

CableFAX Daily™

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What the Industry Reads First

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Package Premiere: Cox Introduces New \$10/Month Sports Package

First came **Verizon** with a new sports package, now enter **Cox**. The MSO began introducing new sports programming tier Sports Pak 2 in some markets this week. The tier includes **NFL Network, NFL RedZone, World Fishing Network, Outside TV** and **Universal Sports** and costs \$10/month. In certain markets, **Big Ten, Outdoor, Sportsman, Pac 12 Nets** and **Cox Sports TV** are available on the tier. "We know that sports programming is very important to our customers and this new tier allows us to offer another option for customers who want more choices for their video content. Sports Pak 2 will roll out over the next few months," a Cox rep said. In Apr, Verizon FiOS launched Sports Pass, a \$10/month tier aimed at subs who don't take its Ultimate HD package. It includes **CBS Sports Net, Longhorn Net, Sportsman, Outdoor, ESPN Classic** and other nets. Cox's Sports Pak 2 tier is an alternative offering to its Sports & Information Pak, with it opening up NFL RedZone to more customers. Previously, the Sunday peek-in channel was available a la carte for \$39.99 a season, but a customer couldn't sign up for it if they didn't have NFL Net. To get NFL Net, they had to have the Sports & Information pak, which digital basic subs (Cox calls them Cox Advanced TV subs) don't receive. Most of Cox's customers are part of the Advanced TV Preferred or Advanced TV Ultimate packages. NFL Net will continue to be carried on Sports & Information as well as in the new package. World Fishing, Outside and Universal Sports are all brand new channels to Cox customers, while Outdoor, Big Ten, Pac 12, Sportsman and Cox Sports are all new in the markets coming available in the new Sports Pak 2 package. Those channels (Outdoor, Big Ten, etc) will continue to be carried on Sports & Information in existing markets, so subs are not losing anything from their current package.

From the Street: With **Vodafone** in talks to sell its 45% stake in **Verizon Wireless** to **Verizon**, **Macquarie's Amy Yong** suggests it may try to go after **Liberty Global**. Pointing to its recent bid for German op **Kabel Deutschland**, she wrote in a research note Thurs that there is clearly an interest in cable. "Vodafone-Liberty Global could launch a MVNO partnership to leverage each other's infrastructure and exploit the demand for convergent services in certain European markets including the UK, Netherlands and Germany. Penetrating the wireless market is a longer-term objective for Liberty, as it is currently launching mobile services via MVNO agreements across Europe," said the

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Macquarie note. Meanwhile, **S&P** is keeping its 12-month price target of \$52 and hold opinion on Verizon, saying it believes a fair value for the Vodafone stake is \$95bln to \$110bln, absent of tax consequences. "We view a possible purchase as a positive for VZ as it would gain total control of a very attractive asset. We also believe total control is very important as we expect the wireless industry to become more competitive," S&P said.

Comcast Doings: Comcast is launching a new broadband tier soon in the **Google Fiber** territory of Provo, UT, according to a person familiar with the plan. **Free Utopia**, a blog advocating for municipal fiber networks, first reported that the MSO will offer a new service with speeds of 250 Mbps down and 50 Mbps up for \$70 starting in Sept. It's unknown if the new tier will expand to other markets. Google acquired iProvo, the fiber network owned by the city, for \$1 in July, as part of its plan to deploy fiber in the city. The company said earlier it plans to upgrade the existing network to 1Gbps technology and expand the network to allow access by all homes in the city. In addition to the gigabit service, Google plans to offer a free 5Mbps service to the 115K customers on the existing Provo network. -- **Comcast's** innovation lab in Silicon Valley launched Family Point, an over-the-top messaging and calendaring app free to customers for both iOS and Android platforms. The family-targeted app offers free group text, free voice messages and a shared family calendar. The app requires Comcast ID or Comcast.net email address and password.

