

CableFAX Daily™

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What the Industry Reads First

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Cybersecurity Awareness: ISPs Reaching Out to Share the Responsibility

National Cybersecurity Awareness Month kicked off this month, with the theme "Our Shared Responsibility." That refrain takes on new meaning after the Senate failed to pass the comprehensive Cybersecurity Act over the summer. Sen *Joe Lieberman* (I-CT) expects *President Obama* to issue an exec order on cybersecurity within the next month. Lieberman, chmn of the Homeland Security Committee, made the comment Sun on "Platts Energy Week TV." The shared responsibility theme is intended to remind consumers and businesses that the Internet is a shared resource and everyone needs to do their part to protect it. ISPs are stepping up to urge subs to participate in safe Internet practices, as well as rolling out security features. **Comcast's** recipe to help HSD subs prevent cyber threats is education, outreach and protection, said *Jay Opperman*, Comcast's exec dir, privacy and security. He pointed to Comcast Constant Guard, which consists of security teams, online security resources and various security services like the **Norton** Security Suite. When it comes to changes in cybersecurity attacks/threats in the past few years, Opperman said "the game is still the same... basically trying to profit from stealing personal information from users." However, the type of attacks have changed. "Years ago, they were just email spam" with links to click in. Now there is content that appears to be free for download as well as fake Websites looking to imitate and exploit high-profile brands. Cyber attacks and threats are "getting much more complicated," he said. Specifically, many are changing their profiles so that security software sometimes can't recognize the risk right away. "That's why we need layers of protections and proactive outreach to customers." Another change has something to do with the expansion of connected devices and applications. Whether it's smartphones, tablets or smart TV, there are vulnerabilities across platforms. **AT&T's** efforts for the month are centered around "Keep a Clean Machine," a component of the broader "Stop. Think. Connect" campaign focused on raising consumer awareness and helping computer users keep their machines free from malware and botnets, a spokeswoman said. The telco will include "Keep a Clean Machine" (both English and Spanish) on many of its wireline consumer bills during Oct. AT&T is also supporting the broader awareness month through social media and is engaging employees through a series of events and training programs during the month. Working together with **Cable in the Classroom**, the cable industry is teaming with online advocates like **FOSI**, **Common Sense Media** and the **Internet Keep Safe Coalition** to drive education about the attributes of online safety and to seek

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additional insights through research. "Raising awareness about the challenges of cybersecurity, and potential solutions," is the goal of the awareness month, **NCTA's Rob Stoddard** wrote in a blog post. According to **DHS**, NCSAM 2012 will focus on a different cybersecurity issue each week in Oct. This week, the focus is on national and local efforts to prevent identify theft and other cybercrimes, followed by next week's focus on industry efforts and week 4's focus on digital literacy efforts.

Chinese Manufacturers: In a report on set-top and telecom equipment maker **Huawei** and fellow vendor **ZTE**, the **House Intelligence** committee recommends the US "view with suspicion" the continued penetration of the US telecom market by Chinese telecom companies. That includes blocking acquisitions and mergers involving Huawei and ZTE, given "the threat to US national security interests." The committee also urged the private sector to strongly consider the long-term security risks associated with doing business with either company. Huawei is probably best known in the cable industry for its DTA. **Comcast, Suddenlink, Bend Broadband, Cricket Comm** and **Clearwire** are among its major customers in the US, according to the report. The report also calls on Chinese companies to be more open and transparent, including listing on a Western stock exchange. "Under Chinese law, that government has the right to access Huawei and ZTE's equipment at any time," said Intelligence cmte ranking member **Adam Schiff** (D-CA). "Even if these two companies had the right to object under Chinese law—which they don't—the rule of law in China is insufficiently established to provide them, or their customers, with any real protection. The coercive power of the Chinese government is simply too great." Huawei and ZTE both objected to the Congressional report. "The report released by the Committee today employs many rumors and speculations to prove non-existent accusations," Huawei said in a statement. "This report does not address the challenges faced by the ICT (information and communication technologies) industry. Almost every ICT firm is conducting R&D, software coding and production activities globally; they share the same supply chain, and the challenges on network security is beyond a company or a country. The Committee's report completely ignored this fact. We have to suspect that the only purpose of such a report is to impede competition and obstruct Chinese ICT companies from entering the US market."

