

CableFAX Daily™

Tuesday — July 16, 2013

What the Industry Reads First

Volume 24 / No. 136

CEOs for Hire: Turner-Lee's Departure Creates 2 Industry Assn Openings

Anyone dreaming of heading an industry association has a better shot these days with **CTAM** and now **NAMIC** both searching for CEOs. Earlier this year, longtime CTAM head *Char Beales* announced her retirement at year-end. On Mon, NAMIC said pres/CEO *Nicol Turner-Lee* would depart at the end of the month to pursue other opportunities. Her resignation comes shortly after the board completed an audit stemming from an anonymous email that had alleged mismanagement of the industry's diversity organization. The board found no evidence of wrongdoing, and her departure does not appear to be related to the audit. Turner-Lee, who could not be reached for comment Mon, never moved from DC to NYC, where NAMIC is based. Some believe her interests continue to lie in public policy, which may offer a hint as to what's next for Turner-Lee. When she joined NAMIC in Apr '12, the former vp and dir of the **Joint Center for Political and Economic Studies'** Media and Technology Institute made it clear research would be an important part of her role at the organization. "I spent most of my career creating evidence that creates a compelling case for good public policy. At NAMIC, I'm hoping to generate more research reports that provide the evidence for good business," she told us last May. NAMIC will present its Advanced Investment Measurement (AIM) survey during a town hall meeting Oct 8 in NYC as part of Cable Diversity Week. In announcing Turner-Lee's departure, NAMIC board chair *Michael Armstrong* thanked her for the many contributions she made to NAMIC and the industry during her tenure. "We wish her the best in her future endeavors," he said. A succession plan will be announced at a later date, with the exec cmte to oversee the organization in the interim. The NAMIC board took a similar role in Oct '11 when *Kathy Johnson* departed as pres after 13 years with the association. "Organizationally, NAMIC is strong and we look forward to continuing our mission of educating, advocating and empowering for diversity in the cable telecommunications industry," Armstrong said.

Speed Test: Cable execs from **NCTA, Comcast, Time Warner Cable, Cox, Charter** and **Cablevision** visited the **FCC** last week to discuss the Commission's upcoming broadband performance testing. The cable contingent is concerned that despite "significant outreach," some customers fail to respond to offers for a new cable modem, thus affecting their ability to attain upgraded speeds. Some possible solutions could be for the FCC to solicit new panelists who own or lease modems capable of receiving the subscribed-to speeds, the operators suggested. In other speed news, the FCC is moving forward in its work to measure mobile broadband, a project first announced in Sept. Initial beta testing was complete at the end of May, with the hope that a public release would be ready next month. The FCC's fixed broadband measurement project was able to garner more than 100K volunteers with minimal publicity.

Sports, Sports, Sports: The *WSJ* put sports costs in the spotlight with a page 1 story Mon that delved into how MVPDs have started looking more closely at sports viewing per data from set-tops and how small the TV audience is for most sports (less than 3% of HHs with TV in any given market, on average, tune in to watch their hometown **NBA** teams play,





**FORECASTING TRENDS.
FOSTERING INNOVATION.
LEADING CHANGE.**

REGISTER FOR THE CONFERENCE
TODAY AT WICT.ORG

THE 2013 WICT
**LEADERSHIP
CONFERENCE**



OCTOBER 7-8, 2013
DURING DIVERSITY WEEK
NEW YORK MARRIOTT MARQUIS

THE 2013 WICT
**TOUCHSTONES
LUNCHEON**



OCTOBER 7, 2013
11:15 AM-1:15 PM
NEW YORK MARRIOTT MARQUIS



Women in Cable
TelecommunicationsSM

WE GRATEFULLY ACKNOWLEDGE THE TOP SPONSORS OF THE 2013 WICT LEADERSHIP CONFERENCE

PLATINUM

COMCAST NBCUNIVERSAL

GOLD

VIACOM | epix

SILVER

Turner
A Time Warner Company

BRONZE

suddenlink

CHAMPION

HBO

WE GRATEFULLY ACKNOWLEDGE THE
PREMIER SPONSOR OF THE 2013 WICT
TOUCHSTONES LUNCHEON

We^{TV}

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Sales Mgr, Susan Kim, 301.354.2010, skim@accessintel.com ● Marketing Dir: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Subs/Client Svcs: 301.354.2101 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

the article said). In fact, a report last week from **Needham Co's Laura Martin** helps put the problem in perspective. Martin and her team estimated that a sports tier would drive \$13bln of lost revenue annually—\$3bln in lower advertising and \$10bln in lower subscription revenue. “If sports leaves the bundle, we estimate that many of the 20 million households that are heavy sports viewers today would disconnect the remaining entertainment bundle, thereby further pressuring ecosystem profits,” the report concluded, even though sports accounts for about 50% of sub fees and accounts for less than 25% of total viewing. “We can find no math where unbundling is the best economic answer.”

