

CableFAX Daily™

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What the Industry Reads First

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Spectrum Doings: CWA Ready Ad Buys on Verizon-Cable Deal

More parties weighed in on the **Verizon**/cable spectrum deal as the **FCC** and **DOJ** continued their reviews. The regulators have until Aug 21 to make a decision, and so far things remain on track, according to Verizon Wireless. "We are working productively with the FCC and DOJ to address their concerns, and we are confident that we remain on track to receive the necessary approvals this summer," a spokesman said. In a letter, Rep *Mike Doyle* (D-PA) urged the Commission to give "careful consideration" to protecting "head-to-head" competition in the wireline space. He also called on the regulators to ensure that the joint marketing agreements between Verizon and the cable companies, which include **Comcast**, **Time Warner Cable**, **Bright House Networks** and **Cox**, don't result in anti-competitive activity. Meanwhile, **CWA** continued to pour heat on the spectrum transaction with several ad buys. It's releasing a TV ad Sun on **CBS**'s "Face the Nation" highlighting the pitfalls of the deal and asking consumers to voice their opposition at the FCC. It's also airing the ads in DC, Philadelphia, Pittsburgh and Richmond. The group's pres *Larry Cohen* recently sent a letter to the FCC urging strict conditions, potentially suggesting the agency is set to approve the deal without the conditions sought by the union. "The FCC order appears headed for weak conditions that will discourage rather than incent Verizon to invest in FiOS," he said. Calling CWA's arguments "tired and untrue," Verizon countered that anything the union claims must be viewed through the filter of the ongoing labor talks between Verizon and CWA, the spokesman said. The 2 have been negotiating for more than a year with the **Federal Mediation and Conciliation Service** stepping in to help in late July. On Thurs, Federal Mediation and Conciliation Service dir *George Cohen* said Verizon, CWA and **IBEW** have been engaged in "intensive negotiations" for 2 weeks: "The negotiations continue to be constructive and progress continues to be made, but, again, a number of core issues remain to be resolved. Pursuant to the mediators' recommendation, the parties have agreed to continue their negotiations until concluded."

Launch Pad: It sounds like another top 10 MSO will be part of the **Pac-12** footprint. **Suddenlink** is committed to launching Pac-12 but is still working out distribution details, according to Pac-12 Ent pres *Gary Stevenson*. A Suddenlink spokesman said "there is no confirmed information on this subject at this time." Given the 6 regional nets and 1 national net, carriage is no simple matter. Stevenson said in a call with reporters Fri that the complexities are keeping him from giving out subscriber numbers until after launch, though he said Pac-12 distributors pass about 48mln homes. One of the issues making it hard to count subs: many distributors will make Pac-12 national available on sports tiers in most markets, but it's not true across the board. "A lot [of MVPDs] outside the 6-state footprint are putting it on a sports tier. At this point, Cox has decided not to put it on a sports tier [in OK City and several other markets]," Stevenson said. "We find it a little bit curious... I'm sure fans in Oklahoma who have Cox would want to let them know they want to see that game." That game refers to Sept 8's OK State-Arizona football match-up. Whether Pac-12 will score distribution with **DirectTV**, **FiOS**, **DISH** or **AT&T** before Wed's launch remains to be seen. "There is nothing we've heard that is

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discouraging from any of them,” Stevenson said. “We don’t expect all of them will be on at launch, but as we talk about our content, our fans who are the customers of those distributors will get what they want.” That said, he’s happy to have “3 of the 5 most powerful operators” on board (Cox, **Comcast** and **Time Warner Cable**).

At the Portals: The **FCC** denied **Comcast’s** petition for a stay of its ruling that the MSO must position **Tennis** on the same tier as **Golf** and **NBC Sports Net** by about Sept 7. Comcast had already hedged its bets and petitioned the US Court of Appeals for the DC circuit for a stay. “If the order is not stayed pending review, Comcast’s First Amendment rights will be incurably infringed, as its ability to speak through its own networks will be conditioned on broader distribution of Tennis Channel,” Comcast told the court. If the court doesn’t grant the stay, Comcast will have to reposition the net and pay a fine. Tennis’ reaction to the latest FCC move: “For the 5th time since Tennis Channel filed its carriage complaint in Jan 2010, the FCC has ruled against Comcast and its continuing attempts to illegally discriminate against our network.” The FCC batted down virtually all of Comcast’s arguments for a stay, saying the MSO has failed to show it would likely prevail on the merits of its judicial challenge. The FCC did grant a small portion of Comcast’s petition, staying the order for the “very small” number of systems that do not currently carry Tennis pending review by the court of appeals.

