

CableFAX Daily™

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What the Industry Reads First

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WICTopia: Women in Cable Take Manhattan, Get Energized

As **Diversity Week** kicks off in NYC on Mon, **WICT** will lead the charge with its mix of inspirational, tactical and strategic insight for women working their way up the ranks of cable. By most measures, women have never held so many positions of power. But while many broke through the glass ceiling years ago, shards remain. And they can be jagged and sharp for both today's leaders as well as the next generation. Among WICT's goals during its 2-day conference: Practical tools. "Our attendees want to have successful careers, be strong leaders, and simultaneously integrate busy lives," said WICT pres/CEO *Maria Brennan*. "If our attendees return to their offices energized and primed with tools and resources to benefit their companies and their careers, then we've accomplished our goal." Some sessions this year are extremely cable-specific (We're especially looking forward to Mon when our own *Amy Maclean* will moderate a discussion on big-picture thinking with **Bright House** pres *Nomi Bergman*, **Turner** svp *Jennifer Dorian*, **HGTV** gm *Kathleen Finch* and **Discovery Networks Western Europe** pres/managing dir *Dee Forbes*). Other sessions, such as the opening keynote by *Chelsea Clinton*, are designed to inspire. And still others will focus on broader topics like leadership, negotiating, wellness, emotional intelligence, networking and other areas—all designed to give attendees a well-rounded view. "The industry has many organizations that cover every facet of the business of cable," notes Brennan. "Our mission is to provide the industry with a talented pipeline of women ready to lead. So that's where our conference is focused." So what's hot this year? "It's all hot, including a few surprises along the way," she said. Tues should also be interesting, with a general session focused on "transformation" and starring transformers (not the robot kind) like **Nick's** *Cyma Zarghami*, **BET Networks'** *Debra Lee* and **AMC** pres/gm *Charlie Collier*. Other Tues sessions will tackle the age-old question "Can Women Have It All" and ask C-level female execs how they innovate in a climate of change. Add the always inspirational Touchstones Luncheon, and the circle is complete. See you in NYC.

Big 12: ESPN's appetite for more games is at an all-time high. Just over a week after it secured a record deal with **MLB**, the net and **Fox Sports** reached 13-year agreements with the **Big 12** to jointly share the conference's football over-the-air and cable rights, including digital rights. Meanwhile, don't get your hopes up high for a potential Big 12 expansion or a title game, at least based on Big 12 commish *Bob Bowlsby's* comments during a conference call Fri. "We have no active agenda for expansion at this time." Even if the conference did expand, he's not sure the league would add a championship game. With the new playoff coming in '14, "we really like our path to the national championship playoffs, playing a full round robin," Bowlsby said. He did reveal the potential to expand and/or add a title game are discussed in the contract, leaving open the room to renegotiate. As part of the deal, reportedly worth \$2.6bln, ESPN continues as the primary rights holder of Big 12 men's basketball. Starting this season, ESPN, Fox Sports or a conference institution will carry every Big 12 home football game. Big 12 schools will have the option to retain rights to 1 conference-controlled football game per

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season for distribution via permitted member institution outlets and 3rd-party licensees, or can return the retained game back to Fox for broadcast. Institutions also will be permitted to retain a minimum of 4 men's basketball games a season. In all other sports, the schools will retain rights to all home contests not selected for TV by ESPN or Fox. It appears that the nets will cooperate on selections. Fox will have the 1st choice of games through '15 and starting in '16, Fox and ESPN will alternate 1st choice of games. Fox Sports has developed "a very good relationship with ESPN," the broadcast net's COO *Larry Jones* said. The nets will work together to make sure the best conference games have the best platform, he said. It's important for both nets to improve game selection in the next couple years so the new agreement is "a win win." Other details of the contract with ESPN include, through the '15 season, up to 19 conference-controlled football games on ESPN nets and platforms. Starting in '16, ESPN can distribute up to 23 games. For men's basketball, ESPN networks will televise up to 105 games, an increase of 10 per year, with 43 contests set for ESPN or **ESPN2**, including a minimum of 30 intra-conference games. Up to 40 games will be televised on **ESPNU** and up to 6 contests will originate live on **ESPN3**.

