

CableFAX Daily™

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What the Industry Reads First

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Retrans Roller Coaster: DISH Battles Another Station, DirecTV Extends

Three weeks before the London Olympic Games, family-owned WFMJ-TV Channel 21 in Youngstown, Ohio went dark on **DISH**. The DBS op and **NBC** affil had recently extended the existing contract but failed to reach an agreement before the extension expired. Separately, **DirectTV** and **Northwest** agreed on yet another extension until July 31. The two have been negotiating since Jan '11. DISH called its last offer to WFMJ "fair and reasonable" as the broadcaster insisted its rate increase reflects the shifting marketplace. "We are disappointed that WFMJ has chosen to be so unreasonable in their demands," said *Andrew LeCuyer*, DISH vp, programming, in a statement. "Essentially, they are taking our customers hostage in these negotiations." DISH has worked on the negotiations with the broadcaster for months but said the WFMJ is asking for "an outrageous rate increase of more than 250 percent." Like its negotiation with **WV Media (Cfax, 7/6)**, DISH vowed to hold the line "against the kind of greed that would affect DISH customers adversely." The broadcaster fought back: "We are not asking DISH for rates that are out of line as compared to other distributors that we have settled with in 2012," WFMJ gm *Jack Grdic* told **CableFAX**. He said it's the 1st time WFMJ's signal has ever gone dark and said the station is "not willing to give huge discounts to DISH when other providers they compete with are paying market rates." He said WFMJ has alerted its other distribution partners of the blackout.

At the Portals: The **FCC** Media Bureau rejected a retrans negotiation complaint against **Shentel Communications** by **Allbritton**, owner of **WJLA-TV** Washington Fri. Allbritton, in complaint filed in Jan, alleged that Shentel violated its duty to negotiate in good faith for carriage of **WJLA-TV**, the in-market **ABC** affil. The station had asked the Commission to require Shentel to agree to carry the station on terms that Shentel previously proposed and wanted an enforcement action for the alleged good faith violation. Shentel argued its proposal had been rejected by Allbritton's subsequent counter offers, and thus was no longer available when Allbritton attempted to accept. In the order denying Allbritton's petition, the FCC noted that rates don't necessarily indicate the lack of good faith on either part. The Commission ruled that once a counter offer

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Wednesday — January 11, 2012 What the Industry Reads First Volume 23 / No. 006

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 discernment 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 different TV, and performance differed," said *Francisco Valera*, dir/global head of platform and games partnerships. "Noting YouTube's deals with **Samsung**, **LG** and its new **XBox** partnership, "I 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 HTML 5 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 for standards in referencing content. Social media is tricky, she noted. "Just because we are friends on Facebook doesn't mean we share content interests." Social TV is a top of mind at **Sony**, said *Shawn Laydon*, Sony Networked Entertainment COO. A goal of the **Playstation** Network is to enable cameras and other interfaces to let users share a more dynamic real-time experience than just pausing to tweet a score," Laydon said. But AT&T's Weber sounded a more reluctant note. "It's not an experience our customers want... It seemed so forced on the TV," he said. "Part of what drove U-verse-enabled [device] thinking is now you have a device that knows what you're watching and it is a more natural social environment." — *Cathy Applefeld Olson*


ABC Exec Session: As with **Fox (Clax, 1/10)**, ABC's TCA presentation offered further evidence to how the Big 4 are keeping an eye on cable. *Paul Lee* accentuated the positive Tues, praising ABC hits like "Revenge" and "Once Upon a Time" but also giving props to his cable sensibility Lee, who famously supercharged **ABC Family** before taking over as pres, **ABC Ent** in Aug '10, partially credited a cable-like push for **Once**. [ABC exp, planning and scheduling] *Jeff Bader* did a