Retrans: The retrans drama's over, with **DISH** and **Gannett** reaching an agreement Mon. The companies were still negotiating early Mon after agreeing to extend the Sun deadline by several hours.

TVE: **Starz** made its TVE play with **Cox**. The net launched its Starz Play and Encore Play authenticated online services, Mon for Cox subs. The net will launch MoviePlex and MoviePlex Play with Cox later, followed by additional TVE deals with its distribution partners. The launch marks the 1st suite of TVE services for pay TV subs to the Starz, Encore, and MoviePlex channels. Starz Play and Encore Play are accessible currently through Wi-Fi and broadband connections. Cellular connectivity and support for Android phones/tablets and gaming consoles are expected to be launched in the future.

Carriage: **AT&T U-Verse** reached a deal for **Fox Sports San Diego**, which will be included in the U100 package and above. **Time Warner Cable**, now seeking carriage for its 2 L.A. RSNs, still isn't carrying the Fox net.

Ratings: **Lifetime's** remake of "Steel Magnolias" averaged 6.5mln total viewers, making it the net's 3rd-most watched telecast ever. Starring and exec produced by **Queen Latifah**, the remake also featured **Phylicia Rashad, Jill Scott** and **Alfre Woodard**. The net says it's the #1 cable movie since '07 among total viewers (excluding miniseries, natch). -- **TBS** averaged 3.9mln total viewers for its doubleheader coverage of **MLB's** Wild Card games Fri and Sat's Division Series doubleheader. That's up 26% compared to the first 2 days of MLB postseason play last year. Its coverage of Sat's Division Series doubleheader—Oakland at Detroit at 6 pm, followed by Cincinnati vs San Fran at 9:30 p.m.—averaged 3.1mln total viewers. Its Wild Card coverage averaged 4.6mln, up 61% from last year's 2.86mln viewers for the 1st day of the MLB postseason.

Programming: **CNN Films** was created as part of a broader strategy to acquire original non-fiction content to complement **CNN's** news programs. "Girl Rising," the 1st doc acquired by CNN Films, which features female fighters worldwide, will air in spring '13. CNN Films also signed development deals with producer **Alex Gibney** and dir **Andrew Rossi**, both of whom will develop original documentaries to air on CNN. The films will premiere in primetime. CNN Films will also develop "strategic partnerships to leverage distribution opportunities at film festivals and in theaters." -- **Comedy Central** gave a pilot order for a series based on **Abbi Jacobson** and **Ilana Glazer's** Web series "Broad City." -- **TV One** renewed "Unsung" for a 6th season. It returns in Jan with profiles of **Eddie Kendricks, Lou Rawls** and **The Whispers** on tap.

Engineering Emmys: Former **CableLabs** CEO **Dick Green** will receive the **Academy of TV Arts & Sciences' Charles F. Jenkins** Lifetime Achievement Award at the 64th Primetime Emmy Engineering Awards. The awards take place Oct

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24 with *Olivia Munn* (Sloan Sabbith on HBO's "The Newsroom") hosting. Engineering Emmy winners include **Netflix** for its streaming of movies and TV shows and **Adobe Systems** for the Adobe Pass Viewer Authentication process, which authenticated more than 88mln streams during the London Olympics.


International: New venture **HBO Nordic**, a jv of HBO and **Peter Ekelund/Parsifal International**, signed a content licensing agreement with **Starz Media Worldwide Distribution**, which sells globally Starz original series and other owned and licensed movie/TV programming. The multi-year deal covers premium programming on pay TV and subscription VOD. Popular series like "Spartacus" and "Magic City" are included in the deal.

