

CableFAX Daily™

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What the Industry Reads First

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Ready for Football? MVPDs' Marketing Campaigns Heating Up

With football season about 2 weeks away, cable and telco ops ready to combat **DirectTV's** Sunday Ticket with NFL RedZone are upping their marketing game with a big TV Everywhere presence. Take **Cox**, who is touting its multi-dimensional content in a new national campaign. "Cox is Football"—expected to reach 14mln adults across 26 markets through Oct—features 3 TV spots scheduled to run more than 6,500 times, along with print, digital and traditional billboards, ad pages, email messaging, retail store advertising and social media. As for multiplatform offerings, expect more than 700 live games in HD, 300 games online through **ESPN3** plus college games through Cox TV Connect for iPad, a spokeswoman said. The op is offering RedZone (NFL Net's live look-ins of Sun games) for the season price of \$39.99. Sun Ticket holder DirectTV isn't sitting around. Since the start of the London Olympics, it has been promoting a \$199.99 offer that it bills as the lowest ticket price in almost a decade. The package includes every out-of-market game every Sun, all in HD. The DBS provider is also teaming with **Barclaycard** to offer current DirectTV "Sunday Ticket" subs free subscriptions at no cost. To qualify, subs must be approved for the NFL Extra Points Credit Card of their favorite team, make at least \$750 in purchases on the card by Dec 31 and maintain their "Sunday Ticket" subscription through the '12 NFL season. The op has run :30 ads featuring *Deion Sanders, Eli Manning and Peyton Manning*, along with media buys on broadcast and cable nets. Online it has made digital buys on NFL.com and other sites. For **Comcast**, its "Xfinity Couch" campaign will be the main marketing platform, with notable offers including ESPN Goal Line and NFL RedZone on linear TV. On digital platforms, it's offering WatchESPN online and an app to stream live college football as well as live streaming of games on Xfinity.com/tv. More details coming later this month. In addition to RedZone offerings, **Verizon FiOS** is touting its "widgets." The FiOS TV Football Widget, available at no charge on the interactive media guide, offers schedules, stats, standings, headlines, player news and other content. And there's the ESPN Fantasy Games Widget, which allows participants of ESPN Fantasy Football to track their teams on TV. New to **AT&T U-verse** this year is an original programming segment called "The List: The Best of the SEC." Available across 3 screens, the 15-part series looks at the best of the SEC in a countdown format, a spokeswoman said. The telco is offering RedZone in its HD Premium Tier.

Alert Notice: The GAO is reviewing progress in modernizing the Emergency Alert System, and is reviewing results