On the Hill: House communications and tech subcmte head **Greg Walden** (R-OR) wants to cap the USF fund in light of the current economic environment. In a letter to **FCC** acting chairwoman **Mignon Clyburn**, Walden said leaving the fund uncapped would make it vulnerable to “endless expansion at the expense of ratepayers.” If expansion is deemed necessary, the FCC should “work with the Federal-State Joint Board on Universal Service to find ways to do so under the funding cap.”

M&A: AT&T's proposed acquisition of prepaid carrier **Leap Wireless** for \$4bln (including \$2.8bln of debt) increased the possibility of a **DISH/DirecTV** tie-up, **Craig Moffett** with **Moffett Research** wrote. Analysts had predicted an AT&T/DISH deal or a DISH/Leap deal. According to **Wells Fargo** analysts, Leap's spectrum, potentially worth about \$2.1bln, is comprised of AWS, PCS, and 700MHz. “The urgency of pay TV/wireless players to engage with DISH has considerably jumped” post the AT&T/Leap proposed deal, **Macquarie** analysts wrote. They noted the limited amount of spectrum coming to the market over the next few years, including the **FCC's** H-block auction late '13/early '14, the broadcast incentive auction, and Lightsquared's potential 35 Mhz L-band spectrum sale. An AT&T/Leap combination doesn't preclude a potential AT&T/DISH deal, the analysts said, noting that AT&T and DISH's spectrum positions are “remarkably intertwined.” The analysts continue to see potential alignments with **Verizon, T-Mobile, Softbank-Sprint, DirecTV**, among others. Specifically, T-Mobile's interest in DISH might have risen, since the carrier was once in pursuit of Leap. Based on AT&T's offer, Wells Fargo analysts estimated that DISH's total spectrum holdings could potentially be worth \$11.7bln.

In the States: **Comcast** debuted its cloud-based X1 video platform in FL for subs in the Jacksonville, Sarasota, and Naples areas. It's no extra charge for existing subs or new ones who order select Triple Play packages with HD/DVR service.

Ratings: During the 10pm hour Sat, when the **George Zimmerman** verdict was announced, **Fox News** averaged 3.7mln total viewers. **CNN** had 3.4mln viewers, but topped Fox in the 25-54 demo (1.7mln vs 1.1mln). **MSNBC** had 1.3mln total viewers, 510K 25-54s, and **HLN** notched 2.2mln P2+ and 980K in the so-called news demo. -- **Nick's** weekend launch of “The Haunted Hathaways” scored 3.3mln total viewers with triple-digit gains over last year with kids. The new live-action comedy's Sat primetime premiere averaged a 5.5/1.8 mln among 2-11; a 6.6/1.3 mln with 6-11, and a 5.2/1.1 mln among 9-14. -- **FX's** new series “The Bridge” will likely be the net's most-watched series premiere ever when Live+7 time-shifted viewing is available. In total viewers, the premiere was up 53% on Live+3 from Live+Same Day, with 4.64mln total viewers. It's now the net's 3rd most-watched debut ever and will need an additional 11% increase from Live+3 to Live+7 to surpass the premiere ep of “The Americans,” FX's most-watched series premiere (Live+7) that scored 5.11mln total viewers.

Awards: With 4 awards, **CNN** won big at this year's **NAMIC** Vision Awards, which recognize original multiplatform programming that reflects the experiences and contributions of people of color. **HBO, Nick** and **TV One** also won multiple awards.

Over-the-Airheads: **Raycom** renewed African-American broadcast net **Bounce TV** for 26 DMAs, and is adding it in

CableFAX
Webinar

Tuesday, July 23
1:00-3:00pm ET

Social Media Measurement:
Strategies for Measuring Tune-In and Engagement with Cable Brands

Join CableFAX for an information-packed webinar that will shed light on how to measure your social media activities—and determine what's working and what's not.

