

# CableFAX Daily™

Friday — September 20, 2013

What the Industry Reads First

Volume 24 / No. 183

## Crystal Ball: Policy Outlook Mostly Positive for Cable?

It's never easy to predict how regulatory changes will affect cable, but one thing we do know: Timely confirmations for both FCC chair nominee *Tom Wheeler* and Republican commish candidate *Michael O'Rielly* are likely, with Senate Commerce head *Jay Rockefeller* (D-WV) saying he plans to schedule committee votes soon and will "push for quick consideration on the Senate floor... I can tell you that these agencies do their strongest work for the American people when all Commissioners are on board." His Republican counterpart *John Thune* (SD), meanwhile, said he hopes both nominees are installed before the Oct recess (**Cfax**, 9/19). Retrans didn't come up during O'Rielly's confirmation hearing Wed—not surprising given the absence of several committee members, one industry observer noted. Nonetheless, heading into '14, retrans will have major play on the Hill and indirectly in the courts (think **Aereo**). House Commerce subcmte chmn *Greg Walden* (R-OR) expects to circulate a discussion draft on STELA by the end of 1Q, considering everything. And by everything, we mean tackling changes to the Cable/Telecom Act. This week, Walden reiterated during a speech at the **American Enterprise Institute** that the subcmte is committed to an open and ongoing review of the current satellite law and has been considering various related issues. There's no broad agreement among lawmakers on whether issues like retrans should be added to the reauthorization proposal, we're told. The outcome of legal battles between broadcasters and streamers **Aereo** and **FilmOn** could increase the chance for Congress to consider more than a clean reauthorization of STELA, an attorney representing cable operators said, citing the reauthorization as the main vehicle of choice for any legislative action relating to cable and satellite next year. Cable also will watch closely the outcome of legal challenges to **DISH's** Hopper service, the attorney said. In terms of M&A, *Dr Malone* would be happy to know that **Stifel Nicolaus** analysts believe possible cable mergers "generally look very doable." Antitrust scrutiny is always possible, though "filing an actual case, much less winning it, would be hard for DOJ," they wrote. It's impossible to leave out *Charlie Ergen* in any M&A talks. **DISH** presumably still wants a mobile carrier deal, with **T-Mobile** being the easiest potential from a policy perspective, the analysts noted. A **DISH/AT&T** tie-up is also possible, though just like a potential **DISH/DirecTV** merger, it could run into DOJ resistance. Perhaps the incoming FCC chair is cable's best news? Wheeler, a former cable exec, has a good understanding of the industry. And that may

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mean a fresh look for operators on some issue, be it program carriage or retrans.

**Internet TV:** That didn't last long. **Cox** confirmed it is discontinuing its small trial of what it called flareWatch in Orange County. The trial began in June and featured 97 channels and 30 hours of network DVR storage for \$35/month. "This limited trial was conducted as part of Cox's ongoing customer research to determine how to best evolve our offerings to meet customers' changing needs," a spokesperson said. "We will continue to evaluate the flareWatch trial results to determine how this might impact future product plans; no specific insights to share at this time."

**Advertising:** Approx 67% of purchasing HH uplift from multiplatform ads came from new customers unfamiliar with the brand and new to the category. That's according to a **TiVo Research and Analytics** study examining the purchase habits of consumers exposed to a **Comcast Media 360** targeted cross media campaign for a **Starcom MediaVest Group CPG** client. TiVo found that digital secures more sales from existing customers, and sales lift is highest among homes exposed to both TV and digital ads.

**Business Services:** **Comcast** is leveraging the cloud for its business services. It added new features to Business VoiceEdge, a cloud-based service for SMBs, allowing users to manage communications services from their mobile devices. Available across 39 states over Comcast's managed IP network, the new features allow business calls to be answered from any phone, anywhere, and even from computers. Also new is point-to-point HD-quality video calls for Business VoiceEdge phones. -- **Cox** said it's proud to serve nearly 400 of the companies named to the Inc 5000, *Inc* magazine's list of fastest-growing, privately held companies in America. Those Cox Business customers have a chance to win a trip to the Inc 500/5000 Conference and Awards Ceremony in DC next month. Additionally, Cox Business and *Inc* magazine are traveling the country this year with their 1st-ever Get Started events series offering local entrepreneurs a chance to pitch their business idea in front of an influential panel of judges for a \$5K technology package. Get Started OKC and Get Started CT took place earlier this year, while Get Started OC and Get Started RI are set for later this year.