At the Portals: It's not time to start the bidding yet, but it's getting closer. The **FCC's** Sept 28 open meeting agenda calls for a vote on the chmn's incentive auction proposal. "In freeing up licensed and unlicensed spectrum for wireless broadband, incentive auctions will drive faster speeds, greater capacity, and ubiquitous mobile coverage. The mobile experience for millions of consumers and small business owners will improve as a result of successful incentive auctions," FCC chmn *Julius Genachowski* said, urging "broad" participation. He said broadcasters as a result will have "new and unique" financial opportunities, but he didn't elaborate. **NAB** said it looks forward to working with the FCC and Congress, reiterating that it doesn't have a problem with the auctions as long as they are truly voluntary. -- The **FCC Enforcement Bureau** has levied a \$236K fine for **St George Cable** of St George Island, FL, for failing to install and maintain Emergency Alert System equipment, failing to operate its system within required signal leakage limits, not suspending operations until it received written authorization to resume and not registering its system with the Commission. The FCC said St George has a prior history of non-compliance with cable signal leakage, EAS and cable system registration requirements. St George Cable could not be reached by our deadline.

Ratings: **CNN** was the #1 cable net for Night 3 of the DNC, averaging 4.1mln total viewers and 1.6mln 25-54s from 8-11pm ET, according to **Nielsen** data. CNN's 5.5mln total viewers was 2nd only to **NBC's** 8.9mln in the 10pm hour slot. While **Fox News** ranked below CNN and **MSNBC** for all 3 nights of the DNC (2.9mln total viewers in 10pm hour Thurs), its RNC ratings helped it garner the highest total convention avg across all 6 nights for all broadcast and cable nets (5.34mln viewers vs 3.2mln for CNN and 3mln for MSNBC).

Online: To add more live, Spanish-language sports events, **ESPN** launched **ESPN Deportes + por ESPN3**, slated to carry more than 200 exclusive, live sports events via an ESPN3 player on ESPNDeportes.com. In the future, the service will become a channel on ESPN3, making it accessible online and across platforms. The service is available for free for subs with ops carrying ESPN. The programming lineup includes soccer events like the World Cup Qualifiers, college sports like Pac-12, MLB and Dominican Baseball, as well as coverage of the 4 slams and global X Games.

Oops! The ratings chart in Fri's issue featured the wrong dates. The **Nielsen** numbers were from Aug 27 through Sept 2.

RIGHT
NOW

THERE'S NEVER BEEN A BETTER TIME TO LAUNCH USN

Following the most-watched Olympic Games in history, now is the time to launch Universal Sports, the only network dedicated to Olympic and endurance sports year-round. USN showcases the world's best athletes in more than 30 Olympic sports, and in 2013 will televise 25 World Championships and over 1,200 hours of exclusive event coverage. USN affiliates also get full TV Everywhere rights, extensive VOD content and Universal Sports MAX, a virtual second channel online.

Expand Your Sports Universe





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CableFAX Week in Review

Company	Ticker	9/07 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	53.29	2.30%	24.63%
DISH:	DISH	32.35	1.13%	13.59%
DISNEY:	DIS	51.74	4.59%	37.97%
GE:	GE	21.59	4.25%	20.55%
NEWS CORP:	NWS	24.66	4.71%	35.64%

MSOS

CABLEVISION:	CVC	15.65	4.68%	10.06%
CHARTER:	CHTR	78.15	0.54%	37.25%
COMCAST:	CMCSA	34.46	2.77%	45.34%
COMCAST SPCL:	CMCSK	33.60	2.22%	42.61%
GCI:	GNCMA	9.33	5.78%	(4.7%)
LIBERTY GLOBAL:	LBTYA	57.20	3.49%	39.41%
LIBERTY INT:	LINTA	19.29	5.76%	18.93%
SHAW COMM:	SJR	20.85	1.91%	7.64%
TIME WARNER CABLE:	TWC	90.82	2.25%	42.87%
VIRGIN MEDIA:	VMED	29.32	6.35%	37.14%
WASH POST:	WPO	348.71	(1.08%)	(7.46%)

