

CableFAX Daily™

Wednesday — August 29, 2012

What the Industry Reads First

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Home Run: ESPN Signs Record Deal with MLB through '21

Ready for more **Yankees** on **ESPN**? The net announced a new 8-year agreement with **MLB**, effective '14 through the '21 season and granting ESPN a big increase in studio and game content. Let's start with money. During a conference call Tues, MLB Commissioner *Bud Selig* noted the deal amounts to a 100% increase in rights fees over the previous deal, suggesting "further proof that we are truly in the Golden Age of this sport." ESPN pres *John Skipper* declined to disclose the dollar amount, but **Sports Business Daily** reported the deal is estimated at \$5.6bln (hat tip to former **Cfax** colleague *John Ourand* for breaking the news). That means the net's going from \$306mln to around \$700mln a year. "I think this deal is very fair," Selig said. "Given the number of games that we have, we certainly don't want to hurt any local rights holders," he said. He's pleased with the increased availability of all the games both locally and nationally during the work week, he said. The agreement lets the net increase the number of coexists (where games are available nationally and through local networks), said Skipper. ESPN will air up to 90 regular season MLB games per year across the ESPN nets. The net will continue to telecast 3 MLB windows each week, including Mon nights, Wed nights and the nationally exclusive "Sunday Night Baseball" franchise. Once again, ESPN will air postseason, starting in '14 with 1 of the 2 Wild Card Games. The net will alternate airing the AL and NL each year. Also starting '14, the net will have the rights to all potential regular season tiebreaker games. The extension includes expanded hours of "Baseball Tonight" and other ancillary programming across the net's platforms. Meanwhile, ESPN MLB and other baseball programming will be available on ESPN3.com and on connected devices through the ESPN app. As part of the agreement, ESPN will showcase each of the 30 MLB clubs at least once per season in a live game telecast. Additional details include: ESPN continuing to have exclusive TV rights to certain MLB All-Star Week events, including the State Farm Home Run Derby and Taco Bell All-Star Legends & Celebrity Softball Game; a nationally exclusive opening night telecast, and full coverage of opening day and national holiday games; up to 10 Spring Training games each season; and in each year of the agreement, ESPN will air 6 1-hour specials created by MLB Productions. ESPN's financial commitment to baseball is "a testament to not only the strength of our game, but the unprecedented popularity with our fans," Selig said.

In the States: **Time Warner Cable** plans to invest \$25mln to expand its 1Gbps fiber network in parts of Brooklyn and NYC's financial and Flatiron districts. The move came after the op and the city reached a franchise agreement in which the company agreed to expand its fiber network to areas now without access. Unlike Google's fiber initiative in Kansas City, the op's service will target businesses in tech and design with high data demand. The cable op also announced its Time Warner Cable Learning Lab located at the Brooklyn Navy Yard. Designed to provide free public access to computers and broadband, the lab is scheduled to open later this year and will part of the Navy Yard's onsite employment center.

TVE: **Midcontinent** has launched **ESPN** live streaming app WatchESPN and WatchESPN.com to its customers.

