

CableFAX Daily™

Tuesday — August 23, 2011

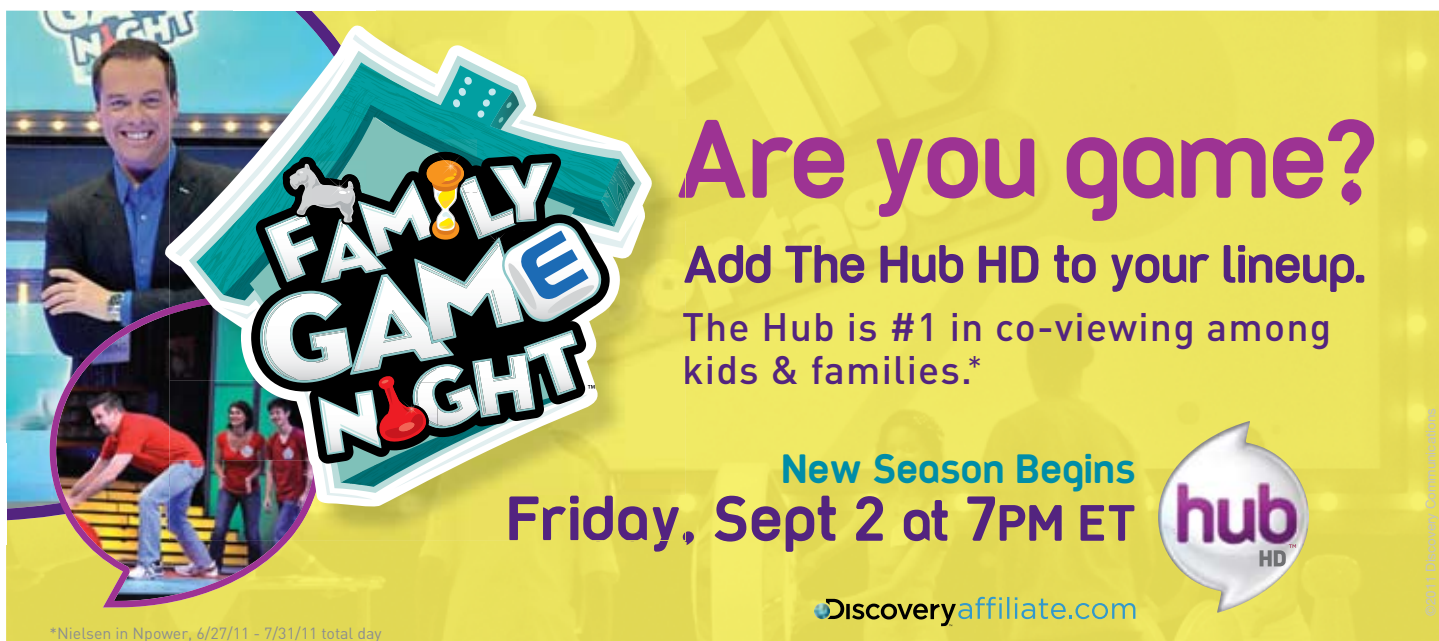
What the Industry Reads First

Volume 22 / No. 162

Student Savings: Promos Abound for School-Bound

Back-to-school sales aren't all about pencils and laptops. Cable operators are using freebies and discounts to convince stereotypically broke college students to sign up for services. **Comcast** is reaching out to the demo with "Xfinity4College," which includes a branded **Facebook** page with over 15K likes, campaigns in more than 160 four-year colleges in its footprint and peer-to-peer marketing efforts in at least 65 of those schools. The Xfinity4College FB page, an appropriate home base for the campaign, promotes an Xfinity TV and Internet bundle for as low as \$69.99/month with no minimum contract and **HBO** and **Showtime** for 9 months (the perfect length for a single school year). Students can enter sweepstakes for prizes such as a flat screen TV on the FB page or at campus events hosted by Comcast and promoted by fellow students. Before students even get to campus, **Time Warner Cable** is reaching out to them. It has teamed up with **Best Buy** stores across their footprint to give customers \$100 back when they sign up for TWC's Digital TV and Broadband Internet services from now until Sept 30. Sign up for Digital Home Phone and you'll get an additional \$50 rebate. "We hope to target families with school-aged kids, particularly those who are sending kids off to school, and students themselves who are making their own connections for the first time. Geographically speaking, we expect to get the most out of the Back to School Campaign in those areas that are known for having a popular college presence such as the Carolinas, NY, L.A. and TX," said a TWC rep. Getting in early with college students can help build brand loyalty that will carry on through their post-graduate (and maybe major money-earning) life. **Cox's** back-to-school offerings include more than video, phone and Internet. New subscribers can receive a free Smartphone, a free month of **Cox Wireless** service and 50% savings on On-the-Go mobile Internet for 3 months when they sign up for residential video, Internet or wireline phone service until Sept 18. Available in all of Cox's wireless markets, the promotion is Cox's first Back to School campaign to run in multiple markets and the first to prominently feature Cox's wireless product. Households with someone involved in school—be it college or kindergarten—may appreciate a wireless service that not only provides anytime-anywhere connectivity but also MoneyBack Minutes, which gives customers cash back for unused minutes each month at a time when expenses are high.

