

CableFAX Daily™

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What the Industry Reads First

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Guide Ride: TV Guide Continues its Full-Screen Press

TV Guide Net is continuing to make inroads on its goal of transforming to a full-screen channel from a split screen channel with scrolling TV listings. Time Warner Cable's newly acquired Insight properties converted to the full-screen net Aug 15 throughout their entire footprint, which includes Louisville, Cincinnati and Columbus, OH. Comcast Seattle also converted to full-screen last week. In addition, TV Guide Network has added new carriage in Aspen, CO, and Reading, PA, Comcast markets with full-screen launches this week. "When I started with the company [2 years ago], only 39% of our distribution did not have the TV listing scroll on it. And that was primarily driven by our 2 satellite partners," said Friday Abernethy, TV Guide evp, affil sales and marketing. "Since that time, we've actually turned that on its head. As we sit today, we're right around 80% that do not have the guide listings. 4 out of 5 homes see TV Guide Network as a full entertainment destination." Getting to full screen has involved renegotiating contracts and helping affiliates make sure their viewers are notified and understand the changes. It's also meant getting distributors to buy into TVGN's programming plans. "We want TVGN to connect real women to the stars and Hollywood lifestyle in ways that they can relate to," Abernethy said of the net's strategic vision. It's embarking on that journey with shows such as "Hollywood Girls Night," which features female celebs dishing at dinner parties thrown by hosts Ali Landry and Alison Sweeney, and "Wilson Phillips: Still Holding On," a reality series featuring the members of the pop band that debuted in April to 202K viewers. No word yet on whether the shows will return for sophomore seasons, but Season 2 of reality series "Nail Files" returned Sun (Aug 19) following the launch of a mobile spa tour in affiliate markets. Now that full-screen launches make up the bulk of TVGN's carriage, look for ramped up promotion of the mantra "All TV, No Guide." Meanwhile, Abernethy and team will work on converting that remaining 20% to full-screen and try to strike new distribution deals. Cablevision is among the MVPDs not carrying the channel. "We're in discussions with them. We're optimistic, but nothing can be committed to at this time," Abernethy said. CVC didn't have an immediate comment. Other priorities include expanding TVGN's HD footprint. In Aug, the high-def channel will expand to 1.5mln more households, including those in Comcast's Mile High Region, which includes the key markets of Denver and Albuquerque.

Ties that Bind? This latest retrans blowup looks to be about more than just price. "A major barrier to an agreement is Cablevision's strongly-held view that Tribune is attempting to illegally tie the carriage of its Fox affiliate in Hart-

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ford to **WPIX** and other less popular Tribune-owned channels. “We are pursuing both legal and regulatory options to stop Tribune’s illegal tying and will continue to hold the line on increasing programming costs,” the MSO said Fri. Tribune said all of its negotiations—including past ones with Cablevision—have been for all Tribune stations in markets served by an MVPD. “This approach is more efficient, benefits subscribers, is completely lawful, and fully complies with the FCC’s good faith negotiation rules,” the broadcaster said. Notably only 4 Tribune stations are dark on Cablevision right now, **WPIX** and CW-affil **WCCT** (carried in parts of CVC’s CT footprint); CW-affil **KWGN** (carried in some Optimum West markets, formerly **Bresnan**) and **MyNetwork’s WPHL** (carried in parts of NJ). Fox-affil **WTIC** remains on in Hartford, as does **WGN America**. The blackout of the CW and MyNetwork TV stations seemed to catch the broadcaster by surprise. In a letter dated Aug 16, Tribune said it was granting CVC the right to continue to retransmit each broadcast station and **WGN America** until 11:50pm on Aug 24 to give the parties additional time to negotiate (the agreements were set to expire Aug 17). “Tonight, while in the middle of negotiations with Tribune and without warning, Cablevision unilaterally removed 4 Tribune stations in 4 markets from its cable systems. Cablevision took this action despite our offer of an unconditional extension of the current carriage agreement with no change in terms while negotiations continued,” the broadcaster said. Cablevision’s 2-cents: “Tribune is in bankruptcy and the greed of their new hedge fund owners caused this blackout. It is wrong for **Oaktree Capital Management, Angelo Gordon & Co.** and other hedge funds to demand tens of millions of dollars in new fees from Cablevision customers to solve Tribune’s financial problems. In the face of difficult economy, Cablevision has held the line on rates, with no increase since late 2010—unique in the industry. Tribune and its hedge fund owners should work with us to reach an agreement.” Negotiations had broken down completely on Fri. Any bets on how long this one will go? In Apr, **DirecTV** lost Tribune stations for 4 days in a retrans impasse that affected some 5mln HHs. Last month, DirecTV raised the bundling issue in its 10-day blackout with **Viacom**, saying it didn’t want to carry **Epix**.