Register Today!

www.cablefax.com/webinars

BUSINESS & FINANCE

Panama City, FL, and Knoxville, TN. The commitment is through '19. LIN extended its agreement in 4 markets, and Belo renewed its deal to carry Bounced in Houston. Also reupping is **Louisiana Media Co's WVUE** in New Orleans. -- The **FCC** Enforcement Bureau extended until Aug 2 the deadline to file reply comments in its request for comment on whether the full Commission should make changes to its current broadcast indecency policies. The deadline had been July 18, but **College Broadcasters Inc** requested the extension.

People: Former **GSN** head of programming *Kelly Goode* was named vp, original programming for **ABC Family**. She most recently worked as an in-house exec producer through an overall development deal with GSN. -- **Univision** upped *Ruth Gaviria* to evp, corporate marketing.

Oops! Our **Emmy** news and doc wrap-up last week inadvertently left out **Nat Geo Channels**, which snagged 6 nominations (5 for **Nat Geo** and 1 for **Nat Geo Wild**).

Business/Finance: **Moody's Investors Service** assigned an "SGL-2" speculative grade liquidity rating to **WideOpenWest (WOW) Finance**. "The \$200mIn revolver supports good liquidity for WOW," the firm said, adding that it anticipates a peak draw of less than \$50mIn over the next 12 months and paydown of the facility to zero sometime next year.

CableFAX Daily Stockwatch

Company	07/15 Close	1-Day Ch	Company	07/15 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DIRECTV:	65.25	0.34	GOOGLE:	924.69	1.69			
DISH:	44.45	1.33	HARMONIC:	7.00	0.11			
DISNEY:	65.93	(1.05)	INTEL:	23.94	0.04			
GE:	23.63	(0.13)	JDSU:	14.99	(0.15)			
NEWS CORP:	30.00	(0.19)	LEVEL 3:	21.80	0.05			
MSOS								
CABLEVISION:	18.93	0.12	MICROSOFT:	36.17	0.50			
CHARTER:	124.58	(0.09)	RENTRAK:	21.12	0.58			
COMCAST:	44.15	(0.53)	SEACHANGE:	12.27	0.30			
COMCAST SPCL:	42.39	(0.33)	SONY:	22.24	0.05			
GCI:	9.25	(0.03)	SPRINT NEXTEL:	6.72	0.27			
LIBERTY GLOBAL:	79.78	0.56	TIVO:	11.68	0.06			
LIBERTY INT:	24.40	(0.1)	UNIVERSAL ELEC:	30.59	(0.05)			
SHAW COMM:	24.60	(0.02)	VONAGE:	3.19	0.11			
TIME WARNER CABLE:	114.89	(0.27)	YAHOO:	27.34	0.11			
WASH POST:	518.44	3.11	TELCOS					
PROGRAMMING								
AMC NETWORKS:	68.59	(0.01)	AT&T:	35.55	(0.26)			
CBS:	53.13	0.24	VERIZON:	49.96	(0.45)			
CROWN:	2.49	(0.01)	MARKET INDICES					
DISCOVERY:	84.44	(0.63)	DOW:	15484.26	19.96			
GRUPO TELEVISIA:	25.45	0.05	NASDAQ:	3607.49	7.41			
HSN:	57.95	0.08	S&P 500:	1682.50	2.31			
INTERACTIVE CORP:	51.32	0.29						
LIONSGATE:	32.76	(0.13)						
SCRIPPS INT:	73.06	0.37						
STARZ:	24.11	0.22						
TIME WARNER:	61.42	(0.28)						
VALUEVISION:	5.60	0.02						
VIACOM:	72.75	0.34						
WWE:	11.16	0.15						
TECHNOLOGY								
ADVANTAGE:	2.35	0.01						
ALCATEL LUCENT:	1.93	(0.01)						
AMDOCS:	38.15	(0.26)						
AMPHENOL:	84.92	(0.46)						
AOL:	38.30	0.40						
APPLE:	427.44	0.93						
ARRIS GROUP:	15.49	(0.01)						
AVID TECH:	6.23	0.02						
BLNDER TONGUE:	1.00	0.01						
BROADCOM:	34.45	(0.38)						
CISCO:	25.93	(0.01)						
CONCURRENT:	7.85	(0.03)						
CONVERGYS:	19.13	0.01						
CSG SYSTEMS:	23.64	0.04						
ECHOSTAR:	41.01	0.02						

CableFAX

Join our Social Networking Groups!

