

CableFAX Daily™

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What the Industry Reads First

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Mobile Content On the Move: More of it Available Via Additional Avenues

Perhaps the biggest news of a Mon chock-a-block with items underscoring the burgeoning mobile content world was the launch of the **CNN App** for iPads, iPhones and iPod touches. The app offers live 24-hour streaming of the net and HLN via authentication to subs (approx 50mln total) of providers including **Comcast, Cox, Suddenlink, DISH, Verizon** and **AT&T**—meaning **Time Warner Cable** and **Cablevision** customers have been initially shut out. Possibly passed over because they don't offer **HBO Go**, CVC and TWC both noted how their own respective iPad apps feature CNN and HLN. TWC added that it's currently negotiating for online rights outside the home. Early last month, HBO chmn/CEO *Bill Nelson* was more optimistic about a deal for HBO Go with TWC than CVC (*Cfax*, 6/3). Time Warner failed to respond to inquiries Mon. Online streaming of CNN and HLN is now also available at **CNN.com**, again through service providers. "We have long believed that our growth depends on keeping CNN essential and relevant to consumers wherever they are," said CNN pres *Jim Walton* in a release. Additional mobility news came from AT&T, whose **AT&T U-verse Mobile** app has expanded to several **Android** devices and now features access to more than 100 TV series on more than 20 mobile devices. And the new \$9.99 **Orb Live** app for iPhones and Android devices from Orb Networks offers mobile access to online content from programmers including **ESPN, Fox, ABC, CBS** and **Fox**. Orb said the app marks the 1st service to stream free, ad-supported **Hulu** to mobile devices. Also, the **Mobile Content Venture**, comprised of 12 station groups including **Raycom, Cox** and **Hearst**, unveiled **Dyle** (www.Dyle.tv) as the brand name to help customers identify devices enabling live broadcast TV. Lastly, **CEA** upped to 5.6% from 3.5% its estimate for industry '11 shipment revenues, noting smartphones will drive the growth with a 45% jump in unit sales. Tablets are projected to grow 157% in '11, to \$14bln in rev.

Deals: **James Cable** acquired for an undisclosed amount the **Waycross Cable** system that serves more than 8K subs and passes more than 13K homes and in Waycross, GA, and the adjacent state counties of Ware and Brantley. Waycross Cable will continue to operate under its established **Mediastream** name.

In the States: **Verizon Wireless** will light up 28 additional markets this week with 4G LTE services to bring the total



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city count to 102.

Towel in the Ring: HBO Sports pres *Ross Greenburg* said he's resigning after declining to renew his contract. Greenburg, who has been with the company for 33 years, said in a release that "it felt like the right moment for me to focus my time and energy on developing projects that are particularly interesting to me." A winner of 51 Sports Emmys and 8 George F. Peabody Awards, Greenburg created "Real Sports with Bryant Gumbel" and spearheaded the popular "24/7" and "Hard Knocks" franchises, and will perhaps remain best known for championing the sport of boxing. Yet rampant speculation pegs *Manny Pacquiao's* move to **Showtime PPV** this year as the impetus for his departure. Greenburg said that isn't the case in a *NY Times* article. "He has helped redefine the sports programming genre and set an extraordinary standard of excellence in the industry," said HBO co-pres *Richard Plepler* and HBO programming pres *Michael Lombardo*. "We will miss his leadership, vision, creativity and passion for sports television."

Earnings: **Gannett** reported flat 2Q TV rev of \$177.7m on an \$8.8m slide in political ads, despite a nearly 24% surge in retrans rev to \$19.4m. TV segment digital rev rose 29%, while the broadcaster's digital segment posted rev of \$173.4m (+12.6%) on the strength of CareerBuilder.

Advertising/Marketing: **Sundance Channel** joined with **Suburu** for an exclusive product integration and branded ent campaign tied to net series "Ludo Bites America" (Tues), in which restaurateurs *Ludo* and *Krissy Lefebvre* will travel in a Suburu Outback to open their pop-up eatery for 1-night culinary stands in cities across America. Also included: 5 vignettes tied to themes such as adventure, passion and social responsibility. -- An **Interactive Advertising Bureau** survey found that 63% of brand marketer respondents have increased their mobile ad spend over the past 2 years, with nearly 30% reporting a rise of more than 50%. 72% expect to boost their mobile budget over the next 2 years, while 35% foresee an increase of at least 50%. Most often cited as benefits of the mobile platform: immediacy, cost-effectiveness and increased engagement.

