

CableFAX Daily™

Friday — August 23, 2013

What the Industry Reads First

Volume 24 / No. 164

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Day Who-Even-Knows: CBS Strikes Deal, Just Not with TWC

Aw, the dog days of August when time itself seems to stand still. It feels like Day 15 of **Time Warner Cable-CBS'** dispute, not Day 20.5... Remember all the times operators complained that blackouts in smaller markets don't receive the attention of retrans skirmishes in big cities? Well, the top 2 DMAs are wrapped up in this, and it has been pretty much crickets at the **FCC** and on the Hill. Congress returns from Aug recess around the same time as **NFL** football and the start of the fall TV season, so that might spark more interest. Could this thing still be going on for the Sept 29 Season 3 premiere of "Homeland" on **Showtime**? Gulp. Thurs' news had CBS announcing a new contract with **Verizon** months before its deal expired. Verizon FiOS goes head-to-head with TWC in NYC, L.A. and Dallas (the telco's 1st video market). Verizon has not run any marketing aimed at luring TWC subs in affected markets, but CBS has been getting the word out itself in advertisements. (Even those FiOS offers to CBS employees highlighted in an *L.A. Times* story this week turned out to be part of an ongoing affinity program Verizon has with various companies) TWC customers will draw their own conclusions about FiOS' 3-year deal, even without marketing. "Give me three wishes! 1. I can get rid of Time Warner Cable. 2, I'm able to get Fios. 3, I recover all my time wasted as a TWC customer," *AP TV critic Frazier Moore* tweeted after the deal was announced. A widely circulated memo from CBS boss *Les Moonves* declared that TWC has been "offered almost exactly the same deal for CBS carriage to which Verizon has agreed." And it's the "almost" that everyone would like more information on... Both companies continue to hear from upset customers (there are actually quite a few folks on CBS' **Facebook** page upset about not being able to watch network programming online). As for the Verizon deal, it includes broader distribution for **CBS Sports Net** in some markets, along with continued carriage of **Smithsonian** and Showtime. Moonves claimed in his memo that TWC is demanding different terms than any other company in the business. "Never in my most pessimistic moments did I ever think that they would have lasted this long and have been so difficult," Moonves wrote. Pretty sure there are some TV viewers who feel the same.

Retrans: Pointing to the **Time Warner Cable-CBS** stalemate, **ACA** renewed its call Thurs for the **FCC** to make broad changes to retrans consent rules. Among other things, **ACA** chief *Matt Polka* complained that the rules are inconsistent—protecting broadcasters from being dropped during the financially important sweeps, while there are no rules to prohibit

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outages when consumers stand to lose marquee broadcasting events. ACA wants the FCC to mandate a broadcaster's signal to continue to air on an MVPD after a contract expires and while the terms of a new agreement are pending resolution—a so-called standstill provision that would keep the expired contract's terms in place during negotiations but retroactively apply the new rates to when the previous deal expired. "I urge the Commission to adopt this proposal and ensure that the CBS/TWC dispute is the last of its kind where consumers end up as the collateral damage of broken down retransmission consent negotiations," ACA chief *Matt Polka* wrote in a letter to FCC interim chair *Mignon Clyburn*.

Launch Pad: QVC launched a 2nd channel, **QVC Plus**, and scored distribution deals for it with **DirectTV**, **Time Warner Cable**, **Bright House** and several indie ops including **MVTC**, **Kuhn Comm**, **Cincinnati Bell Fioptics** and **Thames Valley**. The channel will televise QVC's live broadcast channel on a 3-hour delay. Future plans for QVC Plus may include exclusive programming. It also will be available live on QVC's Website, with additional digital commerce functionality in the works.