At the Portals: The **FCC** is seeking comments on **TiVo’s** request for waivers of part of the Commission’s set-top box rules. The rules require cable ops to ensure their HD set-top boxes comply with an open industry standard that provides for audiovisual communications including “service discovery, video transport, and remote control command pass-through standards for home networking” by Dec 1. The rule is designed to ensure that consumers will be able to connect their CE devices to set-tops for whole-home viewing and recording. TiVo’s waiver request is for TiVo boxes that cable ops lease to subs, and it’s asking that the waiver last until 12 months after ops have deployed at least 100K **Cisco** set-top boxes and 100K **Motorola** set-tops that include a rule-compliant output.

Spectrum Dealings: The **FCC** and **DOJ’s** proposed conditional approval of the Verizon/cable spectrum transaction won applause from Senate top antitrust members, Sen **Herb Kohl** (D-WI) and **Mike Lee** (R-UT). Sen **Harry Reid** (D-NE) also praised the move, saying the decision, as well as the spectrum auction legislation passed as part of the payroll tax extension, help ensure the country has access to the world’s best telecom systems. The FCC has signaled its vigilance in avoiding excessive spectrum concentration by approving the sale only after **Verizon** and **AT&T** promised divestitures, **Bernstein Research** analysts said. In part, the FCC’s ambition appears to be to “pre-empt any possibility of AT&T acquiring most or all of the only other large blocks of AWS spectrum, that owned by **Dish Network**,” they said.

Programming: **TNT** booked a 2nd season of Mon night drama “Perception.” The 13-episode series is slated to air in ’13. -- **Time Warner Cable Deportes** has assembled its team to launch the 1st Spanish-language regional sports net in Southern CA and surrounding areas Oct 1. The teams consist of vet sports personalities **Ricardo Celis**, **Martin “El Pulpo” Zúñiga**, **Elmur Souza**, **Enrique Gutierrez** and **Hipolito Gamboa**. They join **Adrian Garcia Marquez** and **Francisco Pinto**, the Lakers announcers who will call games on Time Warner Cable Deportes.

Election ’12: Bloomberg TV is ready to swarm the race to the White House with its massive coverage of national conventions and a substantial multiplatform presence. There will be special programming available on multiple screens including on-air, via livestream on Bloomberg.com and on mobile via the Bloomberg TV iPad app. – **Music Choice** is going on “Rock the Vote’s ‘Rock Trip 2012,’” a bus tour designed to maximize voter registration, education and engagement efforts as young people face voting restrictions in states across the country. The first leg will kick off in Tampa, FL on Aug 28 around the Republican National Convention before the bus winds its way to Charlotte, NC for the Democratic National Convention.

CableFAX Week in Review

Company	Ticker	8/17 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	51.64	(0.88%)	20.77%
DISH:	DISH	31.79	2.85%	11.62%
DISNEY:	DIS	50.46	1.63%	34.56%
GE:	GE	21.00	(0.47%)	17.25%
NEWS CORP:	NWS	23.45	(0.64%)	28.99%

MSOS

CABLEVISION:	CVC	15.14	(2.32%)	6.47%
CHARTER:	CHTR	77.80	(0.17%)	36.64%
COMCAST:	CMCSA	34.02	(2.04%)	43.48%
COMCAST SPCL:	CMCSK	33.04	(2.74%)	40.24%
GCI:	GNCMA	9.39	(3.2%)	(4.09%)
LIBERTY GLOBAL:	LBTYA	55.56	0.34%	35.41%
LIBERTY INT:	LINTA	18.08	3.20%	11.47%
SHAW COMM:	SJR	20.24	1.05%	4.49%
TIME WARNER CABLE:	TWC	89.79	0.40%	41.25%
VIRGIN MEDIA:	VMED	27.81	3.00%	30.07%
WASH POST:	WPO	349.02	0.04%	(7.38%)

