

CableFAX Daily™

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What the Industry Reads First

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Who Knew? Hulu Head Expected to be Fox's Hopkins

The industry digested the news Fri that veteran **Fox** exec *Mike Hopkins* is set to be named as the new CEO of online streaming service **Hulu**. The **Bloomberg** scoop still wasn't official at our deadline, but it had already reached mainstream acceptance. The **Fox Nets** distribution pres may not have been at the top of everyone's mind for the post, but it makes a lot of sense. Beyond the obvious Fox connection (**Disney**, **21st Century Fox** and **Comcast-NBCU** all have stakes in Hulu), Hopkins has a reputation as a consensus builder—a skill that should come in especially handy in dealing with the 3 media giant owners. In addition to orchestrating deals for the newly launched **Fox Sports** and **FXX**, Hopkins was a peacemaker in getting broadcast affiliates to buy in to reverse retrans, calming friction between the stations and network. His anticipated appointment also kicks up speculation that Hulu will be used to form a national TV Everywhere offering for the industry (didn't *John Malone* just call for MSOs to create a national TVE answer?). Hulu has been without a permanent CEO since *Jason Kilar* resigned in Mar. *Andy Forssell*, Hulu's svp of content, distribution, has been serving as chief in the interim. As for Fox, anything is possible, but it's widely believed that Fox Nets evp, distribution *Mike Biard* would step into Hopkins' role. Fox is big on promoting within, after all. Biard joined the programmer in '00, assuming his current duties in '10. Fox Nets distribution team recently lost longtime exec *Sean Riley*. The svp, distribution and marketing left in Sept after nearly 16 years with the company. He's in a full-time consultancy role at **1 Mainstream**, a start-up with a software platform that lets content providers and MVPDs create their own TVE apps and deploy them across multiple devices.

Bon Voyage: We missed the memo that Oct is Leave Your Job month. *Eric Kessler*, *Emilio Romano* and *Kim Martin* apparently got it. And so did *Laureen Ong*, who announced on Fri that she will step down as **Travel Channel's** pres at the end of the month. "I feel my mission at Travel Channel is complete," Ong said in a statement. "I came here to help transition Travel Channel into the **Scripps** family of lifestyle brands, put together a great leadership and creative team, and position the network for unprecedented growth. With those objectives accomplished, I'm looking forward to Travel Channel's continuing evolution into a uniquely defined and competitively powerful lifestyle television brand." Ong joined the net in Apr '10, and helped usher in programs such as "Hotel Impossible" and "Airport 24/7." A successor was not immediately named, with Scripps Nets pres *Burton Jablin* to oversee the channel's operations on an interim basis during the search for a successor.

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On the Hill: Sen Commerce held a hearing Fri examining the economic impact of the govt shutdown. One thing that might interest cable: the Bureau of Economic Analysis isn't issuing any new economic stats. And with its website down, researchers can't use past data for analysis. Notable for MSOs interested in housing starts: BEA was set to release a report on construction spending 10 hours after the shutdown began, and it hasn't been released. Other insights from the report include uncertainty over whether the 3Q GDP estimate will be released Oct 30. About 80% of the FTC's workforce is furloughed, with the agency shutting down consumer protection activity except for ongoing cases for which there are pending court dates that can't be postponed. The FCC wasn't discussed, but it has been performing limited duties since the shutdown and its Website has been dark.

In the Courts: As expected, groups of broadcasters, including ABC, CBS, Fox and NBCU, petitioned the Supreme Court Fri to review their case against Aereo, a day after Aereo's victory against Hearst at a MA federal court (Cfax 10/11). An earlier ruling in the 2nd Circuit was also in Aereo's favor. According to the court filing, the broadcasters asked the highest court to decide "whether a company 'publicly performs' a copyrighted TV program when it retransmits a broadcast of that program to thousands of paid subscribers over the Internet." The broadcasters argued the 2nd Circuit decision has "far-reaching adverse consequences for the broadcast television industry, making the need for this Court's review urgent and acute." In addition, "while conduct like Aereo's is being enjoined throughout the rest of the country, it is allowed to flourish in the largest national market," the petition said. -- SeaChange claimed victory in a 12-year-old video patent dispute as a federal circuit appeals court affirmed a district court's ruling that rejected Arris' allegations that SeaChange violated an '06 injunction. The court ruled that "the District Court did not err in its factual findings and, therefore, did not abuse its discretion in denying Arris's motion for contempt." The battle started when n-Cube (acquired by Arris later) filed suit alleging SeaChange's ITV video system infringed upon its patent.