Ethernet: For the 1st time, cable MSOs had more new Ethernet port installations than the incumbent carrier segment, **Vertical Systems Group** principal *Rick Malone* said. According to the company's mid-'13 Ethernet service market share report, cable MSOs now comprise 20% of the total US Ethernet market. The incumbent carrier segment remains the largest, with 47% of total Ethernet ports, followed by competitive provider segment. **Time Warner Cable** and **Cox** made the list of top Ethernet providers based on market share. Like last year, the top-10 ranks were dominated by telcos like **Verizon**, **AT&T** and **CenturyLink**. Meanwhile, Ethernet providers saw an uptick in demand for connectivity to private cloud services using Ethernet private lines and Ethernet virtual private lines. The fastest growing offerings during the period were Ethernet access to IP/MPLS services and cloud connectivity.

At the Portals: More than \$385mln of the FCC's overhauled Connect America Fund will finance broadband projects that will connect up to 600K homes and small businesses lacking access in 44 states and Puerto Rico, the agency said. Providers are required to match their own dollars and complete deployments within 3 years.

B2B: **Cox Business** inked a strategic partnership with **ViaWest**, a colocation service provider, to offer enterprise customers fiber connectivity and colocation and cloud infrastructure services. Initially, the cable op will offer ViaWest's services to customers in Las Vegas, Phoenix and Southern CA markets.

Programming: **YES** is looking to beef up its soccer programming with a multi-year contract with Manchester City Football Club. Under the terms, YES will televise soccer games involving Manchester City, the English Premier League champion, FA Cup champion and FA Cup runner-up, in HD on tape delay. -- **Discovery Channel** booked the development of a scripted mini-series "North and South" based on the trilogy of novels of the same name. -- **MTV's** comedy series "Awkward" returns on Oct 22 for 10 more eps. -- **E!** will debut new weekly series "Party On" later this year. Hosted by actress/singer *Jacqueline Wood*, each ep will focus on one local party scene. -- **FOX Sports** is teaming up with **MLB Productions** on new series "Mission October" with the 1st of 8 eps debuting Mon on **Fox Sport 1**.

Privacy: Though many teens ages 12-17 generally know how to manage privacy settings of their social media platforms, some 70% of them have sought outside advice about how to manage some aspects of their privacy online, according to a **Pew Research Center** study, conducted in light of growing concern among parents and advocates about how teens



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develop online privacy management skills. Among the advice seekers, girls are more likely than boys to have asked for help, and those ages 12 and 13 are more likely than older teens to have asked for help and are more likely to have talked with their parents. In addition, these advice seekers are more likely to limit what certain friends can see within their own friend networks, while those who have not sought outside help are somewhat more likely to share their friend information. Meanwhile, the majority of teens using **Facebook** set their profile to either fully or partially private, regardless of whether or not they have sought privacy advice.

Internal Affairs: **Univision** is pairing with Smith College to deliver a multi-module leadership development program for Miami-based women at the Spanish-language programmer. Dubbed "Leverage. Influence. Lead.," the program is sponsored by the **Univision Academy** as part of the Miami Chapter of Univision's Women's Leadership Council, a company-wide employee resource group launched in March to help advance women.

People: After nearly 2 years consulting, *Jill King* returns to **Turner** as svp, sponsorship group for the Animation, Young Adults and Kids Media division.

Editor's Note: Time's running out. The early bird discount for the Sept 24 **TV Innovation Summit** ends Fri. Register at: www.cablefaxtvsummit.com

