

CableFAX Daily™

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What the Industry Reads First

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Eying Isaac: MSOs Get Ready, Cable News Nets Get in Position

Having experienced Hurricane Katrina 7 years ago, operators in Isaac's projected path were taking no chances Mon. **Cox**, whose footprint includes New Orleans and St Charles Parrish, planned to suspend normal business operations in LA and Northwest FL Mon evening to ensure the safety of employees. "As soon as it's safe, our crews will return to the streets to assess damage to our plant and begin restoring any service outages as quickly as possible. As during other natural disasters, we will work closely with local power providers to fully restore Cox services," a rep said. **Charter** also went ahead and announced that its sales and service centers in Southeast LA will be closed on Tues and Wed. "While we are hoping for the best, we are preparing our network and employees for the impact from Isaac," *Aimee Pfannenstiel*, vp and gm for Charter's operations in LA, said in a statement. Charter is bringing in additional standby generators, cable and other materials from sister systems and staging them in safe locations. **Comcast** saw a little bit of Isaac in tropical storm form in its FL Keys, Monroe, Miami-Dade, Broward and Collier County, FL, systems. Most of the resulting outages were due to the loss of commercial power. A fallen power line Mon afternoon cut 1 fiber, which was repaired in about an hour. A spokesperson compared the problems to when a "severe thunderstorm" passes through, but those along the Gulf are concerned as Isaac is projected to be a full-blown Hurricane when it hits the area. While Tampa was spared Isaac's wrath, the **Republican National Convention** canceled Mon events. The cable news nets were suddenly sending anchors from Tampa to New Orleans Mon. **Fox News'** *Shepard Smith* left Tampa for the Crescent City, anchoring "Studio B" from there Mon afternoon. Fox has 7 correspondents around the Gulf covering Isaac. At **CNN**, *Anderson Cooper* and *Soledad O'Brien* traveled to New Orleans, where they joined CNN's news and weather anchor *Rob Marciano*. Cooper was set to anchor portions of Mon's primetime coverage from New Orleans. O'Brien was slated to anchor "Starting Point" Tues and Wed mornings from New Orleans, with *John Berman* handling the Tampa portions of "Starting Point." **C-SPAN**, which had planned gavel-to-gavel coverage of the RNC, adapted quickly to the lack of floor proceedings Mon. The net sent more crews into the field in Tampa to cover RNC-related events (delegate meetings, a speech by House Speaker *John Boehner* (R-OH), etc). C-SPAN political editor *Steve Scully* reminded folks on **Twitter** that the net won't be sending folks

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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 for standards in referencing content. Social media is tricky, she noted. "Just because we are friends on Facebook doesn't mean we share content interests." Social TV is a top of mind at **Sony**, said *Shawn Laydon*, Sony Networked Entertainment COO. A goal of the **Playstation** Network is to enable cameras and other interfaces to let users share a more dynamic real-time experience than just pausing to tweet a score," Laydon said. But AT&T's Weber sounded a more reluctant note. "It's not an experience our customers want... It seemed so forced on the TV," he said. "Part of what drove U-verse-enabled [device] thinking is now you have a device that knows what you're watching and it is a more natural social environment." — *Cathy Applefeld Olson*

ABC Exec Session: As with **Fox** (Clax 1/10), ABC's TCA presentation offered further evidence to how the Big 4 are keeping an eye on cable. *Paul Lee* accentuated the positive Tues, praising ABC hits like "Revenge" and "Once Upon a Time" but also giving props to his cable sensibility Lee, who famously supercharged **ABC Family** before taking over as pres, **ABC Ent** in Aug '10, partially credited a cable-like push for *Once*. [ABC exp. planning and scheduling] *Jeff Bader* did a

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to New Orleans. "After less than 5 minutes Fox News Channel breaks away from *Paul Ryan* so more talking heads can discuss the weather—turn to C-SPAN," he tweeted Mon afternoon. For those who do want weather coverage, **DirecTV** launched 24/7 Tropical Storm Isaac information channel. It will provide live broadcast from local stations in markets affected by the storm to DirecTV subs nationwide. The channel was set to begin broadcasting at 9pm ET Mon night, and would continue its coverage until the storm's strength diminished. As always, **Weather Channel** will be chasing the storm, with *Al Roker* and *Jim Cantore* among the on-air personalities in New Orleans. It also has weather.com/hurricane as a one-stop shop for the most up-to-date news and info.

