOO:	YHOO	15.61	(0.26%)	(3.22%)

TELCOS				
AT&T:	T	35.17	(1.51%)	16.30%
VERIZON:	VZ	43.95	0.92%	9.55%

MARKET INDICES				
DOW:	DJI	12640.78	(0.99%)	3.46%
NASDAQ:	IXIC	2892.42	0.68%	11.03%
S&P 500:	GSPC	1335.02	(0.58%)	6.16%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	2.02	16.09%
2. CROWN:	1.70	12.58%
3. BLNDER TONGUE:	1.14	10.68%
4. AVID TECH:	7.40	8.98%
5. SONY:	14.31	8.57%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ADVANTAGE:	2.06	(5.5%)
2. HARMONIC:	4.18	(5.43%)
3. HSN:	39.33	(5.21%)
4. LODGENET:	1.51	(4.43%)
5. GCI:	7.89	(4.01%)



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