PROGRAMMING

AMC NETWORKS:	AMCX	40.50	2.95%	7.77%
CBS:	CBS	37.02	1.87%	36.40%
CROWN:	CRWN	1.70	(1.16%)	40.50%
DISCOVERY:	DISCA	56.42	2.88%	37.71%
GRUPO TELEvisa:	TV	23.33	1.52%	10.78%
HSN:	HSNI	46.68	3.66%	28.74%
INTERACTIVE CORP:	IACI	51.40	(0.85%)	20.66%
LIONSGATE:	LGF	15.81	6.97%	90.02%
LODGENET:	LNET	0.41	14.81%	(82.71%)
NEW FRONTIER:	NOOF	1.50	(2.6%)	45.63%
OUTDOOR:	OUTD	7.00	(0.57%)	(6.17%)
SCRIPPS INT:	SNI	60.09	1.68%	41.65%
TIME WARNER:	TWX	43.64	5.03%	20.75%
VALUEVISION:	VVTV	1.90	(4.52%)	1.06%
VIACOM:	VIA	51.27	1.73%	(3.86%)
WWE:	WWE	8.85	(0.34%)	(5.04%)

TECHNOLOGY

ADVANTAGE:	AEY	2.25	7.14%	7.14%
ALCATEL LUCENT:	ALU	1.15	1.77%	(26.28%)
AMDOCS:	DOX	33.18	2.92%	16.30%
AMPHENOL:	APH	62.03	1.91%	36.66%
AOL:	AOL	33.38	(0.86%)	121.06%
APPLE:	AAPL	680.44	2.28%	68.01%
ARRIS GROUP:	ARRS	13.94	3.41%	28.84%
AVID TECH:	AVID	9.56	3.80%	12.08%
BLNDR TONGUE:	BDR	1.08	6.93%	(11.48%)
BROADCOM:	BRCM	36.11	1.64%	23.00%
CISCO:	CSCO	19.56	2.52%	8.19%
CLEARWIRE:	CLWR	1.66	3.75%	(14.43%)
CONCURRENT:	CCUR	4.27	(0.23%)	12.66%
CONVERGYS:	CVG	15.99	3.09%	25.22%
CSG SYSTEMS:	CSGS	21.02	(0.9%)	42.90%
ECHOSTAR:	SATS	29.80	10.33%	42.31%
GOOGLE:	GOOG	706.15	3.07%	9.33%
HARMONIC:	HLIT	4.78	4.60%	(5.16%)
INTEL:	INTC	24.19	(2.58%)	(0.25%)

Company	Ticker	9/07 Close	1-Week % Chg	YTD %Chg
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JDSU:	JDSU	12.29	5.22%	17.72%
LEVEL 3:	LVL3	22.72	5.43%	33.73%
MICROSOFT:	MSFT	30.95	0.42%	19.22%
RENTRAK:	RENT	17.49	0.23%	22.48%
SEACHANGE:	SEAC	7.98	(2.21%)	13.51%
SONY:	SNE	11.65	3.01%	(35.42%)
SPRINT NEXTEL:	S	5.03	2.86%	114.96%
TIVO:	TIVO	9.74	7.15%	8.58%
UNIVERSAL ELEC:	UEIC	15.10	(1.69%)	(10.49%)
VONAGE:	VG	2.28	6.54%	(6.94%)
YAHOO:	YHOO	15.22	3.89%	(5.64%)

