

CableFAX Daily™

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What the Industry Reads First

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In the Hood: Comcast Moves BTV in Some Markets, Partial Stay for Others

Comcast got a little extra time Tues to comply with some aspects of the FCC Media Bureau's **Bloomberg** neighborhood order, and the Bureau granted a stay for other aspects of the order pending review by the full Commission. "This will be the 1st time the Commission has had an opportunity to address the implementation of the news neighborhooding condition, and as Comcast points out, it will affect how Comcast must handle similar requests from other independent news networks," the Bureau said in granting the partial stay. Under the Bureau's order, Comcast must move **Bloomberg TV** in 32 SD news neighborhoods by Wed. The MSO already placed Bloomberg in 126 SD news neighborhoods by July 1 as part of the order. To recap: in May, the Bureau partially granted Bloomberg's complaint that its 24-hour business net was entitled to relief under an **NBCU** condition that requires Comcast to carry all independent news and business channels in a neighborhood if it places any such programming in a neighborhood of similar programming. Comcast has asked the full Commission to review the order. Bloomberg is also seeking review of parts of the Bureau's order, including its decision not to require Comcast to place Bloomberg in every neighborhood and its failure to decide whether **Current TV** and other nets are considered news channels. In June, Comcast and Bloomberg met with FCC staff and came to an agreement in principal. Under that agreement, Comcast has already moved Bloomberg into 126 neighborhoods in systems with headends with only 1 SD news neighborhood (no HD neighborhood) and a vacant channel adjacent to the neighborhood. On Tues, the Bureau granted Comcast's request for a brief extension until Wed to move Bloomberg TV into a new neighborhood on headends with only 1 standard-def news neighborhood and no HD neighborhood, but no vacant channel adjacent to the neighborhood (in other words, the MSO needed extra time to free up channel space). So, essentially, Comcast must move Bloomberg into new neighborhoods in systems that only have 1 SD news neighborhood and no HD news neighborhoods. Bloomberg said that encompasses a total of 158 neighborhoods. The Media Bureau clarified Tues that its neighborhooding order only applies to SD as the relief the programmer sought was limited to SD because Comcast didn't carry Bloomberg HD before the release of the order. Concerned that the full Commission could direct Comcast to place Bloomberg TV (BTV) in different neighborhoods than the order currently requires, thus causing multiple channel realignments, the Bureau stayed its



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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.



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motion with respect to any headend that: 1) carries BTV SD; 2) does not carry BTV SD in an SD news neighborhood; 3) has multiple news neighborhoods (regardless of whether they're HD or SD); and 4) has no vacant channel adjacent to any SD news neighborhood. "We thank the Bureau for clarifying that its earlier order granted the relief Bloomberg requested," Bloomberg said Tues. "We urge Comcast to comply with their remaining obligations under the Merger Order, and urge Chairman [Julius] Genachowski and the Commission to address the remaining issues with dispatch. The public, which desires diverse sources of news programming, has waited long enough."

Retrans: DISH could lose Sinclair stations in 45 markets if the 2 don't work out a new retrans consent pact by 12:01am Thurs. You know Time Warner Cable and Mediacom, which have had their share of Sinclair dust-ups over the years, have to be relieved it's not them this time. Sinclair stations, such as Columbus, OH, ABC affil WSYX, are suggesting DISH subs make alternative arrangements to view the station. "Although Sinclair is continuing to negotiate with Dish over the terms of a new agreement, Sinclair believes significant doubt exists as to whether or not a new agreement will be reached with Dish," Sinclair said in a statement. DISH has fired up www.IControlMyTV.com, telling subs that Sinclair is asking for more money than any of the 1800 local broadcast stations it carries nationwide.

Apple Doings: Apple was granted a set-top box patent by the US Patent and Trademark Office Tues. According to Apple's description, the device would allow Apple TV devices to work with cable TV. The set-top device would also enable recording of live TV content. -- Separately, Apple upped its dominance in the tablets market: It shipped 17mln iPad 2 and new iPad media tablets in 2Q, up a stunning 44% from 11.8mln in 1Q, according to IHS. That translates into a market share gain of 11.5 percentage points. In contrast, Samsung shipped about 13mln total media tablets in the quarter. Amazon's Kindle Fire took the 3rd spot with 4.2% share after shipping 1mln units, followed by Asus with 2.8% and Barnes & Noble's Nook with 1.9%.

Cable Rates: The average monthly fee of expanded basic cable service was up 5.4% YOY to \$57.46 in all communities in '10, according to the FCC's annual cable pricing report. Oddly, however, the average costs increased more in communities with effective competition than in the ones with no competition. Competitive communities saw their rates rise 5.7% YOY to \$58.47 while rates in non-competitive communities increased just 5.2% to \$56.82. It's a similar story in 2 previous surveys. Prior to that, surveys found competitive communities in general had lower prices. The FCC's report noted several factors, including an increase in the number of competitive communities. Another reason for the overall higher price is that the price for expanded basic service for DBS providers is significantly higher (5%) compared to the non-competitive average. Also contributing are rising equipment costs. Equipment fees went up 3.7% YOY in competitive areas during the period while they went up at a higher rate of 5.4% in non-competitive regions. Again, oddly, those fees are still lower in non-competitive areas: \$7.05 per month vs. \$7.22 per month. Price per channel, however, is significantly lower, by 6.2%, in the effective competition communities. Non-competitive areas offered 120 expanded basic channels while competitive areas had 130 in '10. On a per-channel basis for all communities, the price for expanded basic service decreased by 2.1% over the period to 57 cents per channel. Over the 16 years ('95 to '11), the increase in price per channel was less than 1% a year on an annual basis. The FCC surveyed operators serving 485 out of the 25,508 noncompetitive communities and 315 out of the 8,508 competitive ones.