At the Portals: The **FCC** denied a trio of broadcasters and **NAB's** request for a stay of the Commission's viewability rule decision. The FCC voted in June to allow the rule to sunset Dec 12 (small systems receive an exemption for another 3 years). It requires cable ops to carry the analog and digital signals of must-carry stations. NAB also has asked the DC Appeals Court to intervene. It hasn't acted yet. In denying the request, the FCC said the broadcasters failed to show they would be irreparably harmed if a stay isn't granted and argued that they are unlikely to prevail in court.

In the Courts: A federal appeals court ruled that a lower court was correct in granting the motion of several media industry plaintiffs to preliminarily enjoin online streaming service **ivi** from streaming their copyrighted content over the Web (*Cfax*, 2/23). **CBS**, **Disney**, **NBCU** and **Cox** are among those who filed suit against **ivi**. "This confirms that Congress never intended to allow Internet providers to retransmit broadcast programming without the consent of copyright owners," said **NAB** spokesman *Dennis Wharton*. -- The **Court of Appeals for the Federal Circuit** upheld a jury decision that **Verizon** must pay **ActiveVideo** for patent infringement. The tech vendor said the \$115mIn damage award has grown to nearly \$260mIn with interest and royalties. The appeals court upheld that 3 of the patents were infringed on, but reversed the finding on a 4th. It also reversed a lower court ruling for a permanent injunction that would prevent Verizon from ever using the ActiveVideo patents. "We're glad to have this part of the case behind us so that we can put all of our energies into doing what ActiveVideo Networks does best: enabling our customers to deliver the best TV Navigation, Guides and content experiences to all of their subscribers," ActiveVideo said. Verizon declined comment.

Tribunelations: As expected, **Cablevision** lost Hartford **Fox** affil **WTIC** and **WGN America** at 12:01am, and there is still has no retrans deal in place with **Tribune** (*Cfax*, 8/27). Cablevision complains that Tribune is illegally tying carriage of Fox to less-popular channels (**CW** and **MyNetwork TV**), saying it has agreed to pay all the fees demanded for WTIC. Tribune says it's completely lawful and benefits viewers. "Cablevision has never compensated Tribune for the re-broadcast of WTIC-TV while Tribune has continued to make significant investments in high quality programming," read a Tribune statement. Fox CT is the exclusive source of Fox programming for some 50K Cablevision customers, particularly in the Litchfield area. Most of CVC's CT subs continue to get Fox through the NY affil **WNYW**. WGN is carried in a small section of Cablevision's CT and West service areas.

Inside the Beltway: The **FTC** extended the deadline for commenting on proposed modifications to the Children's Online Privacy Protection Act until Sept 24. The original deadline was Sept 10. COPPA gives parents control over what information Websites and online services may collect from children under 13. The FTC has proposed modifying the definition of personal info to include persistent identifiers and user names. It's also considering modifications to the definitions for "operator" and "website or online service directed to children" so that 3rd parties would be included.

Ratings: Two important things characterized **HBO's** "True Blood" Season 5 finale: some stellar vampire kills and solid ratings. The series scored a season high 6.3mIn for the combined 2 plays Sun with 5mIn and 1.2mIn viewers at 9pm and 11pm, respectively. It's averaging a gross audience of 11.3mIn viewers per episode. Meanwhile, the combined plays of "Newsroom's" finale scored series highs at 10pm and 12am. It's averaging a gross audience of 6.7mIn viewers per episode.

Programming: **Fox Deportes** added college football to its telecast schedule. The net is set to air 14 regular-season college football games live in Spanish, primarily from the **Pac-12** or **Big 12** conferences, plus the Pac-12 and Big 10 Football Championship games and the **AT&T** Cotton Bowl Classic in Jan. To introduce the Spanish-speaking audience to college football, the net's airing 4 30-min programs featuring team history and recommen-