**Public Affairs:** **Weather Channel** is linking with distribution partners to launch "Connect with Weather," a co-branded campaign to educate communities about the importance of weather preparedness. Elements include local events with experts giving life-saving info, ConnectwithWeather.com, a video contest with a \$5K prize and a website with info on family emergency plans. -- **Time Warner Cable** and **Common Sense Media** have launched a Back to School Internet campaign designed to provide tools on how to use the web safely for schoolwork. TWC.com/Web-Safety features tips, videos, tools and other materials, including a "Back to School Internet Quick Guide."

**Programming:** **Spike** optioned a limited scripted series based on Tutankhaman. If greenlit, "Tut" will be a 6-part series based on historical fact from DNA evidence recently unearthed. -- **HBO's** "24/7" reality franchise returns Sept 28, zeroing in on world-class fighters *Timothy Bradley* and *Juan Manuel Marquez* ahead of their PPV bout. -- When Season 2 of "Copper" wraps Sun on **BBC America**, that'll be it. "After 23 episodes, with Lincoln dead and the nation starting to heal, it seems a fitting moment to conclude this American story," the net said. BBCA drama "Orphan Black" has been adopted for a 2nd season next year. -- **TNT** greenlit "Murder in the First," ordering 10 eps of the scripted drama from *Steven Bochco* starring *Taye Diggs* and *Kathleen Robertson*. It's slated to premiere next summer. -- **HGTV** and **DIY** OKed 6 new series and 2 pilots for production. For HGTV, the new series moving ahead are: "Beat the House," "New House," "New Life," "Buying Country," "Restoring America" (wt); and "House Hunters Off the Grid." New pilots for the net include "Texas Flip and Move" (wt) and "A Sale of Two Cities" (wt). On DIY, "Stone Age" scored production activation. -- **Discovery Channel** is tagging along as the Pittsburgh Steelers, Minnesota Vikings, San Francisco 49ers and Jacksonville Jaguars prepare for 2 regular season games in London. The net will air its 2-part specials, "NFL in Season – Steelers vs. Vikings" on Oct 4, followed by "NFL in Season – 49ers vs. Jaguars" on Nov 1.

**Online:** **Lifetime** is launching live talent chats on **Facebook**, beginning Sun with a chat leading into the Season 1 finale of "Devious Maids." Stars *Dania Ramirez*, *Edy Ganem* and *Rebecca Wisocky* are set to live chat with fans on their personal Facebook pages and on the official Devious Maids page.

**Marketing:** Stop by Manhattan's Openhouse Gallery through Sept 29 to check out a pop-up exhibit from **Showtime** in light of upcoming drama "Masters of Sex" (Sept 29, 10pm). Visitors can learn more about the couple and their

# BUSINESS & FINANCE

research through displayed images and historical facts, a replica of their lab, props from the series' set and a wall-length timeline detailing the history of 100 Years of Sex.

**On the Circuit:** **NAMIC** and **WICT** will host a joint town hall Oct 8 as part of Diversity Week to discuss the finding of their workforce diversity survey, the foundation for NAMIC's AIM Survey and WICT's PAR Initiative. Speakers at the town hall include **Comcast's David Cohen**, **Travel Channel** pres **Laureen Ong** and **Discovery Comm's Adria Alpert Romm**. **NCTA's Michael Powell** will keynote.

**People:** **Marlene Sanchez Dooner** is moving from **Comcast Corp** IR to **NBCU**, where she'll serve as evp, Hispanic Enterprises & Content. She'll transition to the new role at the end of the year and report to Hispanic Ent & Content chmn **Joe Uva**. Comcast will initiate a national search for a head of IR in the coming weeks.

