

# CableFAX Daily™

Wednesday — October 3, 2012

What the Industry Reads First

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## 2nd Homerun: MLB Inks 8-year Deal with Fox, Turner Sports

It's official. As expected, **MLB** reached a new 8-year multiplatform deal starting '14 with **Fox** and **Turner** Tues, following its agreement with **ESPN** in Aug. The deal, which will give MLB products more visibility across platforms, comes with a bigger price tag: combined with the ESPN contract, the league will earn \$12.4bln over the 8 years, doubling the its previous TV rights fees, said MLB Commissioner *Bud Selig* on a conference call Tues. The nets didn't reveal the financials, but Turner is reportedly paying \$325mln/year while Fox is reportedly paying \$520mln/year. The deal also seems to position Fox well for a highly anticipated national sports network, with it allowed to put as many as 40 single game windows on a nationally distributed Fox channel. Fox is "continuing to evaluate the possibility of a national sports channel," said *Randy Freer*, co-pres, **Fox Sports Media Group**. "There will be a lot of things to come in the not too distance future," he said, declining to talk about the what-ifs of such a net. As with the ESPN contract, the Fox and Turner deals include enhanced TV Everywhere and other digital rights—must-haves in sports deals these days. Turner will simulcast its MLB games and related programming across platforms. There will be increased footage and highlights rights for Turner Websites and apps, including **Bleacher Report** (acquired by Turner Sports in Aug) and the TeamStream app. Turner's interactive TV rights include the ability to create companion and ancillary products related to the net's broadcast or regular and post-season games. The digital rights are "in-depth," said Turner's *David Levy*, pres, sales, distribution and sports. Digitally for Fox, the broadcast net has the rights to stream all Fox televised games and MLB related programming in both regular and postseason. Also under the agreement, **Fox Deportes** will continue to be the Spanish-language home to MLB, carrying all Fox televised games, including the All-Star Game, Division Series, LCS and World Series. On the linear side, Fox and Turner will continue to carry regular season and the majority of postseason. Fox retained the rights to popular events like the World Series, 1 League Championship Series, and the All-Star Game, and beginning in '14 it adds coverage of 2 Division Series. That same year Fox also doubles its Sat regular-season telecast windows from 26 to 52 and gains rights to develop MLB-branded programs. Turner's expanded package includes 1 LCS each year of the agreement. As part of the deal, the ALCS and NLCS will alternate each year between Turner and Fox. Turner will have exclusive rights to air 2 of the 4 MLB Division Series, which will alternate between AL and NL each year. It will carry 1 Budweiser-sponsored Wild Card Game, which will alternate between the AL and NL each year. The net will also air pm games with new co-exist rights on the final 13 Sundays of the regular season as part of the net's "Sunday MLB on **TBS**" Game of the Week package.

**Charter Territory:** CT Gov *Dan Malloy* (D) held a presser Tues to officially announce **Charter's** decision to establish its HQ office downtown Stamford. Executive officers in Stamford will include much of the ex-**Cablevision** crew, with pres/CEO *Tom Rutledge* (no need for him to helicopter into work!), COO *John Bickham*, CMO *Jon Hargis*, evp, network ops *Scott Weber*, CFO *Chris Winfrey*, evp, customer ops *Kathleen Mayo* and evp, field ops *Tom Adams* all making the move. Marketing and corporate communications will operate from CT as well, with Charter bringing about 200 jobs to

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the area. Most of the functions currently performed in Charter's St Louis corporate office will remain in St Louis, although some direct reports and staff of the executives relocating will be moving as well. While a relatively small number of jobs are leaving MO, Charter plans to add nearly 300 new jobs through the greater St Louis area in the coming months. Hat tip to *Multi* for first reporting that Stamford would be the new home for Charter's sr execs. The MSO will invest \$10mln+, leasing approx. 70K square foot of space on Atlantic Street. Stamford is no stranger to cable, with **Time Warner Cable** closing its office there in '09 and moving the majority of its employees to its Columbus Circle office in NYC. The **CT Dept of Economic and Community Development** will provide a 10-year loan of \$6.5mln at 2%, with principal payments deferred for 3 years. The loan (or a portion of it) may be forgiven if certain job milestones are met. The funding will go toward Charter's costs for tenant improvements and furnishings.

**In the States:** No more free modems for you, **Time Warner Cable** subs. The MSO confirmed it will begin charging an Internet modem lease fee of \$3.95/month (still less than the \$7/month **Comcast** charges). The charge will start to roll out across TWC's footprint over the next 2 months. Customers can opt to purchase their modem from a 3rd party to avoid the monthly fee. "Time Warner Cable has been charging a monthly equipment lease fee for Set-top boxes for many years, and will now be joining many other Internet providers who already charge a similar monthly fee for leased cable modems," a TWC rep said. ISI Group said the new charge could add about \$300mln to TWC's annual revenue. -- **Time Warner Cable** and **AT&T** are crying "no fair!" to Kansas City officials, asking them for a parity agreement with the same concessions **Google** received for its fiber project, the *WSJ* reports. The paper reported that Google was offered free office space, discounted pole attachment rates, free use of city assets and infrastructure and more. TWC has a parity deal with Kansas City, MO, but not with Kansas City, KS.