TVE: Everyone is gearing up for college football. **AT&T U-Verse** joined **Verizon FiOS**, **Cox** and **Charter** in making Longhorn Network's TV Everywhere service available to its subs. Under the deal with **ESPN**, which operates the regional sports net, AT&T U-Verse subs who receive Longhorn as part of their video subscription, can access live events and content across platforms through authentication.

Technology: TiVo is looking to beef up its OTT web content capability with some help from **Opera Software**, a Norwegian firm primarily known for its Opera family of web browsers. Under a technology integration with Opera, TiVo would be able to offer the latest Web and HTML5 content to its cable clients. MSOs shipping TiVo's latest Roamio-based devices can also offer apps and content to subs through the Opera TV Store. The partnership would also allow TiVo to provide developers with an SDK to create new apps for TiVo's app store that the company expects to launch later this year. TiVo plans to deploy the Opera TV Store, a HTML5-based TV app store, by early next year. The store will feature Opera apps like Opera TV Snap, which seeks to convert online videos into connected TV apps. In addition, Opera's partnership with content providers that are moving HTML5 would enable brands and agencies to reach TiVo subs through the alliance with Opera, the companies said.

Press Clipings: Pay-TV providers are always looking to differentiate. That includes adding new features to existing TV services. *Lightreading* reported that **AT&T** is ready to add mobile features to its U-Verse HSI and TV service early next year. According to the story, the new services would allow users to send pictures to TV via the U-Verse platform over WiFi. There's also a phone finder feature allowing users to find their phone at home by making it ring at maximum volume even if it has been previously muted. Another feature allows the caller ID on calls to a U-Verse sub's phone to show up on the biggest screen when they are watching TV.

Privacy: Privacy advocacy group **Center for Digital Democracy** isn't happy with the **NTIA's** recent effort to create voluntary privacy standards for mobile app developers. In a 34-page report, the group said NTIA's attempt is "flawed from the outset." "While the Administration had an opportunity to advance the privacy and consumer protection interests of the American public, it failed to engage in the serious scrutiny and leadership these issues require," the report said. "Missing almost entirely from the more than yearlong discussion was the impact that current digital marketing, mobile, and app-related business models have on the capability of a consumer to make meaningful privacy choices." NTIA held a stakeholders meeting Thurs to discuss lessons learned in the process of developing privacy guidelines.

Programming: **EWTN's** slate of fall series includes the world premiere of film "The War of the Vendee," following the aftermath of the French Revolution (Sept 25, 9:30pm ET) and global daily news show from a Catholic perspective, "EWTN News Nightly with Colleen Carroll Campbell" (previews 6pm ET Sept 3). -- **MTV Jams** will mark the end of summer with a 3-day marathon celebrating "Yo! MTV Raps," which aired on **MTV** from 1988 to 1995. Kicking off Sat at 6am, the weekend will include a countdown of the 100 most-played music videos on the series. -- In conjunction with an on-air brand refresh, **INSP** is adding 4 new dramas to its fall lineup starting in Oct.

BUSINESS & FINANCE

The series are “JAG,” an adventure series about the military service of the Judge Advocate General Corps, real-life based “Lark Rise to Candleford,” action-packed “Robin Hood” and “Christy,” based on the best-seller by *Catherine Marshall*. -- **TLC** premieres 1-hour special “My Five Wives” on Sept 15, following a new ep of “Sister Wives.” -- **Showtime’s** got you covered if you are planning a stay-cation during the Labor Day weekend as the net will air marathons of the 8th and final season of “Dexter” and drama series “Ray Donovan.” Replays of the first 9 eps of both shows will also be available on-demand and via TV Everywhere through authentication.

Marketing/Advertising: **ESPN** will take the **Nissan Heisman House** on tour for the first time this college football season, allowing visitors to visit a simulate Heisman House at college campuses leading up to the Rose Bowl. Fans will have the opportunity to relax in the Heisman House living room, take photos with the trophy and meet some of the Heisman trophy winners and **ESPN** talent. -- **Adult Swim** is linking up with **Kia Motors** to develop custom-produced, animated ads promoting the '14 Kia Soul. Three 30-sec spots will run over 3 consecutive weeks exclusively on the net.