On the Circuit: **NCTA** chief *Michael Powell* will serve as guest presenter when the **SCTE-Tuck Executive Leadership Program** is held Apr 28-May 3 at the Tuck School of Business on the Dartmouth College campus. Applications are now being accepted for the program, which is open to qualified execs in the SU and abroad, at: www.scte.org/institute.

People: **NBCU** upped *Rajal Lele* to vp, biz affairs for **Bravo, Oxygen** and **Style**. The promotion adds business affairs responsibilities for Style to Lele's responsibilities. -- Former **Nick** exec *Jodi Davis* was named vp, communications at **Bravo**.

CableFAX Daily Stockwatch

Company	10/08 Close	1-Day Ch	Company	10/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	52.80	(0.32)	CONVERGYS:	15.84	(0.2)
DISH:	32.12	UNCH	CSG SYSTEMS:	22.65	(0.11)
DISNEY:	52.33	(0.64)	ECHOSTAR:	30.68	0.96
GE:	22.92	(0.2)	GOOGLE:	757.84	(9.81)
NEWS CORP:	25.50	0.02	HARMONIC:	4.42	(0.11)
MSOS					
CABLEVISION:	17.24	0.28	INTEL:	22.51	(0.17)
CHARTER:	76.03	(0.5)	JDSU:	10.88	(0.48)
COMCAST:	36.21	(0.33)	LEVEL 3:	22.48	(0.22)
COMCAST SPCL:	35.22	(0.24)	MICROSOFT:	29.78	(0.07)
GCI:	10.21	(0.06)	RENTRAK:	17.20	0.27
LIBERTY GLOBAL:	61.26	(0.37)	SEACHANGE:	8.29	(0.03)
LIBERTY INT:	18.77	(0.09)	SONY:	11.91	(0.09)
SHAW COMM:	20.76	0.02	SPRINT NEXTEL:	5.09	(0.11)
TIME WARNER CABLE:	98.38	(0.87)	TIVO:	10.26	(0.05)
VIRGIN MEDIA:	30.57	(0.16)	UNIVERSAL ELEC:	18.49	(0.66)
WASH POST:	361.00	(5.06)	VONAGE:	2.32	0.01
PROGRAMMING					
AMC NETWORKS:	42.75	(0.38)	YAHOO:	16.03	(0.06)
CBS:	36.20	(0.29)	TELCOS		
CROWN:	1.68	(0.01)	AT&T:	37.66	(0.2)
DISCOVERY:	60.66	(0.59)	VERIZON:	46.57	(0.48)
GRUPO TELEVISIA:	24.24	0.45	MARKET INDICES		
HSN:	49.13	0.21	DOW:	13583.65	(26.5)
INTERACTIVE CORP:	53.68	(0.24)	NASDAQ:	3112.35	(23.84)
LIONSGATE:	15.51	(0.11)	S&P 500:	1455.88	(5.05)
LODGENET:	0.75	0.01	TECHNOLOGY		
OUTDOOR:	7.29	(0.04)	ADVANTAGE:	2.11	(0.06)
SCRIPPS INT:	63.30	(0.21)	ALCATEL LUCENT:	1.01	(0.03)
TIME WARNER:	46.50	0.32	AMDOCS:	32.67	(0.13)
VALUEVISION:	2.28	UNCH	AMPHENOL:	58.32	(0.44)
VIACOM:	57.34	0.97	AOL:	36.73	(0.02)
WWE:	8.37	0.12	APPLE:	638.17	(14.42)
MARKET INDICES					
			ARRIS GROUP:	12.65	(0.14)
			AVID TECH:	9.78	0.17
			BLNDER TONGUE:	1.23	0.00
			BROADCOM:	34.01	(0.27)
			CISCO:	18.90	0.04
			CLEARWIRE:	1.30	(0.05)
			CONCURRENT:	5.09	0.09



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