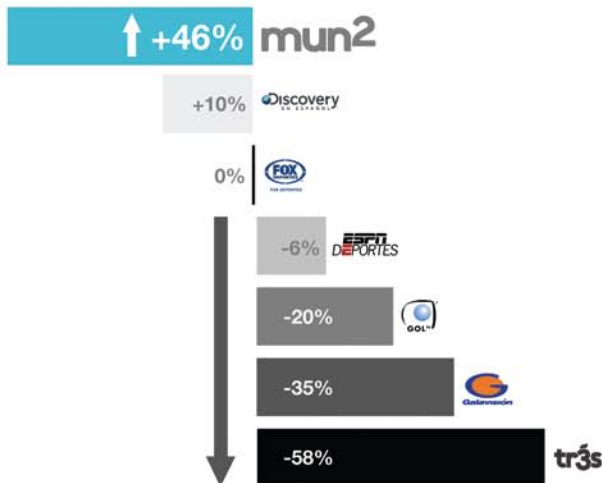
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Source: #1 Statement = NPM P18-34 (000) L+SD, 2Q'12 (03/26/2012-06/24/2012)
vs 2Q'11 (03/26/2011-06/26/2011) Mon-Sun 8p-11p (mun2, GAL, DISE).
Fastest Growing Statement = NPM-Hispanic P18-34 (000) & P18-49 (000) L+SD;
Mon-Sun 7p-11p 2Q'12 (03/26/2012-06/24/2012) vs 2Q'11 (03/26/2011-06/26/2011).
Qualifications available upon request.

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was made, Shentel wasn't bound by the initial offer. **ACA** pres/CEO *Matt Polka* lauded the Media Bureau for "rejecting Allbritton's frivolous claims of bad faith... Although Allbritton's effort to gouge Shentel customers was unsuccessful, ACA Members around the country know very well that many broadcasters are relying on anticompetitive tactics to boost retransmission consent revenue, especially the well-documented practice of coordinated retransmission consent negotiating by separately owned TV stations serving the same local market." -- The **Dept of Energy** wants to let pay-TV ops and energy-efficiency advocates develop guidelines to improve the efficiency of set-top boxes, according to a notice Thurs. "If successful, a non-regulatory agreement could become effective quickly," it said. The agency will be involved too: If private agreement can't be reached or if any types of set-tops aren't covered by a non-regulatory agreement, DoE will prepare a regulatory standard.

Rumor Mill: The *NY Post* on Fri reported that **Comcast** plans to sell **NBCU's** 15% stake in **AETN** for \$2.8bln to the net's other owners **Disney** and **Hearst**, which each own a 42.5% stake and would be splitting the Comcast stake equally. In May, Comcast mentioned in a regulatory filing that its stake was worth just over \$2bln. The Post also reported that remaining issues relate to retrans fee negotiations between Hearst and Comcast around Hearst's NBC-affiliated stations. Comcast and AETN weren't commenting on the report Fri. The potential sale fits in with Comcast strategy to sell assets in which it doesn't control operationally, according to **Wells Fargo**, which also views the news as positive for Disney, whose AETN stake would likely rise to 50%.

Launch Pad: **Hughes'** EchoStar XVII satellite was launched and placed into geostationary transfer orbit late Thurs. The satellite is designed to increase Internet browsing performance and support high-bandwidth apps like video and music. **DirectTV** sells Hughes satellite Internet service.

Online: With the goal of improving live streaming of the London Olympic Games, **Synacor's** TV Everywhere platform will be the authentication device for distributors of **NBCU's** Olympics coverage. The platform features video aggregation, mediation, and single sign-on authentication, as well as back-office integrations with cable ops' rights and billing systems. The "exhaustive" metadata lets viewers quickly and seamlessly access content. Synacor has signed on ops like **Charter**, **DISH**, **Mediacom**, **Suddenlink** and **CableOne**.

