

CableFAX Daily™

Wednesday — August 14, 2013

What the Industry Reads First

Volume 24 / No. 157

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World Domination: CableLabs on Mission to Unify DOCSIS Standards

As **CableLabs** works to wrap up the development of the next generation DOCSIS 3.1 standard before year-end, it's looking to establish cable standards worldwide. In a substantial expansion of the R&D consortium's global member base, the group added 14 new members in EU, Asia and Latin America. The initiative, started 9 months ago, is part of CableLabs' effort to "step back and take a global view," pres/CEO *Phil McKinney* said during a conference call Tues. Collaborating globally on cable standards and strategies allows CableLabs to accelerate standard development and testing, bring new products to market faster and more cost effectively and at scale, especially as competition intensifies, he said. Specifically, the initiative aims to move international cable ops to conform with the upcoming DOCSIS 3.1 standards. Cable ops worldwide deploy networks based on similar standards, but variations exist, McKinney said on the call, noting China had been developing C-DOCSIS, its own version of the cable broadband standard. Not anymore. CableLabs will work with Chinese vendors and regulators to integrate C-DOCSIS. Its new members in Asia and Latin America include **J:COM** (Japan), **PT Link Net** (Indonesia), **Topway** (China), **WASU** (China) and **Cablevisión** (Argentina). In the EU, the approach is to merge with Cable Europe Labs. As a result, 9 new members joined CableLabs' existing international partner **Liberty Global**, including **Com Hem** (Sweden), **Get** (Norway), **Kabel Deutschland** (Germany), **LIWEST** (Austria), **Ono** (Spain), **Tele Columbus** (Germany), **YouSee** (Denmark), **Ziggo** (Netherlands), and **ZON** (Portugal). "The transition of **Cable Europe Labs** activities to CableLabs opens doors for cable and technology stakeholders globally," said Liberty Global CEO *Mike Fries*. "Working together and sharing key learnings from individual markets will enable members and technology suppliers to create innovative solutions to meet the current and future needs of subscribers on a global scale." With the additions, total MSO membership reached 51, with more than 120mln subs worldwide. That's up from some 80mln subs and 38 members a year ago. CableLabs has accelerated DOCSIS 3.1 development, a rep told us. Commercial products are expected '14-'15, he said. EU cable operators have been vocal about accelerating the development of the new standard, said McKinney. Meanwhile, the group is testing 4K services and programming as demand increases, *Surdam* said.

Retrans: Day 12. Despite Aug recess, 2 more lawmakers weighed in on the **Time Warner Cable/CBS** retrans spat. CA Democratic Sens *Barbara Boxer* and *Dianne Feinstein* sent a letter to both companies, asking them to end the blackout that affects their constituents in the LA area. The blackout is "unfair to the millions of your customers who are caught in the middle of your dispute, and we strongly encourage both sides to resolve it immediately," the letter said. Meanwhile, despite the blackout, CBS was the highest rated and most watched net for the 1st full week of blackouts, averaging 5.51mln viewers with a 1.2 rating in the 18-49 demo. -- **RFD-TV**, owned by **Rural Media Group**, launched ads, including on **YouTube**, promoting **DISH** as an alternative, after it was dropped by **Comcast**. **DISH** also carries Rural Media's other net **Rural TV**.

