

CableFAX Daily™

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What the Industry Reads First

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Doctor is In: TWC Launches Tele-Health Trial, Cox Gearing Up in VA

All that talk about telemedicine is starting to come to fruition. In Maine, a 90-year-old woman who is unable to leave the house can have private appointments with her doctor thanks to **Time Warner Cable Business Class'** just announced trial of "Healthcare Solutions." Others in the industry are also playing in the tele-health sandbox. **Cox Business** is very close to launching a managed tele-medicine solution in the VA market that includes partnership with **Cisco** Telepresence Gear and **AMD Global** tele-medical devices. As for TWC's just announced Healthcare Solutions, the suite of services includes managed IP VPN and Cisco WebEx web conferencing, allowing healthcare providers in the state to communicate and transact with each other and patients over a secure community intranet. Maine—given its rural areas and harsh winters—is a logical place to start, but TWC expects to roll out the service across its footprint by year's end. "These video conferences are every bit as deep and meaningful as going into the office, we think," said *Robert Moel*, a 20 year TWC vet who became group vp of Healthcare Solutions for the company in Jan. "While hospitals are interested in it, I think initially they are going to use it for video teleconferencing (between other doctors and hospitals). They are still experimenting with how do they make it work both economically and operationally. I still think there is some work to be done for doctors getting compensated, but I think the promise of the technology is really strong." One doctor who has trialed patient video Web conferencing is *Dr. Scott Patch*, a family physician in Yarmouth, ME, with healthcare organization **InterMed**. "One of my patients is over 90 years old and she can't leave the house," Patch said in a statement. "With Time Warner Cable's Healthcare Solutions secure technology I can conduct a private appointment with her over the computer and discuss her care with her family without forcing her to get into a car and drive an hour for an office visit. From a patient's perspective it's an added convenience that could potentially decrease their health care costs." InterMed and Franklin Memorial Hospital have signed on for the initial trial of the service in ME. Tele-healthcare has long been talked about and received a boost in the National Broadband Plan. The Plan recommends Congress consider providing consumers access and control over all their digital health care data in machine-readable formats and notes that a developing set of broadband-enabled solutions offer the potential to improve healthcare while simultaneously controlling costs and extending the reach of the limited pool of healthcare officials. In Maine, TWC's managed IP VPN service is offered with dedicated customer premise equipment

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and routing that keeps traffic segmented from the public Internet. Customers are able to access managed healthcare apps (such as web conferencing) hosted in TWC Business Class' healthcare cloud, as well as the state's Health Information Exchange, where they can access patient history. Future apps will include health monitoring—ie, regular blood pressure, weight, etc diagnostics that would be collected through devices in a patient's home and sent to their physicians.

Whole New Ball Game: ESPN's '11 MNF season kicked off with a double-header and solid ratings. The Patriots-Dolphins contest while the Raiders-Broncos matchup . Off the field, ESPN continues to get excoriated for its extension of the franchise (*Cfax*, 9/9) due to the assumption—many would say foregone conclusion—that the company will hike its sub fees as a result of the deal, leading to higher pay TV prices for consumers. **ACA** pres/CEO *Matt Polka* took to the airwaves Tues morning, telling ESPN 1080-AM (yes, an ESPN affil) in Orlando that “ESPN knows they have this sports programming they can push down to the subscriber... ultimately they're going to have to deal with a la carte and they're not going to like it.” Polka foresees an ESPN fee hike of 75 cents-\$1/month, meaning the fee would approach \$6. It's widely believed that **DISH**, if anyone, will be the 1st op to challenge ESPN by dropping the net if costs continue to accelerate. ESPN and **Disney** maintain the net provides unparalleled value to ops, and that NFL content greatly enhances that value. One thing's for sure: during the NFL season no cable telecast approaches MNF football in delivery among 18-49s. Last season's opening double header, for example, averaged 7.73mln in the demo, well ahead of 3rd place “Teen Mom” on **MTV** (2.71mln). MNF is also responsible for cable's 2nd most-watched telecast of all time (21.84mln total viewers).

Retrans: **Mediacom** on Tues told the **FCC** that the MSO's 2-week-old retrans fight with **LIN** continues after “LIN, despite having promised to do so, still has not responded to the increased offer that Mediacom presented to it last week.” But in a letter to Media Bureau chief *William Lake* from cable lawyer *Seth Davidson* on Mediacom's behalf, the MSO also slammed the agency for “empowering LIN's negotiating strategy and effectively siding with LIN against Mediacom and, more importantly, against the consumers who are being hurt by LIN's tactics.” Noting the contrast between the FCC's “inaction” in the Mediacom-LIN dispute vs its “active, public role” in last fall's **Cablevision-Fox** fight, “Mediacom submits that Americans living in smaller communities deserve the same measure of concern and help from the Commission as those in the big cities.”

In the States: **Cablevision** announced that it's joined the **Turner TV** Everywhere train, giving iO customers access to full-length **TBS, TNT, CNN, Cartoon, Adult Swim** and **truTV** content. -- **RCN** now offers more than 100 HD nets in the Lehigh Valley, PA, area, where the overbuilder also features HSD speeds starting at 15Mbps and up to 60Mbps.

