

CableFAX Daily™

Wednesday — September 19, 2012

What the Industry Reads First

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Broadband Bonanza: Comcast Has New Caps, Tiers, In-Home WiFi

Comcast is really embracing the bundle, opting to bundle up several bits of news Tues. As expected, the MSO is launching its 305 Mbps service dubbed Extreme 305 in its NE division with upload speeds of up to 65 Mbps, potentially to counter **Verizon's** Quantum FiOS offerings (*Cfax, 7/25*). It also launched what it has dubbed "the fastest in-home WiFi" with its Xfinity Wireless Gateway, which could offer about 155 Mbps of wireless bandwidth. Meanwhile, as the company moves to the idea of having higher caps for faster tiers, it announced new data caps in the Tucson, AZ area, including one that allows up to 600 GB a month on the fastest tiers and 300 GB on the economic tier. What happens if you exceed the allowance? You will receive an email, an in-browser notice and automatically be allocated an additional block of 50 GB for \$10. In order for subs to get accustomed to the new data usage management plan, the company will provide 3 courtesy passes meaning they won't be billed for the first 3 times they exceed the allowance during a 12-month period.

Public Knowledge, which has urged the **FCC** to investigate ISPs' caps, questioned the purpose of the limits. "While we commend Comcast for raising the caps it imposes on customers, Comcast has still avoided answering simple questions," said *Michael Weinberg*, vp, Institute for Emerging Innovation, a new **Public Knowledge** project. "Why are the new data caps better at achieving that goal than the previous caps? Going forward, what could cause the caps to increase again? Furthermore, why are the caps still below the 648 GB per month required to replace cable television with Internet-delivered video?" Data caps and tiers also came up at a panel discussion at the **Broadband Breakfast Club** Tues. There have been a lot of experiments around broadband data, with ultimately companies wanting people to sign up for service, said **NCTA** policy vp *Steve Morris*. Morris also noted the growing interest for standalone broadband. Bundling has been the main strategy for cable to attract customers, but that might not always be the case, at least in certain segments of the market. "Broadband is what drives consumers" to sign up for service, he said. "Phone and video have become secondary" in some markets. The FCC signaled that the cap issue is one that bears watching when it released a notice last month asking the public how it should view caps as it measures broadband performance. -- In other broadband news, Tues' breakfast delved into the National Broadband Map, with the consensus being that it has offered some valuable data on broadband availability. While states were obligated to work with **NTIA**, which is in charge of the mapping initiative, the

DISCOVERY CHANNEL #1 CABLE NETWORK

- #1 Average Perceived Value*
- #1 Important to Enjoyment of Cable*
- #1 Among Five Favorite Basic Cable Channels**
- #1 Percent of Viewers Very Satisfied with Network**



Source: 2012 Beta Research Cable Subscriber Study - Evaluation of Basic Cable Networks *Among Total **Tied

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providers weren't. Nonetheless, many participated. The multi-party/voluntary model should be an option for other policy initiatives going forward, said NCTA's Morris. Additionally, the map has helped id unserved and underserved areas where federal funding should be targeting, he said. The breakfast also included the requisite comparison of the US to other countries in broadband. Morris said it doesn't make sense to compare, especially when it comes to cable broadband. "No other country has cable infrastructure like we... our situation has been different since the beginning of broadband." Meanwhile, now is the right time to explore alternative broadband solutions like mesh networks using national broadband data, said *Allan Friedman*, research dir for **Brookings**. Going forward, measurement of mobile data is "manageable," according to *David Young*, vp, fed reg affairs, **Verizon**. The FCC recently added mobile to its broadband measurement program to give consumers more info on the performance of mobile carriers and to spur competition among carriers.