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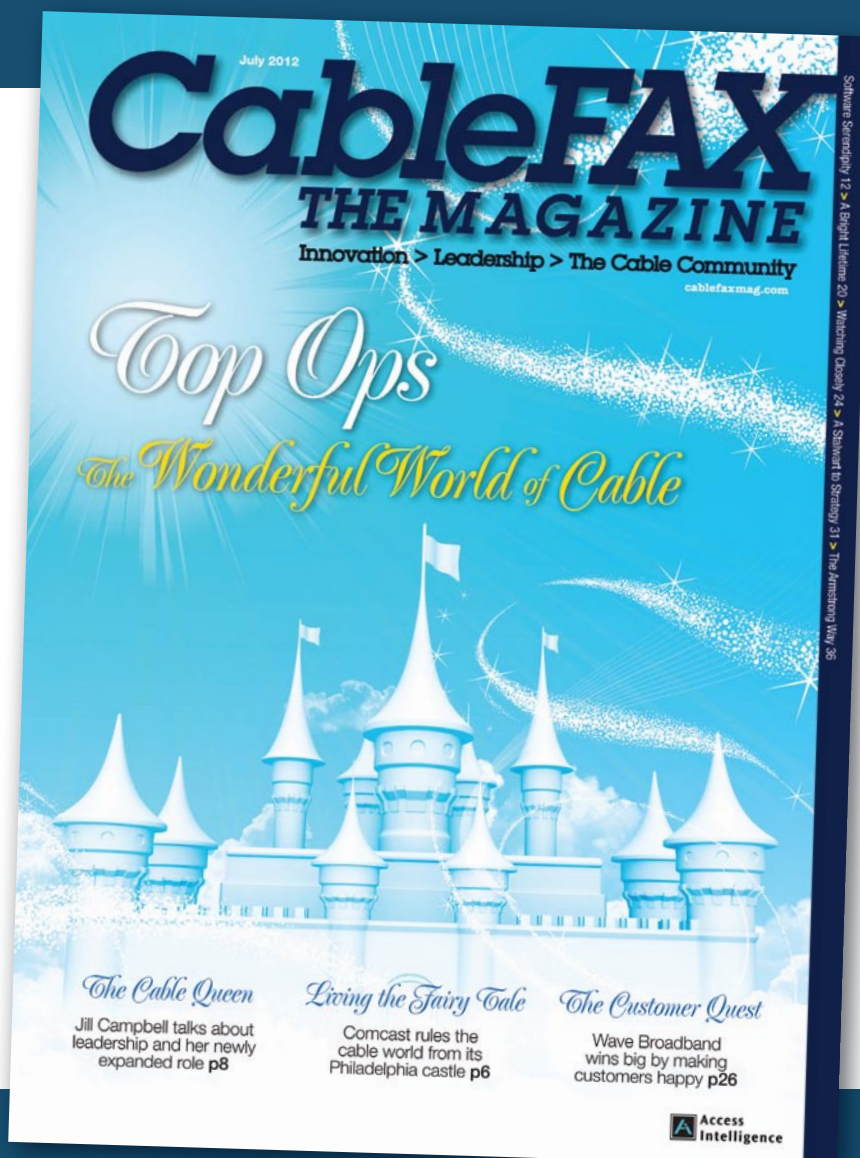
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of Nov's nationwide EAS test and efforts underway to address any weaknesses in the EAS identified by the test. House Transportation chair *Jeff Denham* (R-CA) requested the work, with the GAO examining efforts by FEMA and the **FCC** to develop various components of the national Integrated Public Alert and Warning System. That includes coordinating with multiple stakeholders, providing alerts for the disabled and non-English speaking communities and providing geo-targeted, risk based alerts. A release date isn't set yet. Test result info from Nov has been kept under wraps, with the FCC agreeing to only share it with **FEMA**, the National Weather Service and the office of the President (along with some qualified state govt emergency mgmt agencies). The FCC's Public Safety and Homeland Security Bureau released a notice Mon to Nationwide EAS participants, disclosing that it will share that data with the GAO. The 1st national test of the alert was held Nov 9, with various glitches reported across the country. For example, some **Time Warner Cable** subs in NY reported never seeing it, while **DirectTV** customers ended up hearing *Lady Gaga's* "Paparazzi" for about 30 seconds before the test began (**Cfax**, 11/10).

Channel Shuffle: Comcast has started notifying customers that **Tennis Channel**, generally carried on its sports tier, will move to the digital starter and digital preferred levels of service on most Comcast cable systems per an **FCC** order. Maybe. The MSO still hopes a court will intervene. "This may change since the order is being challenged," said Comcast's notification to subs. If the court doesn't step in, Tennis should move to the digital packages on or before Sept 7. In a FAQ, Comcast said it is not making price adjustments at this time to its sports tier or digital starter packages.

Spectrum Dealings: There are 64 companies that have expressed interest in buying the 700MHz lower A and B Block spectrum from **Verizon Wireless**, Verizon said in a recent **FCC** filing. The telco will sell the spectrum once its \$3.9bn spectrum transaction with the cable companies gets approved by the regulators.

Programming: **Fox Deportes** will carry live 6 **NASCAR** Sprint Cup Series races, including a Spanish-language broadcast of the Daytona 500 in Feb (a first). The net will offer Spanish-language broadcasts of 15 total Sprint Cup races as well as an original series aimed at Latinos. -- **Sundance** greenlit "Push Girls" for a 2nd season to debut next year. -- **Golf Channel** launched an editorial research unit, modeled after the Olympic Research Unit model 1st created at **ABC Sports** in '67 and used over the past 2 decades by **NBC**. "Much in the same way that personalizing Olympic athletes from around the world through storytelling creates more compelling and entertaining Olympic programming, the golf research unit is designed to strengthen and ensure quality of editorial content across all platforms, including broadcast and cable television, and all digital offerings," Golf Channel said. -- **The Food Network** added Sandwich King *Jeff Mauro* to its primetime lineup this fall with the new 7-ep, 30-min series "\$24 in 24," where Mauro discovers the best cheap, local eats in cities across the country. The series premieres Sept 24 at 10:30pm. -- **Speed** will bring all 12 contenders for the Chase for the **NASCAR** Sprint Cup together for the 1st time in a 1-hour TV special Sept 13 at 7pm. Live audience participation and an expanded Speed social media effort will be part of the program.