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Comcast: As Comcast enters year 3 of its Internet Essentials initiative, it relaunched the program with new features to increase enrollment and improve connectivity. Specifically, the MSO is upping the speeds to 5 Mbps down and up to 1 Mbps up, more than tripling download speeds since the program's launch. It continued to streamline the enrollment process by expanding the instant approval process for families whose students attend schools where 70% or more of the students are eligible to participate in the National School Lunch Program. In addition, Comcast expanded program eligibility criteria again to include parochial, private, cyberschool, and home-schooled students, making the program eligible to some 2.6mln families nationwide. It also created online application tools on InternetEssentials.com and InternetBasico.com, accessible across platforms. Comcast also launched Opportunity Cards, which can be used by community partners to help pay for the service. In its first 22 months, the program has connected more than 220K families/nearly 900K low-income Americans, Comcast evp *David Cohen* wrote in a blog post. In the last six months alone, 70K new families have signed up. In addition, the MSO has distributed more than 18K subsidized computers and trained some 20K people. Comcast publicized the program in more than 4K school districts and 30K schools. Comcast and its partners also broadcast nearly 2mln public service announcements and worked with nearly 7K community based organizations, agencies, and officials to help spread the word.

At the Portals: The FCC adopted rules to attach regulatory fees to IPTV providers, arguing that assessing the fees on cable but not IPTV "may place cable providers at a competitive disadvantage." ACA applauded the decision as IPTV providers offer services "substantially similar to cable service and are subject to, and benefit, from FCC Media Bureau regulation... We also greatly appreciate the FCC's imposition of a cap on fee increases for fiscal year 2013, easing the burden on small cable operators." However, ACA called on the FCC to go further by requiring DBS providers to pay regulatory fees on a per-subscriber basis as cable operators must, arguing that the agency has broad authority to do so. A major overhaul of the regulatory fee program is "long overdue and won't be complete until DBS pays its fair share for the work of the Media Bureau," ACA said.

Rebranding: NBC Sports Network is getting a new name: NBCSN. The Sat debut of the Barclays Premier League coverage will be used to promote the rebranding, featuring NBCSN as the primary mark. By the Winter Olympics in Feb, the rebranding will be complete and NBCSN will be used to identify the net's name and brand. The net started promoting the name change earlier this year.

Editor's Note: We're gearing up for an incredible one-day conference on Sept 24 in NYC, with a speaker line-up that will blow you away. If you don't believe us, check out the agenda: <http://www.cablefax.com/tv-innovation-summit-2013/> ... The early bird rate ends on Aug 23. Don't say we didn't warn you!

Earnings: Suddenlink's 2Q revenue was up 5.6% YOY, largely due to the increase in residential HSI, telephone, advanced digital video and broadcast retrans revenue and growth B2B business. However, it lost 22,900 basic video and 9K broadband subs during the quarter. Video service revenues increased 1.6% YOY, partly because of video rate increases. HSI service revenues rose 13.8% YOY. HSI has a 34.2% penetration rate, up from 33.33% from a year ago. Basic video penetration was down to 38.9% from 40.7% in the year-ago quarter, while telephone penetration increased slightly to 19.1%. Commercial revenue was up 16.2% YOY to \$73.2mln. Reduced political advertising sales saw its ad revenue decrease by 4.2% YOY. Suddenlink spent \$94.9mln on capital expenditures in the quarter,

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BUSINESS & FINANCE

compared to \$95.4mln in the year-ago quarter.

Apps: **DirectTV** upgraded its iPad app to improve content discovery and access. The app now features an aggregated menu section and a newly created “Watch” button to display available programming on iPads and TV. In addition to streaming movies and TV, the app integrates social media, as well as browse/search functionality and DVR management.

Partnership: **Viacom** inked a deal with **Twitter** across its channels to develop a Twitter Amplify social video advertising campaign in and around the '13 “MTV Video Music Awards,” which airs live on Aug 25.

Ratings: **Hallmark Channel's** original scripted series “Cedar Cove” scored a 2.0 HH rating, with more than 2mln total viewers Sat night and ranked as the #1 program of the day on cable among HHs. “Reading, Writing & Romance” was the #1 cable movie on Sat and bagged a 1.5 HH rating with 1.5mln total viewers.

Programming: **Lifetime** booked a 2nd season of “Devious Maids” for 13 eps. -- Studio-based sports program “The Jones and Moseley Show” on **Fox Sports 1** premieres Aug 25.