PROGRAMMING

AMC NETWORKS:	AMCX	40.62	(6.6%)	8.09%
CBS:	CBS	35.96	0.76%	32.50%
CROWN:	CRWN	1.81	1.12%	49.59%
DISCOVERY:	DISCA	52.74	(3.37%)	28.73%
GRUPO TELEVISA:	TV	23.50	(1.18%)	11.59%
HSN:	HSNI	45.36	3.73%	25.10%
INTERACTIVE CORP:	IACI	52.33	(0.02%)	22.84%
LIONSGATE:	LGF	14.37	6.76%	72.72%
LODGENET:	LNET	0.47	(26.56%)	(80.33%)
NEW FRONTIER:	NOOF	1.56	(1.89%)	51.46%
OUTDOOR:	OUTD	7.27	7.23%	(2.55%)
SCRIPPS INT:	SNI	58.65	(2.15%)	38.26%
TIME WARNER:	TWX	42.61	(0.68%)	17.90%
VALUEVISION:	VVTV	2.00	(8.26%)	6.38%
VIACOM:	VIA	51.96	1.33%	(2.57%)
WWE:	WWE	8.56	2.39%	(8.15%)

TECHNOLOGY

ADVANTAGE:	AEY	2.10	0.00%	0.00%
ALCATEL LUCENT:	ALU	1.23	1.65%	(21.15%)
AMDOCS:	DOX	32.27	0.72%	13.11%
AMPHENOL:	APH	62.39	2.21%	37.45%
AOL:	AOL	33.47	(0.86%)	121.66%
APPLE:	AAPL	648.11	4.25%	60.03%
ARRIS GROUP:	ARRS	13.84	0.65%	27.91%
AVID TECH:	AVID	9.05	12.42%	6.10%
BLNDER TONGUE:	BDR	1.01	10.99%	(17.21%)
BROADCOM:	BRCM	35.83	1.36%	22.04%
CISCO:	CSCO	19.06	8.67%	5.42%
CLEARWIRE:	CLWR	1.82	12.35%	(6.19%)
CONCURRENT:	CCUR	4.38	3.55%	15.57%
CONVERGYS:	CVG	15.52	0.71%	21.53%
CSG SYSTEMS:	CSGS	20.00	2.20%	35.96%
EHOSTAR:	SATS	28.34	(1.8%)	35.34%
GOOGLE:	GOOG	677.14	5.47%	4.84%
HARMONIC:	HLIT	4.49	0.67%	(10.91%)
INTEL:	INTC	26.33	(2.05%)	8.58%

Company	Ticker	8/17 Close	1-Week % Chg	YTD %Chg
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JDSU:	JDSU	12.01	10.18%	15.04%
LEVEL 3:	LVL	22.78	3.83%	34.08%
MICROSOFT:	MSFT	30.90	1.58%	19.03%
RENTAK:	RENT	18.18	4.78%	27.31%
SEACHANGE:	SEAC	8.01	3.89%	13.94%
SONY:	SNE	11.95	(3.16%)	(33.76%)
SPRINT NEXTEL:	S	5.19	5.49%	121.79%
TIVO:	TIVO	9.38	13.15%	4.57%
UNIVERSAL ELEC:	UEIC	15.91	3.78%	(5.69%)
VONAGE:	VG	2.15	1.90%	(12.24%)
YAHOO:	YHOO	15.03	(5.89%)	(6.82%)

TELCOS

AT&T:	T	37.17	(0.85%)	22.92%
VERIZON:	VZ	44.06	(1.21%)	9.82%

MARKET INDICES

DOW:	DJI	13275.20	0.51%	8.66%
NASDAQ:	IXIC	3076.59	1.84%	18.10%
S&P 500:	GSPC	1418.16	0.87%	12.77%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. TIVO:	9.38	13.15%
2. AVID TECH:	9.05	12.42%
3. CLEARWIRE:	1.82	12.35%
4. BLNDER TONGUE:	1.01	10.99%
5. JDSU:	12.01	10.18%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	0.47	(26.56%)
2. VALUEVISION:	2.00	(8.26%)
3. AMC NETWORKS:	40.62	(6.6%)
4. YAHOO:	15.03	(5.89%)
5. DISCOVERY:	52.74	(3.37%)

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