Ratings: Many of them no doubt disappointed with the result, approx 13.46m total viewers tuned in to **ESPN's** Sun coverage of Japan's victory over the US in the Women's World Cup Finals—the most ever for a soccer match on an ESPN network and 6th-most ever for a US soccer telecast. The match also marked the 2nd most-watched daytime telecast in cable history behind the Jan 1 Rose Bowl on ESPN (20.56m P2+). Moreover, it delivered a record audience of more than 548K uniques for women's sports on **ESPN3.com**, and logged a total of 38.6m minutes consumed collectively across the site, **ESPNnetworks.com** and the **WatchESPN** app. -- **AMC's** "Breaking Bad" roared back for a 4th season Sun night, posting series highs in HH rating (1.8) and viewership among P2+ (2.6m), 18-49s (1.4m) and 25-54s (1.4m).

Programming: **FX** ordered 13 eps of original drama "American Horror Story" (Oct), from "Nip/Tuck" and "Glee" exec producers *Ryan Murphy* and *Brad Falchuck* and vaguely described as centered on "a family of three who move from Boston to Los Angeles as a means to reconcile past anguish." -- **Syfy** greenlit "Monster Man," a docu-series about a quirky Hollywood creature-making family, and acquired the 4th season of "Merlin" from **FreemantleMedia**. -- **NBC News'** "Meet the Press" and **Facebook** will present a GOP presidential debate in NH next year on the Sun immediately before the state's Republican primary. The event will also air live on **MSNBC** and **New England Cable News**, and streamed live at **MSNBC.com**. -- As **Investigation Discovery's** 1st docu-series, "Big Law: Deputy Buttebear" (Aug 9) chronicles the new career of the former heavyweight boxer. -- **VH1** greenlit a 2nd season of "Single Ladies," which is averaging 2.8m total viewers during its inaugural run.

Honors: **Nat Geo** led cable with 15 **News & Doc Emmy Awards** noms, immediately ahead of **HBO** (12), **CNN** (8) and **Discovery Channel** (7). As **CBS** paced all nets with 34 nods, other cable channel nominees include **CNBC** (6), **BBC America** (4), **HDNet** (4), **MSNBC** (4), **A&E** (3), **Animal Planet** (2), **History** (2), **Smithsonian Channel** (2), and with 1 each **Planet Green**, **Science Channel**, **Showtime**, **Sundance Channel** and **VH1**.

Public Affairs: **NBCU** and the **Comcast Foundation** supported the **Ryan Seacrest Foundation's** launch of **The Voice at The Children's Hospital of Philadelphia**. The closed-circuit broadcast center allows patients to learn about the broadcast arts and how to operate an in-house studio.

BUSINESS & FINANCE

On the Circuit: SCTE is set to address cable tech advancements in the areas of “green” solutions and next-generation video architecture within pavilions at the **SCTE Cable-Tec Expo** in Nov.

People: Charter welcomed former company evp/CTO *Wayne Davis* back as vp, technical operations. -- *Patrick McCormack* joined **The Weather Channel** as vp, mobile sales and strategy. -- **MGM** tapped *Vicky Gregorian* as svp, domestic TV distribution and *Vinicio Espinosa* as vp, Latin American TV distribution, and elevated *Susan Hummel* to svp, US basic cable and Canada TV and *Damien Marin* to svp, pay TV and digital media.

Business/Finance: Although **News Corp** shares shed an additional 4.29% Mon after a horrific showing last week following the phone hacking scandal, **BTIG** analyst *Richard Greenfield* said *Rupert Murdoch* would likely have to be convicted of a felony before the US division's ownership of TV stations is affected. Murdoch is slated to answer to the UK Parliament's House of Common Culture, Media and Sports Cmte Tues morning, with most of the US cable news nets offering coverage. -- **Cisco** said it's eliminating 6,500 jobs in a cost-cutting maneuver. The company also agreed to sell its set-top manufacturing facility in Juarez, Mexico to **Foxconn Technology Group**.