Share ideas, connect with colleagues and be the first to hear about important industry events and deadlines.

www.cablefax.com

facebook

cablefax.com/facebook

twitter

cablefax.com/twitter

LinkedIn

cablefax.com/linkedin

CableFAX TECH

Funding TV Tech

As TV expands beyond the living room, investors seem to be eyeing firms (many startups) that offer new second screen services. The past week certainly has been a lucky one for TV tech new kids. **Shazam**, most widely known as a music recognition and discovery firm, received a \$40mln investment from Latin America mobile carrier **American Movil**. The company plans to use the funding to further expand its software-based services beyond music and into the TV space. A few days later, the company scored a partnership with global ad agency **Y&R** to accelerate the second screen activation of advertising. As part of the deal, Y&R will work with Shazam's advertising team to offer the agency's clients the Shazam for TV platform, which allows the companies to determine consumer interest in Shazam-enabled advertisements. Meanwhile, IPTV startup **Tivli** closed a \$6.3mln funding round that includes investments from high-profile investors like **HBO** and *Mark Cuban's Radical Investment*. The company, which offers IP-based TV services to university students on their personal devices, will use the money for expansion and other "operational and strategic initiatives," it said. The startup, incubated by **Harvard Student Agencies, the Technology and Entrepreneurship Center at Harvard, Summer at Highland, Fresh Pond Partners**, and the **Harvard Innovation Lab** (i-lab), is rolling out integration with TVE and on-demand products like HBO Go. Just last month, **Watchwith**, a startup that provides sync-to-broadcast service to second screen platforms, got a major boost with a new \$5mln in funding by **Rogers Ventures, Arris** and **Gracenote**. The company enables broadcasters to offer trivia questions and other information relevant to the program currently being viewed, via mobile devices or the TV screen. Perhaps the biggest surprise came from **Hulu**: Its investors, including **Disney, NBCU** and **21st Century Fox**, decided not to put the streaming service provider on sale, after receiving bids from several potential suitors. The inves-

tors are also providing \$750 million in cash to fund future growth. It's a good time to be in the TV technology biz.

Ad Solutions: **BlackArrow** demonstrated its support for the Entertainment ID Registry, a universal unique identifier system for motion pictures and TV programs, and Ad-ID at a recent interoperability event hosted by **CableLabs**. The TV advertising tech firm's advanced ad system was used at the event to provide core advertising functionality, including campaign management, ad decision serving and reporting and inventory management, as part of a test bed of SCTE 130-compliant products. Other participants in the interoperability event included **NBCU, Canoe Ventures, Vubiquity** and **Rentrak**.

WiFi: Cable's WiFi ambition is no secret. As **Time Warner Cable** celebrated the launch of more than 1K WiFi hotspots in Manhattan last week (It plans to deploy up to 10K WiFi access points in NY by year-end), it's set to announce the launch of WiFi hotspots in NYC parks Tues with **Cablevision**. Regulators recently re-emphasized support of WiFi. In light of **WV University's** launch of a campus-wide WiFi network last week, **FCC** acting chairwoman *Mignon Clyburn* said "innovative deployment of TV white spaces presents an exciting opportunity for underserved rural and low-income urban communities across the country." The university teamed with AIR.U (Advanced Internet Regions University) to provide free public WiFi access for students and faculty.

Rovi: **Rovi** and **Freescale** semiconductor recently launched Android Integrated circuit chipset certified for DivX Plus streaming. The applications processor with Android Integrated Circuit is designed for use in various Android-based consumer products for OTT HD content delivery.

People: Multiplatform ad firm **Ensequence** upped its vp, engineering **Roger Demuth** to CTO.

**SAVE
THE
DATE**

CableFAX
TV Innovation Summit
Monetizing Apps, TVE and Social TV

Tuesday,
September 24, 2013
The Yale Club, NYC

Join us in NYC to discuss the opportunities and challenges associated with television's new multi-screen dynamic. This TV Summit will tell you everything you need to know about TV Everywhere, Social TV, 2nd Screen Apps and how to successfully converge them into your business strategy.

Register Today! www.cablefaxtvsummit.com