

CableFAX Daily™

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What the Industry Reads First

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Look Up: DISH Brands Satellite and Wireline Broadband Offerings

Satellite broadband has been around for years as an Internet offering for rural areas. But with slow speeds, it has never gotten much attention. Then in Feb, **ViaSat** sought to change that with the launch of Exede, which took the 1.5Mbps service to speeds of 5Mbps and 10Mbps. **Hughes** launched its own high-speed satellite service over the summer, and now **DISH** is taking both companies' offerings and sticking them under the newly announced dishNET brand. (Had to laugh at *Engadget's* comment that the name sounds like an implement you'd use to clean dirty dinner plates. Perhaps it could be also used to clean those grimy satellite dishes on our neighbors' roofs...) Launching Oct 1, dishNET features a \$10 monthly discount when bundled with certain DISH programming packages (bundled packages start at \$40/month for 5Mbps download/1Mbps). This being DISH, and this being satellite broadband, the service is aimed at the rural market. Further evidence of that is seen by DISH opting to launch the service at **Cowboy Maloney's Electric City** retail store in Jackson, MS, the retail launch site of digital satellite TV, which initially targeted rural America. The offering will be up against **Verizon Wireless' HomeFusion**, which targets rural communities that don't have access to cable or satellite broadband services. The telco's offering starts at \$60 a month for 10 Mbps with speeds of 5-12 Mbps up and 2-5 Mbps down. The service uses the telco's 4G LTE technology, which is expected to cover the entire country by the end of '13. It's important to note dishNET has nothing to do with DISH's plans to build an LTE network, for which it's waiting on **FCC** approval. "Today, we are launching a revolutionary consumer broadband service that delivers high-speed Internet available in metropolitan areas to rural markets nationwide," DISH CEO *Joe Clayton* said in a statement. "With nearly 1-in-4 rural residents lacking a high-speed connection, reaching these underserved markets is vital. Our mission is to provide broadband at an outstanding value with fast speeds and large data plans." Also of note, DISH's own RLEC will fold its wireline broadband service into the dishNET brand. Urban and suburban residents living in the 14-state region can access high-speed Internet of 7 Mbps at \$29.95 per month. They can upgrade to 12Mbps service for an additional \$5 per month or 20Mbps for an additional \$10 per month. This service is available in AZ, CO, ID, IA, MN, MT, NE, NM, ND, OR, SD, UT, WA and WY. **Wells Fargo Securities' Marci Ryvicker** said DISH's offering of

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wireline Internet through its RLEC was an unexpected and positive surprise. "We believe today's announcements should make DISH a stronger player in the HSD marketplace and could be a source of incremental improvement in gross subs, net subs, churn and most importantly ARPU. Best of all, these benefits come with no downside risk to DISH (in our opinion)," she wrote in a note to clients.

Rumor Mill: Lot of noise Thurs over a *Bloomberg* story quoting unnamed sources as saying DISH is in talks with nets like **Viacom**, **Scripps** and **Univision** about offering their channels as part of an over-the-top service. DISH first approached Viacom about a potential Internet TV deal a year ago and the companies are not anywhere close to a deal, an industry source told **CableFAX**. Viacom is open to the idea at the right price, but it's not going to do anything to undermine the cable economic model, the source said, declaring that the Bloomberg story implies more momentum than what's actually present. Given the number of spats DISH has had with programmers over the years, we have to wonder how many would be willing to take on this smaller (cheaper) package idea.

WiFi: Comcast launched free WiFi in CA for Xfinity Internet residential subs and Comcast Business Class Internet customers. Xfinity WiFi will offer access via hotspots in cities throughout the state. The company has installed and activated a few thousands hotspots and will continue to install additional ones throughout the year. Earlier this year, Comcast, **Cablevision**, **Bright House**, **Cox** and **Time Warner Cable** announced an agreement allowing subs to access each others' WiFi hotspots nationwide (*Cfax*, 5/22).

TiVo It: Mediacom became the latest cable op to announce a partnership with **TiVo**. It will begin launching TiVo's whole-home product early next year with the rollout to continue across its footprint over the course of the year. Mediacom, which will make TiVo the primary software provider for whole-home, will deploy the Premiere Q 4-tuner DVR along with the TiVo Mini IP set-top and companion apps for IOS and Android devices. It also intends to offer the 6-tuner, DOCSIS 3.0-capable Pace XG1 gateway with the TiVo experience when it becomes available. Other operators with TiVo deals include **Suddenlink**, **Charter** and **RCN**.

At the Portals: Take heed. The **FCC** Enforcement Bureau is carefully examining antennas. The Bureau on Thurs announced a notice of apparent liability forfeiture of \$20K for **Cox**, saying it has violated FCC rules by failing to maintain a functioning automatic alarm system and exhibiting required daytime medium intensity obstruction lighting. The alarm detects failure of the lights on an antenna. The Bureau also issued a \$10K forfeiture to **James Cable** for "willful and repeated violation" of rules to clear or repaint the antenna structure as often as necessary

Advertising: The CW is the 1st net to sign on for **Nielsen** Online Campaign Ratings for complete measurement of its online ad inventory, tagging every online video ad and using the solution to offer advertisers demographic guarantees for every online campaign during the '12-'13 season. Nielsen launched the service in Aug, and it shortly thereafter received accreditation by the **Media Ratings Council**.