CableFAX Daily Stockwatch

Company	07/18 Close	1-Day Ch	Company	07/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	51.67	(0.47)	BIGBAND:	2.05	(0.05)
DISH:	30.67	(0.1)	BLNDER TONGUE:	1.63	(0.05)
DISNEY:	38.75	(0.52)	BROADCOM:	32.65	(0.62)
GE:	18.29	(0.12)	CISCO:	15.44	(0.15)
NEWS CORP:	15.40	(0.69)	CLEARWIRE:	3.09	(0.17)
MSOS					
CABLEVISION:	25.64	(0.27)	CONCURRENT:	6.30	0.12
CHARTER:	56.28	(1.06)	CONVERGYS:	12.80	(0.33)
COMCAST:	23.93	(0.2)	CSG SYSTEMS:	18.18	(0.29)
COMCAST SPCL:	23.19	(0.17)	ECHOSTAR:	36.53	(0.13)
GCI:	11.97	(0.25)	GOOGLE:	594.94	(2.68)
KNOLLOGY:	14.11	(0.2)	HARMONIC:	6.83	(0.01)
LIBERTY CAPITAL:	83.81	(3.01)	INTEL:	22.28	(0.09)
LIBERTY GLOBAL:	42.25	(1.42)	JDSU:	14.38	(0.54)
LIBERTY INT:	16.44	(0.71)	LEVEL 3:	2.26	(0.09)
SHAW COMM:	22.24	(0.65)	MICROSOFT:	26.59	(0.19)
TIME WARNER CABLE:	76.30	(0.99)	MOTOROLA MOBILITY:	21.69	0.57
VIRGIN MEDIA:	26.66	(0.86)	RENTRAK:	18.36	(0.27)
WASH POST:	412.73	(0.28)	SEACHANGE:	10.41	(0.24)
PROGRAMMING					
AMC NETWORKS:	36.46	(0.63)	SONY:	26.69	(0.34)
CBS:	27.37	(0.28)	SPRINT NEXTEL:	5.19	(0.16)
CROWN:	1.71	(0.02)	THOMAS & BETTS:	52.49	(0.83)
DISCOVERY:	40.59	(1.01)	TIVO:	9.99	(0.13)
GRUPO TELEVISA:	21.25	(0.42)	UNIVERSAL ELEC:	23.93	(0.56)
HSN:	32.67	(0.56)	VONAGE:	4.22	(0.19)
INTERACTIVE CORP:	36.88	UNCH	YAHOO:	14.42	(0.27)
LIBERTY:	40.11	(0.66)	TELCOS		
LIBERTY STARZ:	73.40	(1.4)	AT&T:	30.12	(0.19)
LIONSGATE:	6.81	(0.23)	VERIZON:	36.71	(0.11)
LODGENET:	2.90	(0.15)	MARKET INDICES		
NEW FRONTIER:	1.40	(0.01)	DOW:	12385.16	(94.57)
OUTDOOR:	6.65	(0.28)	NASDAQ:	2765.11	(24.69)
SCRIPPS INT:	45.67	(2.09)	S&P 500:	1305.44	(10.7)
TIME WARNER:	34.80	(0.83)			
VALUEVISION:	7.49	(0.49)			
VIACOM:	55.42	(1.79)			
WWE:	9.85	UNCH			
TECHNOLOGY					
ADVANTAGE:	2.60	0.03			
ALCATEL LUCENT:	4.85	(0.24)			
AMDOCS:	30.71	0.02			
AMPHENOL:	50.15	(0.62)			
AOL:	19.02	(0.63)			
APPLE:	373.80	8.88			
ARRIS GROUP:	11.23	(0.2)			
AVID TECH:	20.09	0.09			

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What Connected TV Means for your Cable Business

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- › How you can exploit Connected TV's consumer-reach capabilities to augment customer experience, your brand and profits?
- › Will Connected TV influence consumers to shift their viewing habits and how does it fit with multi-screen strategies?
- › What are the new apps and what do they mean for your business?
- › What are Connected TV's technical hurdles and when will they be overcome?
- › Can programmers enhance the viewer experience and make profits with Connected TV apps?
- › Plus more...