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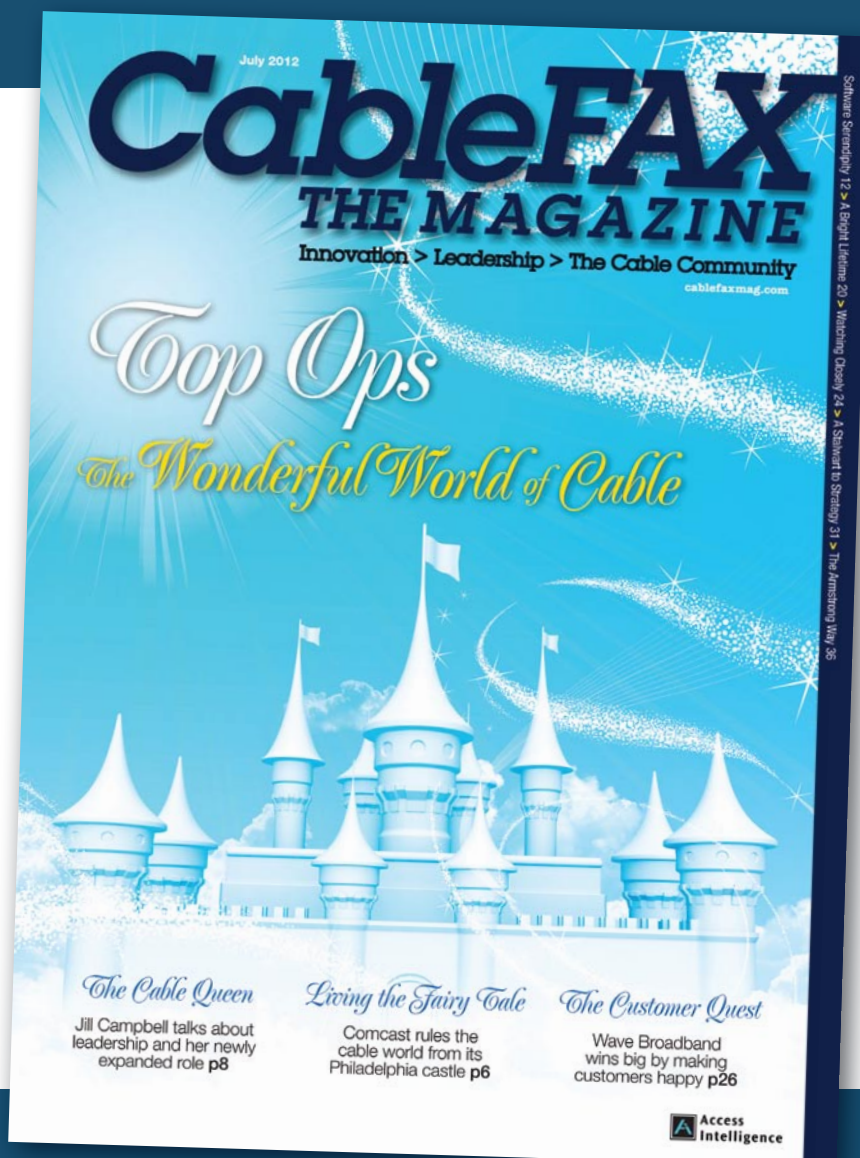
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The app has been downloaded 10.7mln+ times since its Apr '11 launch. Watch **Disney Channel**, Watch **DisneyXD** and Watch **Disney Junior** will also be available to Midcontinent cable subscribers later this fall.

Storm Watch: As Isaac was upgraded to a hurricane Mon, MVPDs suspended operations in FL's Gulf Coast, New Orleans and Baton Rouge. **Cox** said Mon that it's also preparing to handle potential inland flooding in AR, OK and KS. **WeatherNation** announced that it's offering its TV service to Gulf Coast TV stations and cable systems at no charge during this storm. **WHNO** and its parent company, **LeSea Broadcasting**, which recently signed an affiliation agreement with WeatherNation, has decided to accelerate the launch of WeatherNation for the immediate benefit of its New Orleans viewers on digital channel 20.2. In addition to linear tune-ins, **Weather Channel** is seeing spikes across digital platforms. Page views hit nearly 138mln across all platforms Sun, which included 6.6mln video views (Weather's 4th straight day over 5mln).

Launch Pad: **Comcast** subsidiary **thePlatform** announced its next-gen video commerce system to power digital video storefronts across computers, tablets and mobile phones. The system includes an automated workflow, applying pricing templates to videos as they are ingested and published.

Grapevine: Pledging a cabinet that is more like a board of directors, *Mitt Romney* ran through a list of potential cabinet members with *Politico*. Who did he call out? **BET CEO Debra Lee**. "From all reports, a highly effective manager," Romney told the pub, though he couldn't recall her name, just her title. Lee for president in 2016?

Ratings: **Golf Channel's** coverage of The Barclays 2012 PGA Tour scored record ratings. Round 1 coverage netted a 0.9 HH rating and 849K average viewers, the highest for the tournament since '97 when it aired on **USA**. Round 1 viewership also topped the same coverage last year by 35%. Round 2 bagged a 1.4 HH rating and 1.3mln average viewers, which topped Round 1 by 58%. -- **Bravo's** "The Real Housewives of New Jersey" scored its highest rating of the season Sun night, with 3.1mln total viewers. "Watch What Happens Live 1-on-1" special in which Bravo's *Andy Cohen* sat down (separately) with both *Caroline Manzo* and *Teresa Giudice* delivered 2.4mln total viewers and 1.3mln AD 18-49.

Programming: **MavTV's** 1st live mixed martial arts fight card is slated for Sept 21, 10pm ET with a King of the Cage World Middleweight title bout. -- In a "My Big Fat American Gypsy Wedding" spinoff, **TLC** gives Boston-based fashion designer *Sondra Celli* her own 3-part series. "Bling It On" debuts Sept 20. -- **EWTN** will premiere 7 new shows in Sept, including "The Catholic View for Women" and "Web of Faith 2.0." -- **Showtime** launched the new season of its animated Webisode series "Dexter Early Cuts: All in the Family," available online now on show.com/earlycuts. A new episode of the series will premiere online every week, leading up to the net's serial killer series "Dexter" 7th season premiere on Sept 30 at 9pm.