At the Portals: Republicans can rejoice. The **FCC** announced Mon that it is eliminating 83 outdated rules and obsolete media-related rules, including (as promised) the Fairness Doctrine regs. Also getting the boot is the cable programming



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*Nielsen in Npower, 6/27/11 - 7/31/11 total day

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service tier rate, which set the rate for the expanded basic tier but sunset in '99, and the "broadcast flag," which dealt with whether a digital program could be recorded but was struck down by the courts in 2005. More is to come, with each FCC bureau conducting reviews for rules to eliminate or revise and the Commission developing a retrospective review plan per President Obama's recent order. The Fairness Doctrine hasn't been applied by the FCC for 20+ years, and FCC chmn Julius Genachowski has said repeatedly he is opposed to it, but Republicans were nervous that the rules were still on the books. The Doctrine, established in 1949, required broadcast licensees to present controversial issues in an equitable and balanced way. "As I have said, striking this from our books ensures there can be no mistake that what has long been a dead letter remains dead," Genachowski said. "The Fairness Doctrine holds the potential to chill free speech and the free flow of ideas and was properly abandoned over two decades ago." -- **ACA** wants the FCC to eliminate rules that create barriers for cable ops and CLECs to merge. The group is arguing that such deals promote competition and put downward pressure on rates and therefore should fall outside cross-ownership prohibitions. ACA made the comments in support of 2 petitions filed by **NCTA** asking the FCC to prevent or limit application of Sec 652 to M&As between CLECS and cable ops. -- **DISH** filed its application at the FCC for the transfer of TerreStar's S-Band licenses, as well as a request to combine this application with DISH Network's previous filing for acquisition of the DBSD S-Band licenses.

Competition: An updated version of the **Verizon Video** app gives Verizon Wireless customers access to more than 250 current TV shows from nets including **ESPN**, **MTV** and **Disney Channel**, plus live streaming of sporting content such as **NFL RedZone** on Sundays. The app is available through a \$10/month subscription or \$3 for a 24-hour trial period.

In the States: **Comcast** chief *Brian Roberts* hosted *President Obama* at his manse on Martha's Vineyard Sun night, according to reports from the in-tow press corps. Some highlights: POTUS arrived at approx 5:30 but did not stay for dinner, and press members at first erroneously believed Roberts' garage was the main house. -- **Bounce TV** scored distribution pacts in Kansas City and Philadelphia with **Meredith Local Media Group** and **Lenfest Broadcasting**, respectively. -- **Verizon** said the 45K union-repped wireline employees who have been on strike for 2 weeks will return to work Mon night without new collective bargaining agreements. The contracts that expired Aug 6 have been extended.

Carriage: **Comcast** Nashville launched **Outdoor Channel HD** on its Digital Preferred HD tier and HD Sports & Ent tier.

Broadband \$: **USDA** announced that 18 recipients will receive more than \$103mln in funding for 23 projects to provide broadband services to unserved and underserved rural communities. A USDA Rural Development Community Connect grant of \$480K will go to Wichita Online to provide broadband to the rural community of Tuska Town, OK, which was hit by a tornado in Apr that killed 2 and damaged/destroyed a number of buildings.