Programming: The **Big West** reached a long-term media rights deal with **Fox Sports Nets** that makes **Prime Ticket**, **FOX Sports West** and **FOX Sports San Diego** the exclusive regional TV partners for Big West Conference sports commencing with the current season. Specifically, at least 20 marquee events will be aired across the 3 nets, including regular season men's basketball games, 4 men's basketball tournament quarterfinal games, and the women's basketball tournament championship game, as well as the soccer and track and field championships. Beginning in the '13-'14 season, at least 32 events per year will be televised when San Diego State joins the Big West. A minimum of 12 San Diego State men's basketball games will be added to the selection of events for Prime Ticket, FOX Sports West, and FOX Sports San Diego. Additional events and non-game programming specials are slated to appear on other FOX Sports platforms. Additionally, free-to-access video streaming will be available Nov, offering up to 800 live events each academic year. -- **NFL Net's** Cleveland Browns vs. Baltimore Ravens game Thurs night will usher in the NFL's newly reached tentative 8-year deal with the **NFL Referees Association** to end the lockout. That other lockout (**NHL**) continues, with the League announcing Thurs that it is scrapping the entire preseason. -- **Nickelodeon** debuts NickMom, a new primetime TV block Mon at 10pm with 4 original series: "NickMom Night Out," "MFF: Mom Friends Forever," "Parental Discretion with *Stephanie Wilder-Taylor*" and "What was Carol Brady Thinking?." Sponsored by **Reckitt Benckiser**,

BUSINESS & FINANCE

General Mills, Johnson & Johnson and Target, NickMom will air nightly on the Nick Jr. channel from 10pm to 12am.

App World: Partnering with major cable players, UK-based social TV firm **Zeebox** debuted in US Thurs. The firm inked deals with **Comcast Cable, NBCU, HBO and Cinemax** to offer TV viewing companion apps for the iPhone, iPad, iPod Touch, Android and the Web. The cloud-based service aims to recognize the context of what users are watching and add relevant content and experiences from across the Web, TV programmers, social networks and advertisers. Viewers can engage with their TV personalities directly through Zeebox and buy the products they see on TV. The app also automatically displays more in-depth information about the programs as viewers are watching. Additionally, Comcast and NBCU are backing Zeebox with investments and promotional support.

Marketing: College football tailgaters should be on the lookout for **Showtime** trucks promoting the new seasons of "Dexter" and "Homeland." Scheduled to hit games such as WV at Univ of TX next weekend and IA and MI State (10/13), the trucks will feature Dexter and Homeland themed snow cones (SHO-cones), face painting in school colors and prizes. More at showtimetailgatetour.com.

CableFAX Daily Stockwatch

Company	09/27 Close	1-Day Ch	Company	09/27 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	51.99	(0.01)	CONVERGYS:	15.51	0.15
DISH:	30.97	0.56	CSG SYSTEMS:	22.72	0.46
DISNEY:	52.58	0.64	ECHOSTAR:	28.35	0.31
GE:	22.73	0.63	GOOGLE:	756.50	3.04
NEWS CORP:	24.95	0.39	HARMONIC:	4.68	0.06
MSOS					
CABLEVISION:	16.02	0.15	INTEL:	23.09	0.44
CHARTER:	75.21	0.32	JDSU:	12.76	0.62
COMCAST:	35.78	0.67	LEVEL 3:	22.82	0.26
COMCAST SPCL:	34.78	0.59	MICROSOFT:	30.16	(0.01)
GCI:	10.24	0.14	RENTRAK:	17.00	0.15
LIBERTY GLOBAL:	60.59	0.54	SEACHANGE:	7.83	(0.02)
LIBERTY INT:	18.45	0.19	SONY:	12.12	0.27
SHAW COMM:	20.70	0.19	SPRINT NEXTEL:	5.60	0.14
TIME WARNER CABLE:	94.99	0.98	TIVO:	10.32	0.31
VIRGIN MEDIA:	29.68	0.41	UNIVERSAL ELEC:	17.79	0.36
WASH POST:	358.55	(2.23)	VONAGE:	2.28	0.01
PROGRAMMING					
AMC NETWORKS:	43.38	1.01	YAHOO:	16.04	0.43
CBS:	35.96	0.39	TELCOS		
CROWN:	1.73	0.04	AT&T:	37.99	(0.09)
DISCOVERY:	59.49	1.21	VERIZON:	45.76	0.17
GRUPO TELEVISA:	23.31	0.15	MARKET INDICES		
HSN:	48.84	0.67	DOW:	13485.97	72.46
INTERACTIVE CORP:	52.03	0.43	NASDAQ:	3136.60	42.90
LIONSGATE:	14.90	0.16	S&P 500:	1447.15	13.83
LODGENET:	0.48	0.10			
NEW FRONTIER:	1.25	(0.03)			
OUTDOOR:	7.40	0.06			
SCRIPPS INT:	61.25	1.06			
TIME WARNER:	45.38	0.74			
VALUEVISION:	2.29	UNCH			
VIACOM:	54.77	0.82			
WWE:	8.19	(0.01)			
TECHNOLOGY					
ADVANTAGE:	2.20	0.06			
ALCATEL LUCENT:	1.11	0.02			
AMDOCS:	32.78	0.12			
AMPHENOL:	59.28	0.08			
AOL:	34.61	0.99			
APPLE:	681.32	16.14			
ARRIS GROUP:	13.01	0.01			
AVID TECH:	9.65	0.36			
BROADCOM:	35.18	1.08			
CISCO:	18.80	0.22			
CLEARWIRE:	1.48	(0.07)			
CONCURRENT:	4.43	0.05			