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dations on who to watch, prior to the games. -- Amplifying the voices of young voters, **MTV News** and the net's "Power of 12" campaign, which aims to fire up 18- to 29-year-olds about the '12 elections, will cover the national conventions, including *Mitt Romney's* acceptance speech Thurs, at 9:45pm and *President Obama's* acceptance speech Sept 6 at 9:45pm, daily news coverage featuring conversations with voters and candidates, as well as special reports by **MTV** correspondents. The net also will launch "Fantasy Election '12" at the start of the Republican National Convention, and will have an on-the-ground presence at *National Journal's* daily breakfast briefings and nightly watch parties. It will live-stream the publication's convention events on Powerof12.org. -- **Lifetime** will debut its original movie "Steel Magnolias" Oct 7 at 9pm. The film is a TV adaptation of the iconic '89 film of the same name. -- **Chris Rose** joins **NFL Net's** on-air talent roster, with him hosting "NFL GameDay Highlights" and the Thurs game night editions of "NFL Total Access."

People: *Gregg Fujimoto*, who has more than 20 years of experience with **McCann-Erickson**, joined **Time Warner Cable** as svp, brand strategy and marketing communications for residential services. -- *Todd Davis* was named evp, global tax for **Discovery Comm.**

CableFAX Daily Stockwatch

Company	08/27 Close	1-Day Ch	Company	08/27 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	52.56	(0.07)	CONVERGYS:	15.26	(0.07)
DISH:	32.02	(0.25)	CSG SYSTEMS:	21.14	0.44
DISNEY:	49.63	0.07	ECHOSTAR:	27.48	(0.06)
GE:	20.85	0.05	GOOGLE:	669.22	(9.41)
NEWS CORP:	23.62	0.14	HARMONIC:	4.48	0.11
MSOS					
CABLEVISION:	14.99	(0.18)	INTEL:	24.84	(0.07)
CHARTER:	77.24	(0.49)	JDSU:	11.84	0.16
COMCAST:	33.97	0.02	LEVEL 3:	22.07	(0.15)
COMCAST SPCL:	33.03	(0.01)	MICROSOFT:	30.69	0.13
GCI:	8.63	0.01	RENTRAK:	17.68	(0.21)
LIBERTY GLOBAL:	55.12	0.24	SEACHANGE:	7.40	(0.17)
LIBERTY INT:	18.09	(0.09)	SONY:	11.64	(0.07)
SHAW COMM:	20.11	(0.06)	SPRINT NEXTEL:	4.82	(0.07)
TIME WARNER CABLE:	89.87	0.32	TIVO:	9.33	0.15
VIRGIN MEDIA:	27.06	0.05	UNIVERSAL ELEC:	15.23	(0.13)
WASH POST:	349.24	(2.53)	VONAGE:	2.12	0.01
PROGRAMMING					
AMC NETWORKS:	38.86	(0.19)	YAHOO:	14.85	(0.07)
CBS:	36.46	(0.09)	TELCOS		
CROWN:	1.71	0.02	AT&T:	36.87	(0.08)
DISCOVERY:	53.68	0.35	VERIZON:	42.76	(0.41)
GRUPO TELEVISA:	23.19	0.01	MARKET INDICES		
HSN:	44.32	(0.12)	DOW:	13124.67	(33.3)
INTERACTIVE CORP:	51.92	0.42	NASDAQ:	3073.19	3.40
LIONSGATE:	14.11	0.40	S&P 500:	1410.44	(0.69)
LODGENET:	0.31	(0.06)			
NEW FRONTIER:	1.52	(0.02)			
OUTDOOR:	7.04	UNCH			
SCRIPPS INT:	58.92	(0.7)			
TIME WARNER:	41.86	(0.23)			
VALUEVISION:	1.95	(0.04)			
VIACOM:	50.50	(0.41)			
WWE:	8.25	0.21			
TECHNOLOGY					
ADVANTAGE:	2.13	(0.01)			
ALCATEL LUCENT:	1.16	(0.01)			
AMDOCS:	32.28	(0.1)			
AMPHENOL:	61.63	(0.03)			
AOL:	33.86	0.94			
APPLE:	675.68	12.46			
ARRIS GROUP:	13.54	0.06			
AVID TECH:	9.27	0.16			
BROADCOM:	35.42	0.07			
CISCO:	19.36	0.16			
CLEARWIRE:	1.67	(0.07)			
CONCURRENT:	4.50	0.04			

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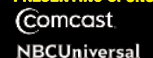
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