**Editor's Note:** Can you feel the excitement? If you haven't signed up for **CableFAX's TV Innovation Summit** on Sept 24 and/or the Program Awards/Top Ops breakfast on Sept 25—now's the time to take action before it's too late! Check out the conference line-up here: [www.cablefaxtvsummit.com](http://www.cablefaxtvsummit.com) ... And find out more about the Program Awards/Top Ops event here: [www.cablefax.com/cfplevents/Program2013a/](http://www.cablefax.com/cfplevents/Program2013a/)

## CableFAX Daily Stockwatch

Company	09/19 Close	1-Day Ch	Company	09/19 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	32.81	0.08	GOOGLE:	898.39	(4.93)
DIRECTV:	63.26	0.36	HARMONIC:	7.68	0.03
DISH:	47.81	(0.28)	INTEL:	23.91	0.01
DISNEY:	65.72	(1.39)	JDSU:	15.25	0.03
GE:	24.46	(0.21)	LEVEL 3:	27.31	(0.05)
<b>MSOS</b>					
CABLEVISION:	17.88	0.30	MICROSOFT:	33.64	0.32
CHARTER:	133.23	0.84	NIELSEN:	37.18	0.24
COMCAST:	44.41	0.14	RENTRAK:	32.21	0.51
COMCAST SPCL:	43.15	0.20	SEACHANGE:	11.80	0.05
GCI:	9.13	(0.08)	SONY:	21.63	(0.25)
LIBERTY GLOBAL:	79.20	(0.3)	SPRINT NEXTEL:	6.49	0.05
LIBERTY INT:	24.13	(0.13)	TIVO:	12.36	0.04
SHAW COMM:	23.53	(0.1)	UNIVERSAL ELEC:	32.61	0.40
TIME WARNER CABLE:	113.95	(0.95)	VONAGE:	3.04	UNCH
WASH POST:	574.05	0.79	YAHOO:	31.03	0.59
<b>PROGRAMMING</b>					
AMC NETWORKS:	67.11	0.70	<b>TELCOS</b>		
CBS:	56.57	(0.24)	AT&T:	34.81	(0.14)
CROWN:	3.23	0.05	VERIZON:	48.51	(0.21)
DISCOVERY:	81.76	1.32	<b>MARKET INDICES</b>		
GRUPO TELEVISIA:	28.79	(0.37)	DOW:	15636.55	(40.39)
HSN:	54.80	0.10	NASDAQ:	3789.39	5.74
INTERACTIVE CORP:	53.64	0.36	S&P 500:	1722.34	(3.18)
LIONSGATE:	35.45	(0.83)			
MADISON SQUARE GARDEN:	56.53	(0.35)			
SCRIPPS INT:	78.56	0.38			
STARZ:	26.80	(0.16)			
TIME WARNER:	64.40	1.06			
VALUEVISION:	4.48	(0.07)			
VIACOM:	83.64	(0.04)			
WWE:	9.75	(0.06)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.49	0.05			
ALCATEL LUCENT:	3.43	(0.04)			
AMDOCS:	36.95	(0.17)			
AMPHENOL:	78.68	0.34			
AOL:	35.22	0.85			
APPLE:	472.30	7.62			
ARRIS GROUP:	16.76	0.11			
AVID TECH:	5.61	0.17			
BROADCOM:	27.34	(0.32)			
CISCO:	24.61	(0.18)			
CONCURRENT:	7.52	(0.08)			
CONVERGYS:	18.88	(0.1)			
CSG SYSTEMS:	24.21	0.04			
ECHOSTAR:	44.60	(0.35)			