People: **Comcast** named *Ralph Martinez* svp, Houston region.

CableFAX Daily Stockwatch

Company	08/13 Close	1-Day Ch	Company	08/13 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DIRECTV:	61.85	(0.25)	GOOGLE:	881.25	(4.26)			
DISH:	45.13	(0.63)	HARMONIC:	7.93	(0.05)			
DISNEY:	63.98	0.05	INTEL:	22.52	(0.12)			
GE:	24.20	(0.07)	JDSU:	14.80	UNCH			
NEWS CORP:	32.52	(0.14)	LEVEL 3:	23.31	0.82			
MSOS								
CABLEVISION:	19.37	(0.27)	MICROSOFT:	32.23	(0.64)			
CHARTER:	126.10	(0.46)	RENTRAK:	24.64	(0.29)			
COMCAST:	44.85	0.07	SEACHANGE:	11.41	(0.07)			
COMCAST SPCL:	43.17	0.06	SONY:	20.13	0.13			
GCI:	9.36	(0.19)	SPRINT NEXTEL:	7.01	(0.1)			
LIBERTY GLOBAL:	77.80	(0.06)	TIVO:	11.00	0.04			
LIBERTY INT:	23.30	(0.22)	UNIVERSAL ELEC:	31.90	(2.26)			
SHAW COMM:	24.64	(0.08)	VONAGE:	3.34	0.08			
TIME WARNER CABLE:	113.80	0.55	YAHOO:	28.34	(0.01)			
WASH POST:	584.99	(0.01)	TELCOS					
PROGRAMMING								
AMC NETWORKS:	68.22	0.55	AT&T:	34.72	(0.2)			
CBS:	53.65	(0.03)	VERIZON:	49.15	(0.5)			
CROWN:	3.05	0.03	MARKET INDICES					
DISCOVERY:	83.49	0.65	DOW:	15451.01	31.33			
GRUPO TELEVISIA:	28.14	(0.57)	NASDAQ:	3684.44	14.49			
HSN:	60.63	(0.01)	S&P 500:	1694.16	4.69			
INTERACTIVE CORP:	50.18	0.02	TECHNOLOGY					
LIONSGATE:	33.65	0.38	ADDVANTAGE:	2.54	(0.02)			
SCRIPPS INT:	76.19	0.43	ALCATEL LUCENT:	2.74	0.08			
STARZ:	25.21	0.41	AMDOCS:	38.63	0.29			
TIME WARNER:	63.10	(0.23)	AMPHENOL:	77.39	(0.1)			
VALUEVISION:	6.00	(0.13)	AOL:	36.20	(1.21)			
VIACOM:	80.17	0.14	APPLE:	489.57	22.21			
WWE:	10.24	(0.03)	ARRIS GROUP:	16.95	(0.02)			
TECHNOLOGY								
ADDVANTAGE:	2.54	(0.02)	AVID TECH:	5.77	(0.02)			
ALCATEL LUCENT:	2.74	0.08	BLNDER TONGUE:	1.06	0.04			
AMDOCS:	38.63	0.29	BROADCOM:	26.56	0.50			
AMPHENOL:	77.39	(0.1)	CISCO:	26.32	(0.02)			
AOL:	36.20	(1.21)	CONCURRENT:	8.01	(0.06)			
APPLE:	489.57	22.21	CONVERGYS:	19.37	(0.02)			
ARRIS GROUP:	16.95	(0.02)	CSG SYSTEMS:	25.32	0.15			
AVID TECH:	5.77	(0.02)	ECHOSTAR:	43.80	UNCH			
BLNDER TONGUE:	1.06	0.04						
BROADCOM:	26.56	0.50						
CISCO:	26.32	(0.02)						
CONCURRENT:	8.01	(0.06)						
CONVERGYS:	19.37	(0.02)						
CSG SYSTEMS:	25.32	0.15						
ECHOSTAR:	43.80	UNCH						

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