Ratings: Based on a full week of viewing, **Disney Channel's** "Phineas and Ferb The Movie: Across the Second Dimension" is now cable's most-watched animated telecast of all time among kids 2-11 (6.23mln) and #2 in history among kids 6-11 (4.67mln) and tweens 9-14 (3.58mln). -- **Turner** said its TV Everywhere initiative, which offers next-day VOD and online viewing of shows with a full commercial load for the 1st week, has pumped up **TNT's** summer series by 42% from Live+SD to Live+7, compared to a 25% lift last year. Among 18-49s the summer lift is 56% (versus 32%), among 25-54s it's 52% (31%).

On the Circuit: **WICT** announced **Bright House Nets** pres *Nomi Bergman* as its Woman of the Year and both **Turner Broadcasting** svp *Jennifer Dorian* and **HGTV** svp/GM *Kathleen Finch* as Women to Watch. -- **SCTE Cable-Tec Expo's**

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BUSINESS & FINANCE

vendor partnership panel will feature **Cisco** CTO, Service Provider Group **Bob McIntyre**, **Arris** chmn/CEO **Bob Stanzione**, **Intel** vp/CTO **Justin Rattner** and **Samsung Electronics America** svp, home ent and product mktg **John Revie**. Expo runs Nov 14-17 in Atlanta.

People: **TLC's Brent Zacky** joined **Logo** as svp, original programming and dev. Additionally, **Logo** announced the expansion of their research efforts with the creation of a new programming research dept to be headed by **Michelle Auguste**. -- **CMT** welcomed **Eliot Goldberg** as svp, development and programming.

Editor's Note: Learn more about taking those political ads beyond the 30-second spot with **CableFAX's** upcoming Webinar, "Election 2012: Advanced Political Advertising" on Aug 30, 1:30pm ET. <http://www.cablefax.com/cfp/webinars/>

Business/Finance: **Needham's Laura Martin** downgraded **News Corp** to "hold" from "buy" and suspended her price target. Her main concerns: **News** historically has underperformed in downward corrections in the S&P 500 (typically by 15% over 6-12 months); litigation risks and her belief that a "witch hunt" is brewing. "We expect the powerful enemies of conservative-leaning **Fox News** and **WSJ** to exhibit sharper elbows in an election year like 2012. Near term headline risk for **NWSA** is acute, even if accusations prove erroneous after elections are over," **Martin** wrote in a research note.

CableFAX Daily Stockwatch

Company	08/22 Close	1-Day Ch	Company	08/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCOM:	31.65	0.36	BROADCOM:	31.65	0.36
DIRECTV:	41.76	(0.17)	CISCO:	15.01	(0.07)
DISH:	21.37	(0.49)	CLEARWIRE:	3.03	0.02
DISNEY:	32.02	0.17	CONCURRENT:	5.88	0.03
GE:	15.11	0.02	CONVERGYS:	9.45	0.16
NEWS CORP:	15.68	(0.12)	CSG SYSTEMS:	12.58	(0.28)
MSOS					
CABLEVISION:	16.50	(0.47)	ECHOSTAR:	22.91	0.31
CHARTER:	45.29	(1.3)	GOOGLE:	498.17	7.25
COMCAST:	19.78	(0.18)	HARMONIC:	4.66	(0.08)
COMCAST SPCL:	19.58	(0.22)	INTEL:	19.38	0.19
GCI:	7.85	(0.05)	JDSU:	9.89	0.01
KNOWLOGY:	13.07	0.02	LEVEL 3:	1.63	(0.03)
LIBERTY CAPITAL:	63.37	(2.3)	MICROSOFT:	23.98	(0.07)
LIBERTY GLOBAL:	35.98	(0.66)	MOTOROLA MOBILITY:	38.04	0.18
LIBERTY INT:	13.92	0.18	RENTRAK:	11.52	(0.05)
SHAW COMM:	21.72	0.33	SEACHANGE:	7.14	0.18
TIME WARNER CABLE:	60.94	(0.82)	SONY:	20.69	0.16
VIRGIN MEDIA:	23.30	0.03	SPRINT NEXTEL:	3.26	(0.16)
WASH POST:	335.36	(3.15)	THOMAS & BETTS:	37.95	(0.25)
PROGRAMMING					
AMC NETWORKS:	32.23	(0.82)	TIVO:	7.80	(0.08)
CBS:	22.13	0.09	UNIVERSAL ELEC:	17.52	(0.29)
CROWN:	1.22	0.03	VONAGE:	2.62	(0.22)
DISCOVERY:	36.28	(0.04)	YAHOO:	12.84	(0.08)
GRUPO TELEVISIA:	19.87	0.34	TELCOS		
HSN:	29.38	(0.13)	AT&T:	28.45	0.46
INTERACTIVE CORP:	34.69	0.35	VERIZON:	34.82	0.11
LIBERTY STARZ:	64.22	(1.4)	MARKET INDICES		
LIONSGATE:	7.06	(0.02)	DOW:	10854.65	37.00
LODGENET:	1.75	(0.04)	NASDAQ:	2345.38	3.54
NEW FRONTIER:	1.19	0.02	S&P 500:	1123.82	0.29
OUTDOOR:	6.14	0.03			
TIME WARNER:	27.74	(0.16)			
VALUEVISION:	3.01	(0.21)			
VIACOM:	50.59	0.70			
WWE:	8.79	(0.03)			
TECHNOLOGY					
ADVANTAGE:	2.30	0.04			
ALCATEL LUCENT:	3.33	UNCH			
AMDOCS:	26.03	0.06			
AMPHENOL:	42.35	0.22			
AOL:	12.22	(0.02)			
APPLE:	356.44	0.41			
ARRIS GROUP:	9.74	(0.11)			
AVID TECH:	9.48	(0.16)			
BIGBAND:	1.45	(0.01)			
BLNDER TONGUE:	1.30	0.03			