Microsoft Moves: Former **CBS Network TV Ent Group** pres *Nancy Tellem* has been named Ent & Digital Media pres for **Microsoft**, where she'll oversee the launch of a newly created production studio in L.A. that will develop interactive and linear content for the **Xbox** and other devices. She'll also spearhead Microsoft's efforts to make Xbox a one-stop shop for all of consumers' entertainment choices. That goal was stressed repeatedly in **Cfax's** Q&A with Microsoft exec *Blair Westlake* earlier this month (**Cfax**, 9/4). Tellem will report to Microsoft Studio corp vp *Phil Spencer*.

Got Your Back: **Public Knowledge** is backing **DISH** in **Fox Broadcasting's** suit over the ad-skipping Hopper service. "Fox attempts to blur the line between direct and secondary copyright infringement, positing that Fox becomes a direct infringer by selling a device that allows its users to time-shift programming. But courts have consistently held that providing a device or a service to users in this way cannot give rise to direct liability," the public interest group said in an amicus brief filed in US District Court for Central CA Tues.

Survey Says: **Beta Research** asked survey respondents what their 5 favorite basic cable channels were. Nets getting the most mentions were **Discovery** (24% mentioned), **Food** (24%), **History** (23%), **ESPN** (22%) and **Syfy** (20%) and **USA** (20%). At \$1.53, **ESPN** had the highest avg perceived value among respondents. **Disney** was 2nd at \$1.45, followed by **History** at \$1.39. Participants also were asked to evaluate programming on a 5-point scale. 80% gave **Discovery** and **Nat Geo** a 4 or 5. Also ranking high: **History** (78% gave a 4 or 5), **ESPN** (77%) and **Food** (77%).

Ratings: Football is back, and so is **ESPN** at the top of the weekly cable ratings rankers. The net led all others last week with a 2.5 HH rating/2.44mln HH delivery. Mon Night Football was the week's highest rated programming, with 7-10:20pm delivering an 8.1 HH rating and the 10:20-1:30am coverage notching a 7.9. **USA** was 2nd for the week (2.0/1.99mln), followed by **Fox News** (1.9/1.84mln), **NFL Net** (1.6/971K) and **Disney** (1.5/1.5mln). Non-football program-

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Robert Irvine
RESTAURANT: IMPOSSIBLE

Sabrina Soto
THE HIGH LOW PROJECT

HGTV | food network | scrippsnetworks interactive | Passionate Viewers Live Here

Sources: Beta Research, Cable Subscriber Evaluation Study, August 2012. Based on Women 18+.



Women in Cable
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Thursday, October 18

Orange County Convention Center, Orlando, FL
1:00–4:00 pm

- 1:00–1:05 pm **Welcome Remarks**
- 1:05–1:20 **Opening Keynote**
Vibha Rustagi, President & CEO, itaas, Inc.
- 1:25–2:50 **Panel, *Growth as a Leader in Technology***
Moderated by **Sherita Ceasar**, VP, National Video Deployment Engineering, Comcast
Marina Escobar, Senior Director, Creative Technology, ESPN
Manjula Talreja, VP, Global Cloud Business Development, Cisco
Jennifer Yohe Wagner, VP, Strategic Business Procurement, Comcast; 2012 *Women in Technology* Award honoree
- 2:50–3:00 **Closing Keynote**
Dr. Stephanie Wilson, NASA Astronaut
- 3:00–3:30 **Networking Break**
- 3:30–4:00 **Guided Group Tour of the SCTE Smart Energy Management Showcase and Spotlight Pavilion**

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ming having strong showings included TNT's "Major Crimes" (3.9 HH rating) and FX's "Sons of Anarchy" (3.7).

Brag Book: Showtime's "Knockout Kings" scored record ratings for its headlining fight between *Canelo Alvarez* and *Josesito Lopez* Sat, with more than 1mln viewers. Canelo vs. Lopez drew the largest Hispanic audience for an individual bout on Showtime since 2009. -- "Iyanla: Fix My Life's" 2-night premiere ranked as **OWN's** #1 series debut ever. Sat's premiere notched 1.14mln viewers, ranking 2nd in its time period among women 25-54 among ad-supported cable (1.18). -- **Discovery** is cheering "Bering Sea Gold: Under the Ice" and "Yukon Men," which were the top 2 non-sports cable programs Fri among men 25-54.