Sports Deals: ESPN scored rights to the newly created "Boca Raton Bowl," coming to Boca Raton, FL in '14. As 1 of 4 new bowl games created by the smaller conferences—Conference USA, the Mid-American Conference and the American Athletic Conference—the pre-Christmas bowl game will be televised on ESPN or ESPN2.

Research: There's no news junkie like a cable junkie. Despite the fact that more than 70% of US adults watch news on local TV channels, cable viewers are the most engaged TV news consumers, spending much more time with that platform than broadcast viewers do with local or network news, according to a Pew Research study, based on analysis of Nielsen data from Feb. Specifically, the most devoted cable news viewers average 72 minutes of home viewing a day, comparing with about 32min for the heaviest network news viewers and 22min for the most dedicated local news audience.

Marketing: Showtime launched "Homeland Aftermath," a multiplatform transmedia campaign and the net's 1st ever digital initiative. Serving as a retrospective to remind viewers where the Season 2 finale left off, the campaign also sets up key plot points for Season 3, with never-before-seen clips and new video content.

Ratings: Chicago Bears' 27-21 defeat of the New York Giants on NFL Network Thurs night scored a 5.0 US HH rating and averaged 7.8mln viewers, making it Thurs' most-watched program among all shows on cable. Through 5 games of its 13-game schedule, the net's "Thursday Night Football" is averaging a 5.1 US HH rating (+28% vs '12 average) and 8.1mln viewers (+27% vs '12 average). -- TBS' MLB postseason coverage has averaged nearly 3.9mln total viewers, up 6% YOY. The corresponding 2.5 US HH rating is up 4% for the same period last year, based on Nielsen Fast Nationals.

Programming: Bill Weir, former anchor of ABC News' "Nightline," will be an anchor and chief innovation correspondent for CNN starting Nov. -- ABC Family booked a 2nd season of its original drama series "The Fosters," executive-produced by Jennifer Lopez. New eps of Season 1 premieres in Jan. -- Nick ordered a 2nd season (26 eps, 2 30min specials) of animated preschool series "Peter Rabbit." -- A&E's "American Hoggars" returns Oct 22. -- Failing bars across the country get an overhaul in Food Network's new series "On the Rocks," which premieres Nov 17.

People: Atlantic Broadband svp, chief programming officer David Keefe was elected to a 3-year term on the Broadband Cable Assoc of PA's board. -- Comcast CTO Tony Werner was appointed as a new dir to SCTE's board for the '13-'14 and '14-'15 terms. Suddenlink CTO Terry Cordova was reappointed as a director. The 8 elected directors for the '13-'14 terms: Midcontinent's George Bosak, Cox's Ron Hardzog, Armstrong's Roger Hughes, Buckeye CableSystem's Joe Jensen, Comcast Cable's Randy Love, Cogeco's Mario Massi, Charter's Nick Segura and Times Fiber's Rick Sullivan.

CableFAX Week in Review

Company	Ticker	10/11 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

21ST CENTURY FOX:	FOXA	33.23	(1.25%)	0.00%
DIRECTV:	DTV	60.65	2.17%	20.91%
DISH:	DISH	47.88	(1.22%)	31.54%
DISNEY:	DIS	66.21	1.39%	32.98%
GE:	GE	24.40	1.46%	16.25%

MSOS

CABLEVISION:	CVC	16.27	(3.33%)	8.90%
CHARTER:	CHTR	136.23	2.71%	78.69%
COMCAST:	CMCSA	46.05	0.91%	23.27%
COMCAST SPCL:	CMCSK	44.65	1.64%	24.30%
GCI:	GNCMA	9.22	(3.56%)	(3.86%)
LIBERTY GLOBAL:	LBTYA	77.13	(1.29%)	22.51%
LIBERTY INT:	LINTA	24.72	1.23%	25.61%
SHAW COMM:	SJR	24.12	0.25%	4.96%
TIME WARNER CABLE:	TWC	115.79	2.66%	19.14%
WASH POST:	WPO	618.61	0.50%	69.38%