CableFAX Daily Stockwatch

Company	08/22 Close	1-Day Ch	Company	08/22 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
21ST CENTURY FOX:	32.08	0.63	GOOGLE:	873.71	4.38			
DIRECTV:	58.16	0.62	HARMONIC:	7.52	0.11			
DISH:	44.69	0.37	INTEL:	22.26	0.09			
DISNEY:	61.64	0.50	JDSU:	13.43	0.22			
GE:	23.78	0.17	LEVEL 3:	22.60	0.50			
MSOS								
CABLEVISION:	17.79	0.17	MICROSOFT:	32.39	0.78			
CHARTER:	123.95	0.72	RENTRAK:	24.09	0.98			
COMCAST:	42.02	0.19	SEACHANGE:	10.84	0.14			
COMCAST SPCL:	40.32	0.09	SONY:	19.71	0.05			
GCI:	9.01	0.16	SPRINT NEXTEL:	6.92	(0.04)			
LIBERTY GLOBAL:	75.97	0.72	TIVO:	11.00	0.17			
LIBERTY INT:	22.49	0.10	UNIVERSAL ELEC:	31.86	0.42			
SHAW COMM:	24.12	(0.1)	VONAGE:	3.21	0.08			
TIME WARNER CABLE:	108.96	0.81	YAHOO:	27.90	0.84			
WASH POST:	575.78	10.05	TELCOS					
PROGRAMMING								
AMC NETWORKS:	64.64	0.47	AT&T:	33.82	0.34			
CBS:	52.74	1.89	VERIZON:	47.02	(0.25)			
CROWN:	3.05	0.20	MARKET INDICES					
DISCOVERY:	80.30	0.87	DOW:	14963.74	66.19			
GRUPO TELEVISIA:	26.70	(0.15)	NASDAQ:	3638.71	38.92			
HSN:	56.73	0.39	S&P 500:	1656.96	14.16			
INTERACTIVE CORP:	50.05	0.32	TECHNOLOGY					
LIONSGATE:	35.15	0.39	ADDVANTAGE:	2.46	0.01			
SCRIPPS INT:	75.01	0.79	ALCATEL LUCENT:	2.71	0.12			
STARZ:	24.53	0.31	AMDOCS:	38.03	0.24			
TIME WARNER:	62.37	1.11	AMPHENOL:	77.82	2.25			
VALUEVISION:	4.96	(0.9)	AOL:	34.27	0.46			
VIACOM:	79.65	1.35	APPLE:	502.96	0.60			
WWE:	10.06	0.14	ARRIS GROUP:	16.35	0.17			
TECHNOLOGY								
ADDVANTAGE:	2.46	0.01	AVID TECH:	5.55	0.15			
ALCATEL LUCENT:	2.71	0.12	BLNDER TONGUE:	0.87	(0.03)			
AMDOCS:	38.03	0.24	BROADCOM:	25.32	0.15			
AMPHENOL:	77.82	2.25	CISCO:	24.01	(0.06)			
AOL:	34.27	0.46	CONCURRENT:	8.38	0.30			
APPLE:	502.96	0.60	CONVERGYS:	18.81	0.31			
ARRIS GROUP:	16.35	0.17	CSG SYSTEMS:	24.97	0.40			
AVID TECH:	5.55	0.15	ECHOSTAR:	41.59	0.04			
BLNDER TONGUE:	0.87	(0.03)						
BROADCOM:	25.32	0.15						
CISCO:	24.01	(0.06)						
CONCURRENT:	8.38	0.30						
CONVERGYS:	18.81	0.31						
CSG SYSTEMS:	24.97	0.40						
ECHOSTAR:	41.59	0.04						

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PROGRAMMER'S PAGE

The Diva Lifestyle...

WWE's SummerSlam 2013 rocked the Staples Center last weekend, and having all that wrestling talent in Los Angeles at one time created a perfect promotional storm for E!'s reality show "Total Divas" about female wrestlers whose athleticism is perhaps matched only by their beauty. Never one to avoid the most grueling assignments, I attended a special lunch with several of the Divas, all part of my selfless desire to do whatever it takes to "get the story." No strangers to cameras, these women found out that reality TV amps it up. Diva *Brie Bella* remembers walking into a restaurant in New York with a camera crew. "Everybody was like 'ugh,'" she recalls. "And I'm like 'Oh no, I'm that girl!'" But she likes that fans can get a peek behind the veneer of her and her twin sister's WWE characters: "This is the first time that people can see how different we actually are." Diva *Natalie Neidhart* says the cameras have been almost "therapeutic" because "you are forced to confront things more so than you would... I think it brought [husband] T.J. and I closer together." She and Bella both marvel at how much footage E! captures. "You wonder why they're filming so much, but it's to capture that moment you never expected they would get," says Neidhart. Diva-in-training *Natalie EvaMarie Nelson* says the toughest part is all the travel. "Not everybody can do it," she says. "It is literally the survival of the fittest." But Neidhart says "the rewards are huge... You get to travel the world, meet famous people, touch people's lives and grant wishes to kids... you get to have your hair and makeup done every day and buy beautiful clothing and be adored by millions of people." She pauses for a moment. "But you're away from your family, and you never get to sleep in your own bed." They're hardly complaining. "I've never had anything like this happen to me, not anything close," says Nelson. "And I'm seriously loving every minute of it." — *Michael Grebb*