**3Q Ratings:** The 3Q primetime cable winner was **USA** by a mile. The net's 2.4 HH ratings/2.34mln HH delivery easily surpassed **TNT** (1.8/1.82mln) and **Disney** (1.8/1.74mln), which were tied for the #2 spot. **Fox News** (1.6/1.57mln) and **History** (1.5/1.47mln) round out the top 5. Disney was the #1 net in total day for HHs (1.4/1.35mln) and P2+ (0.7/1.82mln), a first for the net. It was followed by **Nick** (1.2/1.22mln) and **Adult Swim** (1.1/1.04mln).

**From the Street:** After a hot 1st half of the year with a return of 32.1% on avg vs 8.3% for the S&P500, **UBS** expects cable to outperform into year-end. The firm cites **SpectrumCo**, which it says will highlight increasing cash returns to shareholders at **Time Warner Cable** and **Comcast**. It also pointed to share gains in broadband and video and political advertising, with UBS projecting TWC has the largest exposure in swing states.

**Programming:** **HBO** renewed "Broadband Empire" for a 4th season. -- Oscar nominated actor *Josh Brolin* will be

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# BUSINESS & FINANCE


the narrator for **History's** 12-hour/6 night TV event, "Mankind the Story of All of Us," which premieres Nov 13 at 9pm. -- The **Atlantic 10** conference inked long-term deals with **NBC** and **CBS Sports Network**. The 9-year deal with NBC includes rights to nationally televise men's and women's basketball games, as well as some local games on NBC Sports RSNs. Digital rights allow streaming on NBC Sports Live Extra starting '13. The CBS deal, which runs through the '20-'21 season, includes rights to air regular season and championship games.

**People:** Former **HBO** svp, drama *Gina Balian* joins **FX** as svp, limited series. In the new post, she will be responsible for the development and production of limited and miniseries for **FX** and **FX Movie**. -- **Time Warner Cable** upped *Greg King* to svp, biz service product and strategy. Former **Cablevision** exec *Stephanie Anderson* joined **TWC** as svp, marketing for business services. Both report to business services evp *Gerry Campbell*.

**On the Circuit:** **CTAM** announced the 3 finalists for its Insights Conference Case Study Competition: **Disney Media & Advertising Lab/ESPN's** Aspect Ratio Effects, **ESPN's** WatchESPN: Taking on TV Everywhere and **TV Land's** Power of Laughter. They'll present their business cases during the conference Oct 16, 9am, Orlando. Conference attendees will help decide the winner through text voting.

## CableFAX Daily Stockwatch

Company	10/02 Close	1-Day Ch	Company	10/02 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	52.11	0.07	CONCURRENT:	4.65	0.01
DISH:	30.69	0.40	CONVERGYS:	15.52	(0.04)
DISNEY:	51.64	(0.43)	CSG SYSTEMS:	22.65	(0.05)
GE:	22.79	(0.02)	ECHOSTAR:	29.53	0.87
NEWS CORP:	24.91	0.07	GOOGLE:	756.99	(4.79)
<b>MSOS</b>					
CABLEVISION:	16.14	0.35	HARMONIC:	4.44	(0.05)
CHARTER:	75.50	0.49	INTEL:	22.84	0.09
COMCAST:	35.84	0.46	JDSU:	11.68	(0.24)
COMCAST SPCL:	34.78	0.34	LEVEL 3:	22.32	(0.32)
GCI:	10.05	(0.08)	MICROSOFT:	29.66	0.17
LIBERTY GLOBAL:	61.50	0.36	RENTRAK:	17.06	0.23
LIBERTY INT:	18.72	0.24	SEACHANGE:	8.05	0.21
SHAW COMM:	20.64	(0.02)	SONY:	11.85	0.01
TIME WARNER CABLE:	98.16	2.45	SPRINT NEXTEL:	4.90	(0.28)
VIRGIN MEDIA:	29.92	0.12	TIVO:	10.52	0.07
WASH POST:	366.00	1.61	UNIVERSAL ELEC:	18.37	0.17
<b>PROGRAMMING</b>					
AMC NETWORKS:	43.29	(0.03)	VONAGE:	2.28	UNCH
CBS:	34.99	(0.53)	YAHOO:	15.94	0.12
CROWN:	1.68	UNCH	<b>TELCOS</b>		
DISCOVERY:	59.82	(0.13)	AT&T:	37.81	0.06
GRUPO TELEVISIA:	23.54	(0.24)	VERIZON:	45.86	0.05
HSN:	48.61	(0.47)	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	52.77	0.18	DOW:	13482.36	(32.75)
LIONSGATE:	15.22	0.26	NASDAQ:	3120.04	6.51
LODGENET:	0.57	(0.05)	S&P 500:	1445.75	1.26
NEW FRONTIER:	1.23	(0.03)	<b>TECHNOLOGY</b>		
OUTDOOR:	7.34	UNCH	ADVANTAGE:	2.19	0.09
SCRIPPS INT:	62.32	(0.22)	ALCATEL LUCENT:	1.06	0.01
TIME WARNER:	45.30	(0.2)	AMDOCS:	32.89	0.24
VALUEVISION:	2.26	(0.05)	AMPHENOL:	57.97	0.20
VIACOM:	54.74	0.36	AOL:	36.00	0.62
WWE:	8.17	0.16	APPLE:	661.31	1.92
<b>TECHNOLOGY</b>					
ARRIS GROUP:	12.77	0.01	AVID TECH:	9.55	0.01
BROADCOM:	34.06	(0.04)	BLNDER TONGUE:	1.16	0.10
CISCO:	18.87	(0.03)	BROADCOM:	34.06	(0.04)
CLEARWIRE:	1.36	0.02	CISCO:	18.87	(0.03)



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