Programming: Good news **Time Warner Cable** digital subs. The op is offering highly anticipated "**UFC 148: Silva vs. Sonnen II**," live on a pay-per-view July 7 at 8pm. -- **DISH** made this July the summer movie special month with free previews on 7 **Encore** channels, **Encore HD**, **MoviePlex**, and the **IndiePlex HD** premium movie channels. Through July 24, the free preview will provide subs access to the 2-part Encore original event "Thorne," movies including *The Social Network*, *The Green Hornet* and 19 classics from the James Bond collection. -- **Sony's** video game "Uncharted" voice stars *Nolan North* and *Claudia Black* will join their "Uncharted" co-star *Emily Rose* on the 3rd season of **Syfy's** 1-hour drama series "Haven," which starts Fri, Sept 1 at 10pm. -- **Hallmark Channel** is bringing its summer holiday movie weekend marathon July 14-15, starting with "*Debbie Macomber's Mrs. Miracle*" at 6am.

Alliance: Latino-focused content development/marketing firm **LatinPointe Brands** will team with the **Lippin Group** to work on marketing campaigns for clients targeting the Hispanic market.

Editor's Notes: Experts from companies including **Comcast**, **ESPN** and **Univision** will gather on July 17 to offer insights on how sports content fits into the fast-growing Latino market in the next **CableFAX** Webinar. More info: http://www.cablefax.com/cfp/webinars/2012_July17/ -- Still time (barely) to enter the Platinum Awards presented by **CableFAX** sister pub *Communications Technology*. The awards recognize excellence in technology innovation, implementation and PR/marketing in the highly competitive and dynamic broadband communications technology arena. The late entry deadline is July 13. -- We're not quite sure how **CableFAX** exec editor *Michael Grebb* ended up on a UFO investigation with the crew from **NatGeo's** new show "Chasing UFOs," but we're guessing he won't be invited back to the field. To see why, check out this video: <http://www.youtube.com/watch?v=fcYyQeucjzs>

CableFAX Week in Review

Company	Ticker	7/6 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS
 DIRECTV:.....DTV.....49.24.....0.86%.....15.15%
 DISH:.....DISH.....28.48.....(0.25%).....0.00%
 DISNEY:.....DIS.....48.04.....(0.95%).....28.11%
 GE:.....GE.....20.00.....(4.03%).....11.67%
 NEWS CORP:.....NWS.....22.37.....(0.67%).....23.05%

MSOS
 CABLEVISION:.....CVC.....13.32.....0.23%.....(6.33%)
 CHARTER:.....CHTR.....72.08.....1.71%.....26.59%
 COMCAST:.....CMCSA.....31.36.....(1.91%).....32.26%
 COMCAST SPCL:.....CMCSK.....30.85.....(1.75%).....30.94%
 GCI:.....GNCMA.....8.99.....8.31%.....(8.17%)
 KNOLOGY:.....KNOL.....19.70.....0.15%.....38.73%
 LIBERTY GLOBAL:.....LBTYA.....50.87.....2.50%.....23.98%
 LIBERTY INT:.....LINTA.....17.74.....(0.17%).....9.37%
 SHAW COMM:.....SJR.....19.20.....1.80%.....(0.88%)
 TIME WARNER CABLE:.....TWC.....81.89.....(0.26%).....28.82%
 VIRGIN MEDIA:.....VMED.....24.56.....4.91%.....14.87%
 WASH POST:.....WPO.....368.50.....(1.42%).....(2.21%)

PROGRAMMING
 AMC NETWORKS:.....AMCX.....38.62.....8.64%.....2.77%
 CBS:.....CBS.....32.56.....(0.67%).....19.97%
 CROWN:.....CRWN.....1.76.....16.56%.....45.45%
 DISCOVERY:.....DISCA.....52.81.....(2.2%).....28.90%
 GRUPO TELEVISIA:.....TV.....21.41.....(0.33%).....1.66%
 HSN:.....HSNI.....40.88.....1.31%.....12.74%
 INTERACTIVE CORP:.....IACI.....46.58.....2.15%.....9.34%
 LIONSGATE:.....LGF.....14.70.....(0.27%).....76.68%
 LODGENET:.....LNET.....1.37.....4.58%.....(42.68%)
 NEW FRONTIER:.....NOOF.....1.62.....(1.22%).....57.28%
 OUTDOOR:.....OUTD.....7.28.....4.00%.....(2.41%)
 SCRIPPS INT:.....SNI.....55.98.....(1.56%).....31.97%
 TIME WARNER:.....TWX.....38.59.....0.23%.....6.78%
 VALUEVISION:.....VVTV.....2.35.....12.98%.....25.00%
 VIACOM:.....VIA.....51.12.....0.27%.....(4.14%)
 WWE:.....WWE.....7.81.....(0.13%).....(16.2%)