TELCOS

AT&T:	T	37.30	1.80%	23.35%
VERIZON:	VZ	43.72	1.82%	8.97%

MARKET INDICES

DOW:	DJI	13306.64	1.65%	8.91%
NASDAQ:	IXIC	3136.42	2.26%	20.39%
S&P 500:	GSPC	1437.92	2.23%	14.34%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	0.41	14.81%
2. ECHOSTAR:	29.80	10.33%
3. TIVO:	9.74	7.15%
4. ADVANTAGE:	2.25	7.14%
5. LIONSGATE:	15.81	6.97%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	1.90	(4.52%)
2. NEW FRONTIER:	1.50	(2.6%)
3. INTEL:	24.19	(2.58%)
4. SEACHANGE:	7.98	(2.21%)
5. UNIVERSAL ELEC:	15.10	(1.69%)

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 TECHNICAL SESSIONS: OCT. 16-19

Last Chance For Savings
 Pre-registration savings of \$100 ends Oct. 3
 Register today! expo.scte.org/cable



Keynote Speaker
Dean Kamen

DON'T MISS THE HIGHLY-ANTICIPATED OPENING GENERAL SESSION



Mike LaJoie
 Time Warner Cable Inc.

...with a can't miss keynote by renowned entrepreneur and inventor **Dean Kamen**

Kamen will be joined by Time Warner Cable's Mike LaJoie and will engage in a conversation-style discussion on entrepreneurship and innovation; helping the next-generation cable workforce to prepare for 21st-century jobs and next-generation energy sources and thinking for modern broadband networks.



GUEST COLUMNIST

Diversity Every Week

By *Maria E. Brennan, CAE*

Pres/CEO, Women in Cable Telecommunications

It gives WICT great pleasure to kick off Diversity Week with our 2012 Leadership Conference.

This marks the third year that WICT has partnered with NAMIC and the Walter Kaitz Foundation to shine a spotlight on the business case surrounding the power of diversity.

Like our industry partners, WICT has worked diligently with our planning committee to bring together top-notch experts leading thought-provoking workshops and keynote sessions to better enhance the leadership skills of our attendees.

WICT's commitment to diversity and inclusion does not begin and end with one week in New York—we work to make every week Diversity Week. Our goal is to create a pipeline of talented women ready to lead.

The WICT Leadership Conference is one of many important components to build this pipeline. From our superlative chapters and their local programs, to our robust online offerings and renowned national education opportunities, WICT is stalwart in our commitment to help women advance wherever they are in their career journeys.

As everyone in business knows, talk and celebration have their time and place, but it is ultimately about delivering results. You can have in place all the best-practices out there, but if you are not making measurable progress, perhaps it's time to adjust the plan. It is about

moving the needle forward to remain a competitive and prosperous business.

Through our biennial PAR Initiative survey, we get to not only gauge results and assess outcomes; we get to share the valuable data with the industry. Aside from the PAR Executive Report we commission, WICT creates important byproducts from the PAR survey that we make available during the survey gap year. Through a series of "PAR at Work" webinars and "Path to PAR" case-study reports, we enable cable companies to absorb and enact practices that will strengthen their diversity and inclusion efforts.



Maria Brennan

We are thrilled about the power of this year's WICT Leadership Conference. Our theme is Connect, Engage and Transform. From the opening session with Chelsea Clinton to a closing panel of C-suite powerhouses, we know attendees will walk away from our time together energized and engaged as they take on their next challenge. We also welcome the opportunity to honor some special women who define positive leadership in our industry.

Our Touchstones Luncheon begins with keynote remarks by FCC Commissioner Mignon Clyburn. We also recognize WICT's Woman of the Year, Carol Hevey of Time Warner Cable, and Woman to Watch honorees, Jennifer Hightower of Cox Communications and Jennifer Robertson of WE tv.

These are women who have demonstrable records of success and serve as powerful examples of what happens when you provide opportunities for women to lead. Lead they will.

CableFAX

PROGRAM AWARDS

Top Ops AWARDS

Tuesday, October 30 • Breakfast 8-10am • NYC

Register Here: www.cablefax.com/ProgramAwards