Research: Americans who enjoyed **NBC’s** Olympics TV Everywhere content will soon start using TVE services on a regular basis, according to the **National Inflation Association**, which is launching a consumer survey on NBC’s Olympics multiplatform services. NIA expects “unprecedented growth” in TVE through year-end. The TVE boom could potentially rival the social networking boom, it said. The group owns 2% of TVE authentication provider **Synacor**.

Ratings: **Comcast SportsNet Mid-Atlantic’s** live coverage Thurs of the Redskin-Bills preseason game (and the debut of *RG3*) netted an avg HH rating of 9.15 in the DC market, making it the highest-rated program in network history. -- “Here Comes Honey Boo Boo” (**Google** it) scored a 1.6 HH rating for **TLC** with its debut Wed night.

Programming: **GSN** picked up “Family Trade,” an original series focused on the barter system employed by G-Stone Motors, a **GMC** and **Ford** dealership in Middlebury, VT. -- **Comcast** subs who subscribe to **ESPN** nets can now stream live events and coverage on Android devices through **WatchESPN**. The app is available in the Google Play store and on iOS devices as well as online via WatchESPN.com. -- **Lifetime** picked up new reality-competition series “Supermarket Superstars.” Hosted by *Stacy Keibler*, the 10-ep series will feature aspiring food product inventors pitching ideas to an expert panel. -- Legendary boxer *Mike Tyson* might soon score a major knockout on cable TV. *The Las Vegas Sun* reported the legendary boxer’s team is in serious discussions with 2 cable nets to stage his one-man show as a movie. The boxer’s one-man show on Broadway “Mike Tyson: Undisputed Truth – Live on Stage” recently passed \$1mln in box office sales.

CableFAX: The Magazine Diversity Issue The Most Influential Minorities in Cable

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SPACE DEADLINE: AUGUST 15

ARTWORK DUE: AUGUST 23

Save the date: September 11

NAMIC/CableFAX Breakfast at the Hilton New York - Part of the 26th Annual NAMIC Conference during Diversity Week
To purchase tickets, visit www.namic.com For questions about the event, contact Sandra Girado, Director of Meetings & Events, at (212) 594-5985 or sandra.girado@namic.com



CableFAX Week in Review

Company	Ticker	8/10 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	52.10	3.87%	21.84%
DISH:	DISH	30.91	1.54%	8.53%
DISNEY:	DIS	49.65	(0.24%)	32.40%
GE:	GE	21.10	0.67%	17.81%
NEWS CORP:	NWS	23.60	(0.04%)	29.81%

MSOS

CABLEVISION:	CVC	15.50	(0.26%)	9.00%
CHARTER:	CHTR	77.93	(2.5%)	36.86%
COMCAST:	CMCSA	34.73	0.35%	46.48%
COMCAST SPCL:	CMCSK	33.97	0.89%	44.19%
GCI:	GNCMA	9.70	(1.12%)	(0.92%)
LIBERTY GLOBAL:	LBTYA	55.37	2.14%	34.95%
LIBERTY INT:	LINTA	17.52	(7.59%)	8.01%
SHAW COMM:	SJR	20.03	1.26%	3.41%
TIME WARNER CABLE:	TWC	89.43	0.26%	40.68%
VIRGIN MEDIA:	VMED	27.00	(3.02%)	26.29%
WASH POST:	WPO	348.88	5.63%	(7.41%)