Programming: FX ordered the 2nd cycle of its late night comedy series "Totally Biased with W. Kamau Bell" for 7 half-hour installments.

People: Former **Cablevision** exec *Kip Mayo* has re-emerged at **Charter** as evp, customer ops. Mayo left the company earlier this year along with several other execs. Former **Cablevision** COO *Tom Rutledge* is now heading Charter. Charter also nabbed 17-year **Time Warner Cable** vet *Tom Adams*, who becomes evp, field ops. -- **Cablevision** named *Sandra Kapell* evp, HR & admin, reporting to *Jim Dolan*. She previously headed HR for **Cartis**, an **AIG** company.

CableFAX Daily Stockwatch

Company	09/18 Close	1-Day Ch	Company	09/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONCURRENT: 4.35 UNCH		
DIRECTV:	53.44	(0.74)	CONVERGYS:	16.09	0.05
DISH:	31.98	(0.03)	CSG SYSTEMS:	22.62	(0.02)
DISNEY:	51.90	(0.25)	ECHOSTAR:	28.83	(0.16)
GE:	22.24	0.19	GOOGLE:	718.28	8.30
NEWS CORP:	24.74	(0.08)	HARMONIC:	4.89	0.03
MSOS			INTEL:	23.37	0.06
CABLEVISION:	16.56	(0.26)	JDSU:	13.20	0.01
CHARTER:	79.89	(0.85)	LEVEL 3:	23.97	0.12
COMCAST:	34.84	(0.21)	MICROSOFT:	31.18	(0.04)
COMCAST SPCL:	33.96	(0.28)	RENTRAK:	16.97	(0.42)
GCI:	9.71	(0.05)	SEACHANGE:	8.07	UNCH
LIBERTY GLOBAL:	57.41	(0.13)	SONY:	13.21	0.10
LIBERTY INT:	18.54	(0.25)	SPRINT NEXTEL:	5.19	(0.08)
SHAW COMM:	20.94	0.21	TIVO:	9.84	0.03
TIME WARNER CABLE:	92.56	0.46	UNIVERSAL ELEC:	17.05	0.11
VIRGIN MEDIA:	29.91	0.25	VONAGE:	2.44	(0.04)
WASH POST:	362.33	(0.65)	YAHOO:	15.90	0.23
PROGRAMMING			TELCOS		
AMC NETWORKS:	40.57	(0.47)	AT&T:	37.66	0.06
CBS:	36.57	(0.56)	VERIZON:	44.91	0.33
CROWN:	1.69	UNCH	MARKET INDICES		
DISCOVERY:	58.51	(0.07)	DOW:	13564.64	11.54
GRUPO TELEVISA:	23.93	(0.17)	NASDAQ:	3177.80	(0.87)
HSN:	47.81	(0.43)	S&P 500:	1459.32	(1.87)
INTERACTIVE CORP:	51.80	(0.12)			
LIONSGATE:	15.27	(0.12)			
LODGENET:	0.40	0.02			
NEW FRONTIER:	1.37	0.02			
OUTDOOR:	7.23	(0.01)			
SCRIPPS INT:	61.16	(0.88)			
TIME WARNER:	44.87	UNCH			
VALUEVISION:	2.11	(0.02)			
VIACOM:	52.40	(0.63)			
WWE:	8.84	(0.04)			
TECHNOLOGY					
ADVANTAGE:	2.20	0.00			
ALCATEL LUCENT:	1.23	(0.04)			
AMDOCS:	33.41	0.22			
AMPHENOL:	62.62	(0.47)			
AOL:	33.76	0.10			
APPLE:	701.91	2.13			
ARRIS GROUP:	14.02	(0.03)			
AVID TECH:	9.94	0.04			
BLNDER TONGUE:	1.03	0.02			
BROADCOM:	36.92	0.83			
CISCO:	19.05	(0.12)			
CLEARWIRE:	1.38	(0.16)			

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