

# CableFAX Daily™

Monday — July 8, 2013

What the Industry Reads First

Volume 24 / No. 130

## 2Q To-Do: Several Nets Shine as Cable Takes Record Share from Broadcast

A lot of cable nets were winners in 2Q, and we're not just talking about **USA**, which pulled off an unprecedented 28 consecutive quarters at the top of the prime heap among total viewers. **TNT** was close on USA's heels, with 2.6mln viewers for 2Q, helped by **NBA** playoff coverage. Rounding out the top 5 nets in P2+ for prime were **Disney** (2.4mln), **History** (2mln) and **Fox News** (1.9mln). Ad-supported cable hit a new record in terms of 18-49 share, taking 71% vs the Big 4's 29%, according to a **Turner** analysis of **Nielsen** data. One of the biggest gainers was **CNN**, which saw prime ratings climb 50% YOY to 673K. Still behind Fox News, but topping **MSNBC** in total viewers (-16% to 584K) and the 25-54 demo for the 1st time since '09. In fact, for the 1st time in 8 years CNN and sister **HLN** both beat MSNBC in total day among P2+ and 25-54s. CNN was helped by its Boston Marathon bombing coverage, while HLN's boost came from the *Jodi Arias* trial (it was up 49% in prime and 62% in total day). **A&E** saw a 20% uptick in 2Q prime (1.8mln total viewers) with "Duck Dynasty" accounting for the top 3 cable shows of the quarter (14.4mln viewers, 12.6mln and 11.9mln). The only non-Duck shows in cable's top 10 programs for 2Q were the NBA playoffs on TNT (occupies 5 slots) and **Discovery's** "Skywire Walk," which had more than 10.6mln viewers. **Lifetime** is happy to have bumped P2+ up 11% YOY to 1.2mln, notching its best 2Q in 4 years with total viewers, 25-54s, women 25-54 and 18-49s. Other winners include **GSN** (up 30% to 386K total viewers), **Hallmark Movie** (+42%, 258K), **OWN** (+27% to 383K), **WE** (+32% to 344K) and **Destination America** (+24% to 186K). Of course, not everyone posted increases during the Q. Despite its top 5 finish, History was down 20% in total viewers. **ESPN** fell 33% to 1.4mln, largely due to last year's shortened NBA season that featured a heavy concentration of games toward the backend (23 regular season games aired in a 1-month period last year vs 8 in that period in '13). The Western Conference Finals also only lasted 3 games vs 7 last year. Also in negative territory is **Nick Jr**, which saw a 49% decrease in total viewers for prime, falling to 462K. Chalk some of the decline up to the introduction of its **NickMom** block that starts at 10pm. The 10-11pm hour fell 78% in total viewers for the net YOY, but the channel also posted declines in the 8-9pm (-29%) and 9-10pm (37%) hour.

**Stream Time:** **Samsung** is going outside the box and into the **Boxee**, confirming reports that it has acquired

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key talent and assets from streaming provider. Reports, which first came out of Israel, have the price tag at \$30mln. "This will help us continue to improve the overall user experience across our connected devices," a Samsung spokesperson said. Does that mean incorporating Boxee elements into Samsung Smart TVs? Guess we'll have to stay tuned, but it seems logical. This summer, Samsung will launch **Time Warner Cable's TWC TV** app on some of its Smart TVs. Headquartered in NYC, Boxee also has staff in Israel. Reports have the entire 45-person Boxee team staying with Samsung. Recently, Boxee was reportedly looking for a buyer after unsuccessful attempt to recruit investors. Boxee managed to raise close to \$26.5 million in 3 rounds of funding from **Spark Capital, Union Square Ventures, General Catalyst Partners, Pitango Venture Capital and Softbank NY**. -- Separately, **Apple** and **Time Warner Cable** are reportedly nearing a deal to let the MSO's subscribers access content via Apple TV. According to *Bloomberg*, the companies might announce an agreement within a few months. Apple is also reportedly tapping **Hulu** exec *Pete Distad* to help negotiate with cable companies. Time Warner Cable has been relatively streaming-friendly: It reached deals with Roku and Microsoft to make programming available through the streaming device and the **Xbox** gaming console. Time Warner Cable doesn't have an agreement with Apple at this time, a rep said.