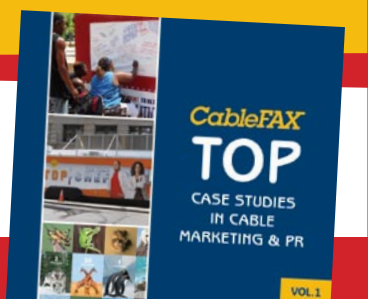
Denver Doings: **CTAM** may be phasing out all local chapters by Dec 31, but historic cable capital Denver won't go gentle into that good night. Denver folk have formed the **Rocky Mountain Cable Assoc**, which will begin operations Jan 1 as a Denver-based assoc for regional companies and individuals who work in cable and telecom. It's the 1st—and currently only—regional cable membership organization to be established following CTAM's previously announced decision to fold all regional chapters by year-end. CTAM Rocky Mountain's board pres and **Comcast** marketing manager *Mary Millar* said the new group will be for more than just marketers. “From the strong MSO and programmer presence, to **The Cable Center, CableLabs**, and the Daniels College of Business at the University of Denver, we have unique assets in Colorado and a terrific organizational foundation from our many past years running successfully the CTAMRM chapter,” Millar said.

At the Portals: **OMB** signed off late Fri on data collection provisions of the **FCC**'s net neutrality order that was approved

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BUSINESS & FINANCE

in Dec, *National Journal* reports. That means the rules are closer to being published—and likely challenged legally. Republicans vehemently oppose the rules, with House Commerce seeking info on how the FCC decision was made. Next stop is the rules' publication in the Federal Register (generally takes 1-3 weeks). 60 days after publication, they take effect.

Honors: 3 are in the running for ACC's Golden Beacon honor: **MTV's** digital abuse campaign "A Thin Line;" **Time Warner Cable's** STEM-initiative "Connect a Million Minds;" and **USA's** "Characters Unite," a public service campaign dedicated to addressing social injustices. -- **CTAM** announced the 7 recipients of its **Rainmaker** honor and 5 recipients of its **TAMI Award**, with all 12 slated to be feted Oct in NYC. More info at **CableFAX.com**.

People: **DISH** appointed *Warren Schlichting* svp, media sales. -- *Bryan Mu* joined **Style Net** as vp, program and primary research. -- **Nat Geo Nets** elevated *Mike Denby* to vp, Eastern Regional ad sales. -- **NBC Sports Group** tapped *Rob Simmelkjaer* as svp, **NBC Sports Ventures** and upped *Earl Marshall* to CFO. -- **Time Warner** welcomed *Tom Santiago* as svp, global real estate.

Business/Finance: **Motorola Mobility** invested an undisclosed amount in **Ooyala**, a provider of online video management and monetization tech and services.

CableFAX Daily Stockwatch

Company	09/13 Close	1-Day Ch	Company	09/13 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
DIRECTV:	42.48	0.97	BLNDER TONGUE:	1.23	(0.02)
DISH:	25.09	0.68	BROADCOM:	34.22	1.16
DISNEY:	31.45	0.16	CISCO:	16.35	0.26
GE:	15.41	0.40	CLEARWIRE:	2.55	UNCH
NEWS CORP:	16.31	0.01	CONCURRENT:	5.60	0.25
MSOS					
CABLEVISION:	16.67	0.70	CONVERGYS:	9.66	0.08
CHARTER:	47.64	0.78	CSG SYSTEMS:	13.23	0.38
COMCAST:	21.84	0.70	ECHOSTAR:	23.40	0.48
COMCAST SPCL:	21.51	0.75	GOOGLE:	529.52	(0.6)
GCI:	8.02	0.08	HARMONIC:	4.69	0.15
KNOWLOGY:	13.27	0.22	INTEL:	20.76	0.48
LIBERTY CAPITAL:	68.67	2.91	JDSU:	13.03	0.32
LIBERTY GLOBAL:	36.68	0.48	LEVEL 3:	1.54	0.02
LIBERTY INT:	16.01	0.13	MICROSOFT:	26.04	0.15
SHAW COMM:	21.64	0.32	MOTOROLA MOBILITY:	37.57	0.13
TIME WARNER CABLE:	61.98	0.35	RENTRAK:	12.45	0.62
VIRGIN MEDIA:	24.24	(0.13)	SEACHANGE:	8.09	0.11
WASH POST:	342.05	12.73	SONY:	19.54	0.04
PROGRAMMING					
AMC NETWORKS:	33.83	1.03	SPRINT NEXTEL:	3.57	0.17
CBS:	22.99	0.79	THOMAS & BETTS:	42.63	1.05
CROWN:	1.27	0.03	TIVO:	10.93	0.18
DISCOVERY:	38.41	0.63	UNIVERSAL ELEC:	16.63	0.18
GRUPO TELEVISA:	19.08	0.20	VONAGE:	3.04	0.04
HSN:	32.67	0.57	YAHOO:	14.26	(0.01)
INTERACTIVE CORP:	39.70	0.16	TELCOs		
LIBERTY STARZ:	68.23	0.59	AT&T:	28.12	0.24
LIONSGATE:	6.92	UNCH	VERIZON:	35.50	0.25
LODGENET:	1.75	0.01	MARKET INDICES		
NEW FRONTIER:	1.22	0.02	DOW:	11105.85	44.73
OUTDOOR:	6.13	(0.05)	NASDAQ:	2532.15	37.06
SCRIPPS INT:	40.28	0.70	S&P 500:	1172.87	10.60
TIME WARNER:	29.44	0.24			
VALUEVISION:	3.80	0.11			
VIACOM:	55.32	1.05			
WWE:	9.02	0.15			
TECHNOLOGY					
ADVANTAGE:	2.20	(0.05)			
ALCATEL LUCENT:	3.07	0.05			
AMDOCS:	27.43	0.45			
AMPHENOL:	43.66	0.27			
AOL:	14.38	(0.37)			
APPLE:	384.62	4.68			
ARRIS GROUP:	10.96	0.36			
AVID TECH:	8.81	0.23			
BIGBAND:	1.35	0.01			

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