Reviews: "Strike Back," Fri, 10p, **Cinemax**. In its first two seasons, we lauded action-packed "Strike Back" for its exotic locales and unusual characters. In season 3, new addition *Robson Green* is a plus, offsetting stale dialogue wedged between well-staged gun play. Strike remains an escapist hoot. -- "Secret Life of Dogs," Sun, 9p, **Nat Geo Wild**. High blood pressure, cancer, depression, search-rescue; dogs help with all these. A pooch even feeds lambs in this fact-filled, gorgeously-shot special loaded with great stories. Dog lovers shouldn't miss it. -- "Surviving Evil," series premiere, Wed, 10p, **Investigation Discovery**. *Charisma Carpenter* hosts, beginning with her own harrowing story about facing a sexual predator. -- "Branded," Tues, 8p ET, **ESPN**. The strongest part of ESPN's film about women in sports is its end, where *Gabby Reece* and *LoLo Jones* speak frankly about double standards. Strong, too, is the net allowing the film to quote a '09 study that says "SportsCenter" devoted barely 1% of its time to women's sports. -- **Notable:** Last year's "VMAs" grabbed 6mln viewers and topped all TV with persons 12-34. This year's talent fest (Sun, 9p, **MTV**) includes *Lady Gaga*, *Miley Cyrus*, *Kanye West*, *Justin Timberlake* and *Katy Perry*. -- **ESPN's** "Little League World Series" coverage remains addicting. **ABC** has the finals this weekend, but ESPN gets the consolation game (11a, Sun). - *Seth Arenstein*

Basic Cable Rankings (8/12/13-8/18/13)			
Mon-Sun Prime			
1	USA	2.1	2024
2	DSNY	1.8	1765
3	TNT	1.6	1534
4	A&E	1.5	1507
4	HIST	1.5	1490
6	TBSC	1.3	1314
6	FOXN	1.3	1302
8	ESPN	1.2	1130
8	AMC	1.2	1128
10	HGTV	1.0	990
10	ADSM	1.0	986
12	LIFE	0.9	903
12	TLC	0.9	876
12	DSE	0.9	69
15	NAN	0.8	830
15	SYFY	0.8	779
15	DISC	0.8	777
15	FOOD	0.8	773
15	FX	0.8	752
15	BRAV	0.8	746
21	FAM	0.7	719
21	TRU	0.7	640
21	HALL	0.7	568
21	NFLN	0.7	478
25	SPK	0.6	630
25	BET	0.6	584
25	VH1	0.6	573
25	MTV	0.6	570
25	TVLD	0.6	562
25	APL	0.6	554
25	ID	0.6	542
25	LMN	0.6	512
25	DSJR	0.6	350
34	CMDY	0.5	537
34	EN	0.5	454
34	MSNB	0.5	448
34	OWN	0.5	439
38	CNN	0.4	395
38	TRAV	0.4	350
38	NGC	0.4	347
38	ESP2	0.4	345
38	NKJR	0.4	313
38	DXD	0.4	294
38	OXYG	0.4	289
38	GSN	0.4	287
38	H2	0.4	242

*Nielsen data supplied by ABC/Disney

Celebrate and Reach the Most Influential Minorities in Cable

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