**TVE: USA** became the 1st cable entertainment net within **NBCUniversal** to launch TVE services. In addition to making content available online, the net created authentication app "USA Now" for iOS. An Android version will be available in mid-July. The initial offering features streamed eps, 2nd screen experiences and social networking services. Phase 2 of the rollout includes additional 2nd screen features like personalization and more "gamification elements," the net said. Specifically, viewers will receive content recommendations based on their viewing habits. They also can receive updates about newly available content and social activations.

**Surveillance:** Major Web services such as **Mozilla, Reddit** and **4chan**, along with groups like **Public Knowledge**, will protest **NSA's** surveillance programs on July 4 through online demonstrations. The campaign, "Restore the Fourth," which refers to the 4th Amendment of the Constitution, features the sites displaying the text of the amendment, along with messages that urge site visitors to join the campaign against NSA's collection of personal data of US residents. The campaign also will hold a march in San Fran to "bring attention to the secret laws the government is using to access and store the people's communications." The campaign was held in light of recent revelation that the NSA was collecting massive amount of phone and Internet records from Americans.

**Pink Slips: Entropic**, a semi-conductor vendor whose client list includes **Comcast** and **DirecTV**, will cut 70 employees, about 10% of its global workforce, as part of its restructuring. The CA-based company said the reduction will result in \$9mln annual savings, and the company plans to reinvest the savings in the development of new products and programs.

**Programming:** To honor the victims of the Moore, OK, tornado, **Fox Sports** will air special features that run across various Fox Sports nets starting July 4. "The American Way" themed features will debut in the pregame shows of more than a dozen MLB telecasts produced by Fox regional nets. They will continue to run across Fox Sports properties through the weekend, including the **FOX Saturday Baseball Game of the Week** on July 6, as well as during programming on **Speed, Fuel** and **Fox Soccer**. -- **Time Warner Cable SportsNet** and **Time Warner Cable Deportes** will televise the **Steve Nash Foundation's** Showdown NYC on Tues, with a 1-hour special including the full charity soccer match and a behind-the-scenes look. The match features NBA and pro soccer players. It seeks to benefit underserved children. -- **Syfy** debuts its 6-ep docu-series "Heroes of Cosplay" on Aug 13, featuring cosplay (short for costume play) competition among 9 fans. -- **Netflix** booked a 2nd season of its original series "Orange is the New Black," slated to debut next year. -- "Shark Week" returns to **Discovery Channel** on Aug 4, with 12 eps coupled with the new "Shark Week" talk show, "Shark After Dark." This year's Shark-themed programming event also features Shark Cam, a robot submarine used to track sharks. -- **The Weather Channel's** "Space Week" programming starts Fri and runs through July 12, featuring "Weather That Changed the World: The Challenger Disaster," space-related eps of "Secrets of the Earth," 2 encore eps of "Deadliest Space Weather," and 3 space-themed eps of "Forecasting the End." The programming block also will include live programming featuring a behind-the-scenes look at the Kennedy Space Center and the Space Weather Prediction

# BUSINESS & FINANCE

Center. -- **The Hub** premieres *Steven Spielberg's "Tiny Toon Adventures"* on July 1.

**VOD: Comcast** is helping parents and kids to survive the sizzling summer with the launch of its Xfinity TV Summer for Kids VOD offering, which includes more than 1K downloadable kids TV shows and films across platforms. Meanwhile, teaming with **Common Sense Media**, Comcast is integrating TV show and film ratings into Xfinity.com/TV kids content. The MSO also is working with the group to allow customers to filter content by age group and most-watched on Xfinity On Demand. The Xfinity TV Player App on Apple devices features a family and kids content section, allowing content search on-the-go. Nets and programmers participating in Summer of Kids include companies like **Cartoon Network, Disney, Encore, HBO, NBCU, Nick, Starz, the Hub Network** and **Showtime**.