Marketing: Head over to **IsItADeadlyAffair.com** and check out what ID is doing to promote upcoming series "Deadly Affairs" (Sept 8, 10pm). Using social media, microsites and other platforms, participants can try to unravel the mystery of a fictional love triangle. Right now, all signs point to a happy family as fake Twitter accounts are posting photos of adorable children and a romantic getaway in NYC. Clues will be dropped online, with the final piece of the puzzle to be unveiled during the season premiere. -- **AMC** has launched **azombieforpresident.com**, in which this new undead "candidate" runs on a platform of zombies on TV for all. The faux campaign declares it's "paid for by the citizens who want zombies back on **DISH**." AMC's "Walking Dead" returns for Season 3 on Oct 14. Campaign stops for "A. Zombie" include San Diego, Atlanta, Charlotte, Tampa and NYC, where he will rally fans who don't have access to AMC and sibling nets to find an alt provider.

First Net: NTIA on Mon named the 15-member board of **FirstNet**, the nationwide interoperable public safety communications net. The board, created by the Middle Class Tax Relief and Job Creation Act, includes 3 permanent members from the administration. Other members will serve terms up to 3 years. Retired telecom exec *Sam Ginn's* chairman of the board.

Ratings: **Discovery Channel's** "Shark Week" shows no signs of slowing down: Reeling in 21.4mIn viewers P2+, premieres of the series surpassed its '11 premiere viewership in all key demos. Ratings for '12 propelled the net to the #1 non-scripted cable spot for P18-49 delivery and the top for P/W cable 18-34 delivery. -- Studios' bets with high-profile R-rated movies this summer seemed to pay off, at least judging from **Rentrak's** top VOD movie titles for the week ending Aug 12.

BUSINESS & FINANCE

Subscribers can check out the latest ratings at www.cablefaxdaily.com

Research: Plasma's share of all TVs available at US retailers in July fell to the lowest level since 1Q '11 due to rising prices, according to a study by **IHS**. The decrease in sales has reduced plasma's market share, allowing LCD TVs, to further their dominance in the overall US TV space. Subscribers can learn more about the latest plasma market trends at www.cablefaxdaily.com.

On the Circuit: Save the date for **NAMIC's** next Mid-Atlantic event on Sept 27 at **NCTA's** DC headquarters. The C-suite roundtable will address the dilemma of value creation and margin enhancement, and doing more with less, against a backdrop of diversity issues.

People: Univision News hired CBS vet *Keith Summa* as vp, news partnerships.

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- Preparing/administering activation plans for video/new service launches.

Qualified candidates should send a resume to:

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CableFAX Daily Stockwatch

Company	08/20 Close	1-Day Ch	Company	08/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	51.48	(0.16)	CONCURRENT:	4.52	0.14
DISH:	31.49	(0.3)	CONVERGYS:	15.52	UNCH
DISNEY:	50.45	(0.01)	CSG SYSTEMS:	20.05	0.05
GE:	20.93	(0.07)	ECHOSTAR:	28.33	(0.01)
NEWS CORP:	23.27	(0.18)	GOOGLE:	675.54	(1.6)
MSOS					
CABLEVISION:	15.35	0.21	HARMONIC:	4.46	(0.03)
CHARTER:	77.88	0.08	INTEL:	26.23	(0.1)
COMCAST:	33.90	(0.12)	JDSU:	11.71	(0.3)
COMCAST SPCL:	33.14	0.10	LEVEL 3:	22.00	(0.78)
GCI:	9.28	(0.11)	MICROSOFT:	30.74	(0.16)
LIBERTY GLOBAL:	55.10	(0.46)	RENTRAK:	18.13	(0.05)
LIBERTY INT:	17.89	(0.19)	SEACHANGE:	7.67	(0.34)
SHAW COMM:	20.66	0.42	SONY:	12.00	0.05
TIME WARNER CABLE:	89.40	(0.39)	SPRINT NEXTEL:	5.11	(0.08)
VIRGIN MEDIA:	27.59	(0.22)	TIVO:	9.38	UNCH
WASH POST:	355.86	6.84	UNIVERSAL ELEC:	15.84	(0.07)
PROGRAMMING					
AMC NETWORKS:	40.06	(0.56)	VONAGE:	2.11	(0.04)
CBS:	36.08	0.12	YAHOO:	14.96	(0.07)
CROWN:	1.78	(0.03)	TELCOS		
DISCOVERY:	52.40	(0.34)	AT&T:	36.89	(0.28)
GRUPO TELEVISIA:	23.34	(0.16)	VERIZON:	43.70	(0.36)
HSN:	44.86	(0.5)	MARKET INDICES		
INTERACTIVE CORP:	52.31	(0.02)	DOW:	13271.64	(3.56)
LIONSGATE:	13.88	(0.49)	NASDAQ:	3076.21	(0.38)
LODGENET:	0.48	0.01	S&P 500:	1418.13	(0.03)
NEW FRONTIER:	1.57	0.01	TECHNOLOGY		
OUTDOOR:	7.03	(0.24)	ADVANTAGE:	2.08	(0.02)
SCRIPPS INT:	58.37	(0.28)	ALCATEL LUCENT:	1.20	(0.03)
TIME WARNER:	42.74	0.13	AMDOCS:	32.25	(0.02)
VALUEVISION:	2.00	UNCH	AMPHENOL:	62.16	(0.23)
VIACOM:	51.30	(0.66)	AOL:	32.81	(0.66)
WWE:	8.60	0.04	APPLE:	665.15	17.04
TECHNOLOGY					
ADDVANTAGE:	2.08	(0.02)	ARRIS GROUP:	13.75	(0.09)
ALCATEL LUCENT:	1.20	(0.03)	AVID TECH:	8.93	(0.12)
AMDOCS:	32.25	(0.02)	BLNDER TONGUE:	1.00	(0.01)
AMPHENOL:	62.16	(0.23)	BROADCOM:	35.72	(0.11)
AOL:	32.81	(0.66)	CISCO:	18.94	(0.12)
APPLE:	665.15	17.04	CLEARWIRE:	1.86	0.04
ARRIS GROUP:	13.75	(0.09)			
AVID TECH:	8.93	(0.12)			
BLNDER TONGUE:	1.00	(0.01)			
BROADCOM:	35.72	(0.11)			
CISCO:	18.94	(0.12)			
CLEARWIRE:	1.86	0.04			

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OTT Musings: Stakeholders Debate Evolving Content Delivery at CES
 With the Comcast/Disney distribution deal a harbinger for TV Everywhere and Fox's move last summer to put select content behind a pay wall, panelists mulled the ins and outs of over-the-top delivery at an OTT panel at CES. "The tablet, the device, is going to control the TV experience at U-verse," said Jeff Weber, AT&T VP, product and strategy, noting the company's drive into tablet apps and model of providing APIs for developers to send content from device to television. But discernment is critical, panelists agreed. While AT&T has an approval process in place, YouTube abandoned its API-based partnership model two years ago "because we ended up with different apps on different TV, and performance differed," said Francisco Valera, dir/global head of platform and games partnerships. Touting YouTube's deals with Samsung, LG and its new Xbox partnership, "if we can't control the app, and update features quickly, it's a lost cause," he said. YouTube's recent-day model of investment in original content will stretch the company's presence in specific categories such as "niche cooking and unique travel" channels. "We don't see ourselves becoming a large studio, but we're more than dogs on skateboards," Valera quipped. "We want to bring in proven providers of broadcast quality content that's not sustainable in the cable universe." Valera said YouTube is working on its fourth UI, and moving toward the HTML 5 standard. Noting that unlike other video distributors YouTube always owns its TV and mobile content rights, "Can we bring our content to an AT&T, Cox or Comcast? We can, and that's where we are excited," he said. Initial deals with distributors are rolling out in Europe and Asia, he said. At Cox, focus remains on the UI. "It's important to get the user interface right, especially as more content is added in," said Lisa Pickelsimer, executive director, video product development. Integrated search, recommendations and social media will become more key, Pickelsimer said, noting the bigger role of metadata and the need