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PROGRAMMER'S PAGE

The Amazing Emmys...

Everyone seems to love the Emmys, but there's always a bit of grumbling at the after-parties about the process and a suspicion that Emmy voters don't spend enough time familiarizing themselves with the multitude of nominees. I was at a couple of those after-parties (yes, obnoxious of me to point that out), and here are a few things floating in the ether as I chatted clandestinely with a few TV execs.

Not-So-Amazing? – In a huge universe of reality TV shows, why does **CBS's** "The Amazing Race" keep winning? Everyone seemed to be asking that question. Everyone.

Standard Bearers – Several execs noted that premium nets, which deservedly did quite well this year, operate in an "anything goes" creative environment—making it hard for ad-supported nets, which must temper sex, violence and language, to compete. Should the Emmys split drama and comedy categories between ad-supported and "premium" nets? With recent award consolidation, it will probably never happen, but I wouldn't be surprised if some try to lobby for it down the road. Then again, have you watched **FX's** "Sons of Anarchy" lately? **HBO** and **Showtime** aren't the only ones pushing the envelope anymore.

Mini-Series or Not? – Speaking of FX, everyone knows about the Academy's decision to qualify the 12-ep 1st season of anthology "American Horror Story" as a mini-series. Some people still aren't over it. But while honest people can disagree on this one, can we all just admit that *Jessica Lange* is awesome and move on?

Yes, folks. The Emmys will always stir up controversy, but one thing is clear: Everyone wants one of those statues. And I'm guessing that won't change any time soon. - MG

Reviews: "Dexter," season VII premiere, Sun, 9p, and "Homeland," season II premiere, Sun, 10p, **Showtime**. As Showtime chief *Matt Blank* told **CableFAX** this week, "Homeland" pulling down best drama, actor and actress Emmys Sun couldn't have been timed better. The thrilling series about a CIA agent (*Claire Danes*) and a war hero (*Damien Lewis*) had been scheduled to resume Sun. Beginning just 1 week after a great night at the Emmys gives it a boost. It doesn't need it. While we'll omit plot lines to avoid spoiling things for those who want to see a season I marathon before season II begins, we'll say the initial two eps of season II build to a terrifying climax. Interestingly, "Dexter," the blood-oozing series about a forensics specialist who likes his job too much, shares a plot element with Homeland. Each features characters whose secret life has been discovered. Another reward for Showtime viewers—Dexter's first two eps might be slightly better than Homeland's excellent openers. – "Broke," Tues, 8p, **ESPN**. Easy come, easy go. This excellent doc shows how fast big-time athletes can go broke. It's sad, really. – "Marie," premiere, Mon, noon, **Hallmark**. *Marie Osmond* wins with *Betty White* as the 1st guest on her talk show; what happens after that should reveal more about the show's chances.

Basic Cable Rankings (9/17/12-9/23/12)		
Mon-Sun Prime		
1	ESPN	2.7 2623
2	USA	2.1 2069
3	FOXN	1.7 1675
4	DSNY	1.6 1528
5	NFLN	1.4 879
6	TNT	1.3 1265
6	HIST	1.3 1249
8	TBSC	1.2 1239
9	A&E	1.1 1053
9	MSNB	1.1 1015
11	FX	1.0 1016
11	HGTV	1.0 987
11	TLC	1.0 940
14	SYFY	0.9 895
14	ADSM	0.9 891
14	AMC	0.9 731
14	DSE	0.9 70
18	FOOD	0.8 824
18	LIFE	0.8 790
18	TRU	0.8 753
18	ID	0.8 615
18	NKJR	0.8 564
23	DISC	0.7 721
23	NAN	0.7 705
23	BRAV	0.7 652
23	FAM	0.7 649
23	TVLD	0.7 635
28	SPK	0.6 602
28	LMN	0.6 546
28	HALL	0.6 516
31	CMDY	0.5 532
31	MTV	0.5 504
31	CNN	0.5 490
31	BET	0.5 419
31	GSN	0.5 349
36	VH1	0.4 395
36	EN	0.4 390
36	APL	0.4 389
36	NGC	0.4 301
36	OWN	0.4 296
36	WE	0.4 258
36	H2	0.4 253
43	TRAV	0.3 317
43	DXD	0.3 265
43	OXYG	0.3 261
43	SCI	0.3 243

*Nielsen data supplied by ABC/Disney

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