PROGRAMMING

AMC NETWORKS:	AMCX	43.49	0.46%	15.73%
CBS:	CBS	35.69	1.80%	31.50%
CROWN:	CRWN	1.75	(2.23%)	44.63%
DISCOVERY:	DISCA	54.58	4.34%	33.22%
GRUPO TELEVISA:	TV	23.78	2.90%	12.92%
HSN:	HSNI	43.73	1.89%	20.60%
INTERACTIVE CORP:	IACI	52.34	(1.43%)	22.86%
LIONSGATE:	LGF	13.46	(4.94%)	61.78%
LODGENET:	LNET	0.64	(7.25%)	(73.22%)
NEW FRONTIER:	NOOF	1.56	(1.89%)	51.46%
OUTDOOR:	OUTD	6.78	1.80%	(9.12%)
SCRIPPS INT:	SNI	59.94	4.32%	41.30%
TIME WARNER:	TWX	42.90	3.67%	18.71%
VALUEVISION:	VVTV	1.82	(16.51%)	(3.19%)
VIACOM:	VIA	51.28	4.40%	(3.84%)
WWE:	WWE	8.36	4.24%	(10.3%)

TECHNOLOGY

ADVANTAGE:	AEY	2.06	(1.9%)	(1.9%)
ALCATEL LUCENT:	ALU	1.21	4.31%	(22.44%)
AMDOCS:	DOX	32.04	4.74%	12.30%
AMPHENOL:	APH	61.04	2.09%	34.48%
AOL:	AOL	33.76	3.46%	123.58%
APPLE:	AAPL	621.70	0.97%	53.51%
ARRIS GROUP:	ARRS	13.75	6.84%	27.08%
AVID TECH:	AVID	8.62	7.08%	1.06%
BLNDER TONGUE:	BDR	1.02	12.09%	(16.39%)
BROADCOM:	BRCM	35.35	3.94%	20.40%
CISCO:	CSCO	17.54	7.28%	(2.99%)
CLEARWIRE:	CLWR	1.62	24.62%	(16.49%)
CONCURRENT:	CCUR	4.39	3.78%	15.83%
CONVERGYS:	CVG	15.41	0.06%	20.67%
CSG SYSTEMS:	CSGS	19.57	10.38%	33.04%
EHOSTAR:	SATS	28.86	1.41%	37.82%
GOOGLE:	GOOG	642.00	0.10%	(0.6%)
HARMONIC:	HLIT	4.46	11.22%	(11.51%)
INTEL:	INTC	26.88	2.48%	10.85%

Company	Ticker	8/10 Close	1-Week % Chg	YTD %Chg
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JDSU:	JDSU	10.90	10.66%	4.41%
LEVEL 3:	LVL3	21.94	14.93%	29.13%
MICROSOFT:	MSFT	30.42	2.25%	17.18%
RENTAK:	RENT	17.35	(6.11%)	21.50%
SEACHANGE:	SEAC	7.54	(2.2%)	7.25%
SONY:	SNE	12.34	6.01%	(31.6%)
SPRINT NEXTEL:	S	4.92	15.22%	110.26%
TIVO:	TIVO	9.04	9.05%	0.78%
UNIVERSAL ELEC:	UEIC	15.33	4.78%	(9.13%)
VONAGE:	VG	2.11	7.65%	(13.88%)
YAHOO:	YHOO	15.15	(5.13%)	(6.08%)

TELCOS

AT&T:	T	37.49	(0.24%)	23.97%
VERIZON:	VZ	44.60	0.31%	11.17%

MARKET INDICES

DOW:	DJI	13207.95	0.85%	8.11%
NASDAQ:	IXIC	3020.86	1.78%	15.96%
S&P 500:	GSPC	1405.87	1.07%	11.79%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CLEARWIRE:	1.62	24.62%
2. SPRINT NEXTEL:	4.92	15.22%
3. LEVEL 3:	21.94	14.93%
4. BLNDER TONGUE:	1.02	12.09%
5. HARMONIC:	4.46	11.22%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	1.82	(16.51%)
2. LIBERTY INT:	17.52	(7.59%)
3. LODGENET:	0.64	(7.25%)
4. RENTRAK:	17.35	(6.11%)
5. YAHOO:	15.15	(5.13%)

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