People: Former **Tumblr** media dir **Mark Coatney** joins **Al Jazeera America** as its svp, digital media.

CableFAX Daily Stockwatch

Company	08/29 Close	1-Day Ch	Company	08/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			GOOGLE:855.43 6.88		
21ST CENTURY FOX:	31.42	(0.15)	HARMONIC:	7.37	0.11
DIRECTV:	58.20	(0.14)	INTEL:	22.06	(0.23)
DISH:	44.36	(0.13)	JDSU:	13.10	0.03
DISNEY:	61.08	0.27	LEVEL 3:	22.29	UNCH
GE:	23.11	(0.09)	MICROSOFT:	33.55	0.53
MSOS			RENTRAK:	24.83	0.57
CABLEVISION:	17.78	(0.12)	SEACHANGE:	10.27	0.30
CHARTER:	120.90	0.90	SONY:	20.18	0.02
COMCAST:	42.44	0.52	SPRINT NEXTEL:	6.76	0.10
COMCAST SPCL:	40.94	0.45	TIVO:	11.88	0.30
GCI:	9.25	0.10	UNIVERSAL ELEC:	31.75	0.62
LIBERTY GLOBAL:	78.59	2.45	VONAGE:	3.16	UNCH
LIBERTY INT:	22.55	0.28	YAHOO:	27.30	0.19
SHAW COMM:	24.06	(0.01)	TELCOS		
TIME WARNER CABLE:	107.63	(0.4)	AT&T:	33.65	0.07
WASH POST:	569.48	0.73	VERIZON:	47.82	1.26
PROGRAMMING			MARKET INDICES		
AMC NETWORKS:	63.29	1.97	DOW:	14840.95	16.44
CBS:	51.57	(0.01)	NASDAQ:	3620.30	26.95
CROWN:	3.08	0.11	S&P 500:	1638.17	3.21
DISCOVERY:	78.03	(0.16)			
GRUPO TELEVISIA:	25.75	0.35			
HSN:	55.25	0.29			
INTERACTIVE CORP:	49.52	(0.12)			
LIONSGATE:	34.83	0.23			
SCRIPPS INT:	73.85	0.68			
STARZ:	24.79	0.38			
TIME WARNER:	61.00	0.02			
VALUEVISION:	5.06	0.27			
VIACOM:	79.81	0.20			
WWE:	9.83	0.05			
TECHNOLOGY					
ADDVANTAGE:	2.42	(0.02)			
ALCATEL LUCENT:	2.64	(0.02)			
AMDOCS:	36.82	(0.05)			
AMPHENOL:	76.35	0.26			
AOL:	33.95	0.07			
APPLE:	491.70	0.80			
ARRIS GROUP:	15.87	0.04			
AVID TECH:	5.47	0.02			
BLNDER TONGUE:	0.87	(0.01)			
BROADCOM:	25.25	0.33			
CISCO:	23.45	0.01			
CONCURRENT:	7.97	0.29			
CONVERGYS:	18.17	0.16			
CSG SYSTEMS:	24.22	0.34			
ECHOSTAR:	40.53	0.25			