**People: TX Cable Association's** new officer slate includes chmn *Craig D'Agostini*, sr dir of government affairs, **Comcast Houston**; and vice chmn, *Todd Baxter*, regional vp, government relations, **Time Warner Cable TX**. New board members include *Shawn Beqaj*, vp, government affairs, **BCI Broadband**; and *Michael Bybee*, sr manager, public relations, Comcast Houston.

**Editor's Note:** This will be your last issue of **CableFAX Daily** until Mon evening. Enjoy the July 4th holiday!

## CableFAX Daily Stockwatch

Company	07/03 Close	1-Day Ch	Company	07/03 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
DIRECTV:	63.08	0.93	GOOGLE:	886.43	4.12			
DISH:	42.64	(0.01)	HARMONIC:	6.47	UNCH			
DISNEY:	63.61	0.35	INTEL:	23.76	0.04			
GE:	22.91	0.01	JDSU:	14.52	0.02			
NEWS CORP:	29.65	0.44	LEVEL 3:	20.71	0.37			
<b>MSOS</b>								
CABLEVISION:	18.76	(0.26)	MICROSOFT:	34.01	0.07			
CHARTER:	127.64	2.50	RENTRAK:	19.96	(0.18)			
COMCAST:	41.15	0.40	SEACHANGE:	11.83	0.10			
COMCAST SPCL:	39.47	0.61	SONY:	21.65	(0.16)			
GCI:	9.11	0.46	SPRINT NEXTEL:	7.19	0.04			
LIBERTY GLOBAL:	76.99	1.34	TIVO:	11.31	0.04			
LIBERTY INT:	23.29	0.01	UNIVERSAL ELEC:	29.79	0.88			
SHAW COMM:	23.70	0.05	VONAGE:	2.79	0.01			
TIME WARNER CABLE:	112.45	2.98	YAHOO:	25.59	0.60			
WASH POST:	494.59	(1.09)	<b>TELCOS</b>					
<b>PROGRAMMING</b>								
AMC NETWORKS:	66.00	0.23	AT&T:	35.62	0.09			
CBS:	49.76	0.65	VERIZON:	51.01	0.38			
CROWN:	2.44	(0.01)	<b>MARKET INDICES</b>					
DISCOVERY:	80.62	2.12	DOW:	14988.55	56.14			
GRUPO TELEVISA:	24.06	(0.33)	NASDAQ:	3443.67	10.27			
HSN:	54.97	0.97	S&P 500:	1615.41	1.33			
INTERACTIVE CORP:	46.72	(0.41)	<b>TECHNOLOGY</b>					
LIONSGATE:	30.29	0.36	ADDVANTAGE:	2.25	(0.02)			
SCRIPPS INT:	68.76	0.53	ALCATEL LUCENT:	1.76	UNCH			
STARZ:	21.37	(0.16)	AMDOCS:	37.17	0.36			
TIME WARNER:	60.07	0.55	AMPHENOL:	78.90	0.43			
VALUEVISION:	5.17	0.16	AOL:	36.20	(0.43)			
VIACOM:	69.12	1.00	APPLE:	420.80	2.31			
WWE:	10.47	0.15	ARRIS GROUP:	14.38	(0.15)			
<b>TECHNOLOGY</b>								
ADDVANTAGE:	2.25	(0.02)	AVID TECH:	5.81	0.04			
ALCATEL LUCENT:	1.76	UNCH	BROADCOM:	33.41	0.06			
AMDOCS:	37.17	0.36	CISCO:	24.59	0.27			
AMPHENOL:	78.90	0.43	CLEARWIRE:	5.00	UNCH			
AOL:	36.20	(0.43)	CONCURRENT:	7.44	(0.14)			
APPLE:	420.80	2.31	CONVERGYS:	18.12	0.21			
ARRIS GROUP:	14.38	(0.15)	CSG SYSTEMS:	23.29	1.17			
AVID TECH:	5.81	0.04	ECHOSTAR:	38.95	0.09			
BROADCOM:	33.41	0.06						
CISCO:	24.59	0.27						
CLEARWIRE:	5.00	UNCH						
CONCURRENT:	7.44	(0.14)						
CONVERGYS:	18.12	0.21						
CSG SYSTEMS:	23.29	1.17						
ECHOSTAR:	38.95	0.09						

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