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EYE ON ADVERTISING

Dynamic Control

As technology evolves, dynamic ad insertion remains somewhat of a moving target for operators. **This Technology** continues to bolster its SpotLink interconnect open source platform, and picked up a top product-of-the-year nod at the Cable Show's CIO.IT for its two latest products – an ad decision service router and data boundary manager. This founder/CEO Jeffrey Sherwin tells Cathy Applefeld Olson how the new software aims to help operators and programmers get on the same page.

From a technology standpoint, what are the biggest challenges to dynamic ad insertion these days?

JS: The biggest challenge for DAI is across the board agreement that these capabilities are applicable not only to VOD but to other platforms as well. So if it's content available on the service provider's CDN [content distribution network] for connected devices, it is also, in fact, VOD.

Your new products mean MSOs can operate separate real-time ad decision services for local and national users. Why is that important?

JS: They are creating a new level of flexibility. VOD is not the only platform where DAI is available. Now we have over-the-top, networked DVR initiatives. We want them all to have a targeted experience and want to be able to make national advertising calls and need a flexible infrastructure to handle that.

This Technology is working with NBC, among programmers. Can you provide a case study of the service you're providing for them?

JS: We are working with a few broadcasters, programmers and their service provider distribution partners to enable dynamic replacement of ads on VOD. NBC uses our system for managing all of their VOD metadata for distribution across the service providers, and that includes information like where content is available, poten-

tially which ads are available and where in the streams ads can get inserted.

Your new products fit more on the service provider side...

JS: The SpotLink ADS Router provides the capability for service providers to get ad decisions from multiple places including their programming partners and dynamically splice all of them into a single stream. Being able to directly connect to both cable traffic systems and broadband ad services to make dynamic ads work within a set-top box is a big deal.

The SpotLink Data Boundary Manager gives operators the capability to control the amount of data that gets released to a programmer. It

blocks any personally identifiable information from leaving their footprint, but it also allows them to not share dynamic information around the subscribers that they don't want release. This data filter opens up a new revenue opportunity for the local media business because they can control how much data goes to a programmer or to Canoe. So if one programmer is willing to pay a little more for data because they can in turn use it to make a bigger sell, the MSO now has the capability to say, 'We can release this information you're looking for.'

What kind of feedback are you getting?

JS: It seems to me that these products are sparking a lot of interest because the programmers and operators understand that they each sell in a certain way, and in order for DAI to work neither wants to threaten the other's business, and both parties seem to know that it has to work for both sides. The prospect of being able to merge inventory with existing broadband inventory is something the operators are beginning to realize is highly valuable to the programmers. And the programmers recognize they can't demand data the local media businesses have been leveraging as their own business. There is this sort-of mutual respect, a cultural shift, between these two very different sales organizations.



CableFAX
THE MAGAZINE

Most Influential Minorities in Cable issue

Be part of Diversity Week! This issue profiles CableFAX's most influential minorities in cable, winners of NAMIC's EMMA Awards (Excellence in Multicultural Marketing Awards), and the Top 10 Places to Work.

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