Ratings: TNT's final ep of "The Closer" netted 9.1mln viewers Mon night, making it cable's #1 series telecast for the summer-to-date. It also served as a springboard for new drama "Major Crimes," which debuted after the finale with 7.18mln viewers. That makes it cable's #1 new series launch for the year-to-date, behind 2 TNT sister shows "Dallas" (6.9mln) and "Perception" (5.6mln). -- Speaking of new series launches, History is riding high after Mon's "Counting Cars" premiered with 4.3mln viewers. It's the #1 series premiere of all time for the net.

Launch Pad: When Pac-12 Nets launch at 6pm PT Wed, viewers will be greeted by "Pac-12 Live." The studio show, hosted by Mike Yam and Ashley Adamson, will walk fans through the TV Everywhere offerings and planned live event coverage as well as preview the upcoming football season and interview Pac-12 Olympic standouts. As for the big holdouts (like DirecTV and AT&T), there was no word at press time of any deals. But don't be surprised if some of these deals get done closer to the Aug 30 football season kickoff. Pac-12 has carriage agreements with Comcast, Cox, Time Warner Cable, Bright House and several NCTC members.

BUSINESS & FINANCE

Technology: Time Warner Cable signed a multi-year deal with **Level 3** to expand its national network. It also includes the delivery of additional core infrastructure services to enhance the redundancy and reliability of the network.

Online: NBC isn't the only one that saw Web traffic spikes during the Olympics. **FoxSports.com** reports that it attracted 74mln visits during the 2nd full week of the Games—a record for the site. Video traffic grew nearly 1400% compared to the Beijing Games (37.6mln vs 2.5mln) and that traffic to the site was 3 times that of Beijing traffic, including Web and mobile (177.3mln vs 55.4mln).

Carriage: Cox added **Mag Rack's** VOD fitness and yoga programming to its free offerings for Advanced TV subs. -- **NuvoTV** has hit the 30mln sub mark, thanks partly to recent launches in Atlanta, Seattle, Minneapolis-St Paul and the DC area, as well as growth in distribution on **Verizon, AT&T** and **DISH**

People: Former **Viacom** exec **Raymond Dooley** has joined **Sundance Channel** as vp, consumer marketing. Also new to the net: **Evan Fleischer** who will serve as vp, integrated marketing & branded entertainment. -- **Public Knowledge** named **Christopher Lewis** vp, govt affairs and **Bartees Cox** as communications associate. -- **Oxygen** tapped **Harleen Kahlon** as svp, digital.

CableFAX Daily Stockwatch

Company	08/14 Close	1-Day Ch	Company	08/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	51.91	(0.19)	CONCURRENT:	4.33	(0.16)
DISH:	30.63	(0.38)	CONVERGYS:	15.71	0.02
DISNEY:	49.69	(0.17)	CSG SYSTEMS:	20.00	0.40
GE:	20.94	(0.05)	ECHOSTAR:	28.72	0.06
NEWS CORP:	23.48	0.04	GOOGLE:	668.66	8.65
MSOS			HARMONIC:	4.29	(0.18)
CABLEVISION:	15.50	0.02	INTEL:	26.48	(0.21)
CHARTER:	78.50	(0.41)	JDSU:	10.68	(0.38)
COMCAST:	34.35	(0.2)	LEVEL 3:	21.62	(0.12)
COMCAST SPCL:	33.67	(0.17)	MICROSOFT:	30.13	(0.06)
GCI:	9.64	0.14	RENTRAK:	17.10	(0.47)
LIBERTY GLOBAL:	56.29	0.43	SEACHANGE:	7.24	(0.1)
LIBERTY INT:	17.72	0.21	SONY:	11.71	(0.5)
SHAW COMM:	20.05	0.09	SPRINT NEXTEL:	4.99	(0.06)
TIME WARNER CABLE:	90.60	0.85	TIVO:	8.80	(0.21)
VIRGIN MEDIA:	27.40	0.39	UNIVERSAL ELEC:	14.90	(0.11)
WASH POST:	346.12	(0.98)	VONAGE:	2.11	0.01
PROGRAMMING			YAHOO:	14.73	(0.29)
AMC NETWORKS:	41.16	(1.95)	TELCOS		
CBS:	36.00	0.28	AT&T:	37.25	(0.14)
CROWN:	1.68	(0.05)	VERIZON:	44.33	0.06
DISCOVERY:	53.13	(0.99)	MARKET INDICES		
GRUPO TELEvisa:	23.41	(0.23)	DOW:	13172.14	2.71
HSN:	44.03	0.48	NASDAQ:	3016.98	(5.54)
INTERACTIVE CORP:	51.72	(0.18)	S&P 500:	1403.93	(0.18)
LIONSGATE:	14.13	0.26			
LODGENET:	0.58	0.03			
NEW FRONTIER:	1.55	0.00			
OUTDOOR:	6.81	(0.02)			
SCRIPPS INT:	59.31	(1.56)			
TIME WARNER:	42.41	(0.26)			
VALUEVISION:	1.72	(0.03)			
VIACOM:	50.45	(0.07)			
WWE:	8.42	(0.04)			
TECHNOLOGY					
ADDVANTAGE:	2.08	0.02			
ALCATEL LUCENT:	1.15	(0.03)			
AMDOCS:	31.61	(0.31)			
AMPHENOL:	61.88	0.07			
AOL:	33.22	(0.1)			
APPLE:	631.69	1.69			
ARRIS GROUP:	13.48	(0.31)			
AVID TECH:	8.44	(0.2)			
BLNDER TONGUE:	0.98	(0.02)			
BROADCOM:	34.41	(0.7)			
CISCO:	17.17	(0.17)			
CLEARWIRE:	1.68	(0.07)			



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