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# PROGRAMMER'S PAGE

## Emmy Battle!

What? You want a bunch of critics arguing over who should take home Emmy statuettes on Sun night? You're in luck, with **CableFAX's** *Michael Grebb*, *Amy Maclean*, *Kaylee Hultgren*, *Joyce Wang* and guest reviewer *Seth Arenstein* happy to oblige. **Best Drama Series:** We're a house divided, with Mike and Joyce convinced **AMC's** "Breaking Bad" will get it, Kaylee just as sure of a "Game of Thrones" victory for **HBO** and Amy pulling for **PBS'** "Downton Abbey." Seth: "Breaking Bad or Game of Thrones should win, but Downton and **Netflix's** 'House of Cards' seem strong." **Best Comedy Series:** Kaylee: "Girls' Season 2 added complexity to the suite of characters and addressed some of the criticism directed at creator *Lena Dunham*." Mike: "With 'Big Bang' and 'Louie' weighed down by awards these days, it could be a 'Modern Family' kind of night." Joyce agrees, while Seth and Amy both think Big Bang will win. Again. **Lead Actor, Drama:** Seth: "Every year I pull for *Jon Hamm* and cry afterward. *Bryan Cranston* or *Kevin Spacey* will get the nod. *Jeff Daniels* is a dark horse, but deserving." The rest of the staff's money is on Cranston, even if their hearts are with Hamm. **Lead Actress, Drama:** Joyce: "*Vera Farmiga* all the way for **A&E's** 'Bates Motel' though she hasn't got as much buzz and momentum as *Claire Danes* and *Kerry Washington*." Amy: "Vera! Love Danes, but it's refreshing to see neurotic played with a healthy heap of compassion instead of crazy eyes." **Lead Actor, Comedy:** Mike: "*Don Cheadle's* the best thing about **Showtime's** 'House of Lies,' but nostalgia for the canceled '30 Rock' favors *Alec Baldwin*." Everyone sees Baldwin or Big Bang's *Jim Parsons* pulling out the win, except for "Louie" lover Kaylee. **Lead Actress, Comedy:** Mixed feelings here, but a lot of support for *Julia Louis-Dreyfus*. **Outstanding Miniseries/Movie:** Almost unanimous for HBO's "Behind the Candelabra," though Joyce and Mike think "American Horror Story: Asylum" could pull an upset.

**Reviews:** "The Big Interview: *Roger Daltrey* and *Cody Simpson*," Mon, 8p ET, **AXSTV**. It seems a somewhat strange trio: *Dan Rather*, Roger Daltrey and teeny-bopper Cody Simpson. Music links Daltrey and Simpson, but Rather? It works, though, with Rather probing the singers, Daltrey especially, about their work on teen cancer, handling fame and social media. When Rather seeks grandiose, Daltrey resists. What's The Who's legacy, Rather asks. "Just listen to the music. It's all in the music," Daltrey insists. -- "The Marriage Test," Sat, 10p, **A&E**. You might think this special exec produced by *Dr. Phil* would have gravitas. And it does, what with 4 couples, marriages in tatters, spending 7 days in a house with relationship experts and under constant surveillance. But you wonder what's staged and what's spontaneous, and the soundtrack includes hokey reality show music. Still, it's a good look at group dynamics and the couples' problems compelled us to stick around. -- "Deadline: Crime with *Tamron Hall*," Sun, 9p, **ID**. We've been watching Investigation Discovery's series for a while. This one's storytelling seems among its best. And tonight's well-known *Sarah Pender* case is fascinating. -- "King's Faith," Sat, 7p ET, **Up**. Inspirational story, fine cast led by *Lynn Whitfield*. -- **Notable:** "Dexter" ends his 8-season run. Will it be bloody or benign? (Sun, 9p, **Showtime**) - *Seth Arenstein*

Basic Cable Rankings (9/09/13-9/15/13)			
Mon-Sun Prime			
1	ESPN	3.1	3083
2	USA	2.0	1966
3	DSNY	1.7	1684
4	FOXN	1.5	1452
5	NFLN	1.4	973
6	HIST	1.3	1338
6	TNT	1.3	1318
8	TBSC	1.2	1230
8	A&E	1.2	1158
10	HGTV	1.1	1058
10	FX	1.1	1044
12	TLC	1.0	963
12	LIFE	1.0	961
14	ADSM	0.9	904
15	DISC	0.8	826
15	AMC	0.8	814
15	FOOD	0.8	810
15	SYFY	0.8	794
15	NAN	0.8	769
15	DSE	0.8	57
21	SPK	0.7	696
21	BRAV	0.7	686
21	HALL	0.7	616
21	ID	0.7	582
25	FAM	0.6	630
25	TVLD	0.6	620
25	TRU	0.6	570
25	MTV	0.6	569
25	CMDY	0.6	558
25	LMN	0.6	472
25	DSJR	0.6	367
32	MSNB	0.5	512
32	APL	0.5	510
32	CNN	0.5	491
32	ESP2	0.5	480
32	BET	0.5	435
37	VH1	0.4	405
37	EN	0.4	391
37	OWN	0.4	348
37	NKJR	0.4	329
37	NGC	0.4	302
37	OXYG	0.4	282
43	HLN	0.3	320
43	TRAV	0.3	308
43	DXD	0.3	277
43	GSN	0.3	262

\*Nielsen data supplied by ABC/Disney

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