TECHNOLOGY
 ADVANTAGE:.....AEY.....2.05.....(0.49%).....(2.38%)
 ALCATEL LUCENT:.....ALU.....1.51.....(7.36%).....(3.21%)
 AMDOCS:.....DOX.....29.80.....0.51%.....4.45%
 AMPHENOL:.....APH.....53.52.....(2.53%).....17.91%
 AOL:.....AOL.....28.40.....1.14%.....88.08%
 APPLE:.....AAPL.....605.88.....3.75%.....49.60%
 ARRIS GROUP:.....ARRS.....13.89.....(0.11%).....28.42%
 AVID TECH:.....AVID.....8.19.....10.23%.....(3.99%)
 BLNDER TONGUE:.....BDR.....1.16.....12.63%.....(4.91%)
 BROADCOM:.....BRCM.....32.57.....(3.52%).....10.93%
 CISCO:.....CSCO.....16.77.....(2.33%).....(7.25%)
 CLEARWIRE:.....CLWR.....1.10.....(1.79%).....(43.3%)
 CONCURRENT:.....CCUR.....3.93.....(6.65%).....3.69%
 CONVERGYS:.....CVG.....14.95.....1.29%.....17.07%
 CSG SYSTEMS:.....CSGS.....17.75.....2.72%.....20.67%
 ECHOSTAR:.....SATS.....28.36.....7.34%.....35.43%
 GOOGLE:.....GOOG.....585.98.....1.02%.....(9.28%)
 HARMONIC:.....HLIT.....4.23.....1.20%.....(16.07%)

Company	Ticker	7/6 Close	1-Week % Chg	YTD %Chg
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INTEL:.....INTC.....26.16.....(1.86%).....7.86%
 JDSU:.....JDSU.....10.58.....(3.82%).....1.34%
 LEVEL 3:.....LVL1.....20.62.....(6.91%).....21.37%
 MICROSOFT:.....MSFT.....30.18.....(1.32%).....16.28%
 RENTRAK:.....RENT.....20.48.....(0.82%).....43.42%
 SEACHANGE:.....SEAC.....7.82.....(4.98%).....11.24%
 SONY:.....SNE.....13.64.....(4.21%).....(24.39%)
 SPRINT NEXTEL:.....S.....3.29.....0.92%.....40.60%
 TIVO:.....TIVO.....8.33.....0.85%.....(7.13%)
 UNIVERSAL ELEC:.....UEIC.....13.72.....4.18%.....(18.67%)
 VONAGE:.....VG.....2.04.....8.51%.....(16.73%)
 YAHOO:.....YHOO.....15.78.....0.83%.....(2.17%)

TELCOS
 AT&T:.....T.....35.44.....(0.62%).....17.20%
 VERIZON:.....VZ.....44.42.....(0.05%).....10.72%

MARKET INDICES
 DOW:.....DJI.....12772.47.....(0.84%).....4.54%
 NASDAQ:.....IXIC.....2937.33.....0.08%.....12.75%
 S&P 500:.....GSPC.....1354.68.....(0.55%).....7.72%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CROWN:.....	1.76	16.56%
2. VALUEVISION:.....	2.35	12.98%
3. BLNDER TONGUE:.....	1.16	12.63%
4. AVID TECH:.....	8.19	10.23%
5. AMC NETWORKS:.....	38.62	8.64%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:.....	1.51	(7.36%)
2. LEVEL 3:.....	20.62	(6.91%)
3. CONCURRENT:.....	3.93	(6.65%)
4. SEACHANGE:.....	7.82	(4.98%)

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