PROGRAMMING

AMC NETWORKS:	AMCX	65.95	(3.36%)	33.23%
CBS:	CBS	56.25	(0.23%)	47.83%
CROWN:	CRWN	3.23	2.22%	74.59%
DISCOVERY:	DISCA	80.54	(0.9%)	26.87%
GRUPO TELEVISIA:	TV	29.70	4.28%	11.74%
HSN:	HSNI	53.30	1.81%	(3.23%)
INTERACTIVE CORP:	IACI	55.63	0.67%	17.76%
LIONSGATE:	LGF	34.77	(4.29%)	112.01%
MADISON SQUARE GARDEN:	MSG	57.54	(2.34%)	29.74%
SCRIPPS INT:	SNI	77.72	0.06%	34.19%
STARZ:	STRZA	29.05	1.57%	0.00%
TIME WARNER:	TWX	67.92	2.20%	42.00%
VALUEVISION:	VVTV	4.93	6.02%	173.89%
VIACOM:	VIA	82.36	(1.24%)	51.76%
WWE:	WWE	11.09	1.65%	40.56%

TECHNOLOGY

ADVANTAGE:	AEY	2.47	(0.4%)	24.12%
ALCATEL LUCENT:	ALU	3.68	(4.17%)	164.75%
AMDOCS:	DOX	37.20	0.05%	9.44%
AMPHENOL:	APH	77.05	0.73%	19.09%
AOL:	AOL	33.95	(1.94%)	14.66%
APPLE:	AAPL	492.81	2.03%	(7.4%)
ARRIS GROUP:	ARRS	17.02	(0.82%)	13.92%
AVID TECH:	AVID	6.46	1.73%	(14.78%)
BLNDER TONGUE:	BDR	0.96	6.67%	(16.52%)
BROADCOM:	BRCM	26.51	(0.49%)	(20.17%)
CISCO:	CSCO	23.28	1.13%	18.47%
CONCURRENT:	CCUR	7.11	4.87%	23.87%
CONVERGYS:	CVG	19.09	2.25%	16.33%
CSG SYSTEMS:	CSGS	25.21	2.27%	38.67%
ECHOSTAR:	SATS	46.89	(1.8%)	37.03%
GOOGLE:	GOOG	871.99	(0.04%)	23.27%
HARMONIC:	HLIT	7.68	(0.9%)	51.48%
INTEL:	INTC	23.25	1.95%	12.78%
JDSU:	JDSU	14.66	(2.75%)	8.63%
LEVEL 3:	LVT	27.34	(2.7%)	18.30%

Company	Ticker	10/11 Close	1-Week % Chg	YTD %Chg
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MICROSOFT:	MSFT	34.13	0.74%	27.78%
NIELSEN:	NLSN	37.24	2.31%	21.74%
RENTRAK:	RENT	35.15	1.15%	80.35%
SEACHANGE:	SEAC	12.88	(0.31%)	33.20%
SONY:	SNE	19.96	(4.36%)	78.21%
SPRINT NEXTEL:	S	6.00	(6.83%)	5.82%
TIVO:	TIVO	12.33	(0.96%)	0.16%
UNIVERSAL ELEC:	UEIC	35.54	(0.84%)	83.67%
VONAGE:	VG	3.50	12.54%	47.68%
YAHOO:	YHOO	34.15	(2.12%)	71.61%

TELCOS

AT&T:	T	34.20	1.33%	1.45%
VERIZON:	VZ	47.09	(0.02%)	8.83%

MARKET INDICES

DOW:	DJI	15237.11	1.09%	16.28%
NASDAQ:	IXIC	3791.87	(0.42%)	25.58%
S&P 500:	GSPC	1703.20	0.75%	19.42%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VONAGE:	3.50	12.54%
2. BLNDER TONGUE:	0.96	6.67%
3. VALUEVISION:	4.93	6.02%
4. CONCURRENT:	7.11	4.87%
5. GRUPO TELEVISIA:	29.70	4.28%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. SPRINT NEXTEL:	6.00	(6.83%)
2. SONY:	19.96	(4.36%)
3. LIONSGATE:	34.77	(4.29%)
4. ALCATEL LUCENT:	3.68	(4.17%)
5. GCI:	9.22	(3.56%)

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