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PROGRAMMER'S PAGE

Geared Up

When "Top Gear" returns to **History** for a new season on Tues (9pm ET/PT), it won't just have to keep the interest of fans who have been around for three previous seasons. It also has to contend with the UK version of the program, which just wrapped Season 20 on **BBC America**. We chatted with *Russ McCarroll*, History's vp of development and programming, about what's ahead for Season 4 of the US version (Hint: homemade convertibles, jet boats and a review of the brand new Corvette Stingray). The premise of the show, a coproduction between History and **BBC Worldwide**, is simple: 3 hosts testing some of the most amazing vehicles on the planet in creative ways. So, how do you keep it fresh? "The most creative people in terms of cars are our three guys. They are all constantly trying to figure out ways to one-up what they did before, so really on some level, it comes down to me trying to pull them back a little so they don't do something to really hurt themselves," McCarroll explained. It also helps that hosts—*Tanner Foust*, *Adam Ferrara* and *Rutledge Wood*—have become better friends over time, the exec prod said. "They've become more natural, and they enjoy spending time together more and more every year." As for the British version, McCarroll said there isn't as much crossover as one might think, with it being more of a magazine-style show vs History's contained, episodic program. My big question: will the anonymous racecar driver known as The Stig return? "The Stig is in and out of the show. We've talked about trying to use him a little bit more," McCarroll said. "The thing that's very different about the US version vs the UK version is that we actually have a professional racecar driver as part of our team," in Foust. C'mon, Tanner is really The Stig, right? "I can tell you one thing for sure," McCarroll began (my pulse quickens... he's going to tell me!), "There are about two people who know who The Stig are, and they are certainly smart enough not to share that information with me." Darn. — *Amy Maclean*

Reviews: "Glickman," Sun, 11:15a, **HBO**. [Full Disclosure: The subject of this documentary was a distant cousin of your reviewer.] This film about athlete, sportscaster and mentor *Marty Glickman* is a gem. In truth, recounting Glickman's interesting life, from the '36 Olympics to HBO's earliest days, would be enough to make a very good doc. *James Freedman* and *Martin Scorsese* do much more, enhancing Glickman's story with stellar interviews, vintage footage and apposite graphics. They also emphasize Glickman's heartfelt conviction that pure athletic competition breeds harmony. I never met Marty Glickman; wish I had. -- "Cracked," premiere, Fri, 10p ET, **Reelz**. A standard police procedural with a twist—quirky Det. *Aidan Black* (*David Sutcliffe*) works cases involving people with psychiatric issues and his partner, *Daniella Ridley* (*Stefanie von Pfetten*), is a forensic psychiatrist, not a police officer. The partners' influence on each other makes "Cracked" worth a try. -- "Cold Justice," premiere, Tues, 10p, **TNT**. This docu-drama from *Dick Wolf* tells us a murder is committed in the US every 36 minutes. Many go unsolved, particularly in small towns with limited police resources. Enter a big-time prosecutor and a CSI veteran to solve long-cold cases. -- "Killer Reality," Sat, 10p, **Lifetime**. A silly horror film, but strong spoof of reality TV and much chemistry between *Parker Young* and *Annie Ilonzeh*. — *Seth Arenstein*

Basic Cable Rankings (8/19/13-8/25/13)			
Mon-Sun Prime			
1	USA	2.1	2056
2	ESPN	1.8	1738
3	DSNY	1.7	1717
3	TNT	1.7	1693
5	HIST	1.6	1544
6	A&E	1.4	1369
6	MTV	1.4	1346
8	TBSC	1.3	1305
9	FOXN	1.2	1186
10	HGTV	1.1	1052
11	ADSM	1.0	1018
11	TLC	1.0	994
11	DSE	1.0	75
14	LIFE	0.9	921
14	NAN	0.9	890
16	AMC	0.8	817
16	FOOD	0.8	791
16	SYFY	0.8	740
16	FX	0.8	738
16	BRAV	0.8	738
21	SPK	0.7	720
21	FAM	0.7	698
21	DISC	0.7	696
21	TRU	0.7	613
21	HALL	0.7	606
21	ID	0.7	551
21	DSJR	0.7	426
28	TVLD	0.6	623
28	BET	0.6	557
28	VH1	0.6	548
28	LMN	0.6	487
28	OWN	0.6	465
33	CMDY	0.5	493
33	APL	0.5	493
33	EN	0.5	475
33	MSNB	0.5	454
33	HMC	0.5	236
38	ESP2	0.4	382
38	CNN	0.4	363
38	NKJR	0.4	318
38	OXYG	0.4	317
38	NGC	0.4	315
38	NFLN	0.4	298
38	DXD	0.4	285
38	INSP	0.4	274
38	H2	0.4	244

*Nielsen data supplied by ABC/Disney

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