Out of this World: Just after 4pm ET, *Will.i.am's* latest song, "Reach for the Stars" made its debut courtesy of the Mars

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BUSINESS & FINANCE

Rover. The broadcast from the surface of the Red Planet to **NASA's** Jet Propulsion Lab in Pasadena, CA. Also at the event, Will.i.am's **i.am.angel Foundation**, in partnership with **Discovery Education**, announced a new science, tech, engineering, arts and math initiative featuring NASA assets such as the Mars Curiosity Rover. More details to come in Sept. -- **Discovery Channel** and **Science** will dedicate Sat in honor of *Neil Armstrong*. At 8pm, Discovery will debut doc "One Giant Leap: A Neil Armstrong Tribute." Science will encore it at 10pm.

People: **Starz** promoted *Marta Fernandez* and *Karen Bailey* to svps of original programming. -- **GMC** tapped *Reta Peery* as svp, gen counsel. She joins from **Weather Channel**, where she was vp, chief compliance officer.

On the Circuit: When making your Diversity Week plans, don't forget about **ACC's** Forum, Sept 12-13 in NYC. Just confirmed as moderator for Thurs' election panel is **CNN's** *Dana Bash*. Also speaking: **NCTA** CEO *Michael Powell* and a host of media reporters, including our own *Michael Grebb*.

Business/Finance: **nuvoTV** scored \$40mln in investment from current investors, including **Columbia Capital** and **Rho Capital**, as well as new financial partners **Veronis Suhler Stevenson** and **Tennenbaum Capital Partners**. **CableFAX** parent **Access Intelligence** is a portfolio company of Veronis Suhler Stevenson.

CableFAX Daily Stockwatch

Company	08/28 Close	1-Day Ch	Company	08/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
DIRECTV:	52.31	(0.25)	CONVERGYS:	15.45	0.19
DISH:	31.83	(0.19)	CSG SYSTEMS:	21.57	0.43
DISNEY:	49.63	UNCH	ECHOSTAR:	27.23	(0.25)
GE:	20.81	(0.04)	GOOGLE:	677.25	8.03
NEWS CORP:	23.51	(0.11)	HARMONIC:	4.43	(0.04)
MSOS					
CABLEVISION:	14.83	(0.16)	INTEL:	25.00	0.16
CHARTER:	76.76	(0.48)	JDSU:	11.91	0.07
COMCAST:	33.95	(0.02)	LEVEL 3:	21.93	(0.14)
COMCAST SPCL:	32.97	(0.06)	MICROSOFT:	30.63	(0.06)
GCI:	9.03	0.40	RENTRAK:	17.49	(0.19)
LIBERTY GLOBAL:	55.12	UNCH	SEACHANGE:	7.79	0.39
LIBERTY INT:	18.10	0.01	SONY:	11.49	(0.15)
SHAW COMM:	20.42	0.31	SPRINT NEXTEL:	4.85	0.03
TIME WARNER CABLE:	89.88	0.01	TIVO:	9.54	0.21
VIRGIN MEDIA:	27.10	0.04	UNIVERSAL ELEC:	15.50	0.27
WASH POST:	352.98	3.74	VONAGE:	2.09	(0.03)
PROGRAMMING					
AMC NETWORKS:	38.53	(0.33)	YAHOO:	14.72	(0.13)
CBS:	36.35	(0.11)	TELCOS		
CROWN:	1.70	(0.01)	AT&T:	36.64	(0.23)
DISCOVERY:	53.55	(0.13)	VERIZON:	42.67	(0.09)
GRUPO TELEVISA:	23.18	(0.01)	MARKET INDICES		
HSN:	44.61	0.29	DOW:	13102.99	(21.68)
INTERACTIVE CORP:	52.18	0.26	NASDAQ:	3077.14	3.95
LIONSGATE:	14.21	0.10	S&P 500:	1409.30	(1.14)
LODGENET:	0.30	(0.01)			
NEW FRONTIER:	1.56	0.04			
OUTDOOR:	6.99	(0.05)			
SCRIPPS INT:	59.48	0.56			
TIME WARNER:	41.53	(0.33)			
VALUEVISION:	1.93	(0.02)			
VIACOM:	50.95	0.45			
WWE:	8.44	0.19			
TECHNOLOGY					
ADVANTAGE:	2.14	0.01			
ALCATEL LUCENT:	1.15	(0.01)			
AMDOCS:	32.05	(0.23)			
AMPHENOL:	60.78	(0.85)			
AOL:	33.63	(0.23)			
APPLE:	674.80	(0.88)			
ARRIS GROUP:	13.65	0.11			
AVID TECH:	9.39	0.12			
BROADCOM:	35.39	(0.03)			
CISCO:	19.22	(0.14)			
CLEARWIRE:	1.68	0.01			
CONCURRENT:	4.43	(0.07)			

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