

# CableFAX Daily™

Wednesday — October 16, 2013

What the Industry Reads First

Volume 24 / No. 201

## Ex-FCCers to New FCC: Better Innovation Policy Please

While the telecommunications world awaits confirmation of **FCC** nominees *Tom Wheeler* and *Michael O'Rielly*, some agency alums have a wishlist for the new Commission: focus on policies that encourage innovation, such as the expansion of unlicensed spectrum. Speaking at a **Technology Policy Institute** forum Tues, former wireline bureau chief *Sharon Gillett* wants the FCC to be more open to innovators working in areas such as WiFi and to "create policies that make and keep innovators." Gillett, who has been the principal tech policy strategist for **Microsoft** since June, cited a recent trip to the EU, where she said nearly all service providers offer WiFi hotspots. Also deserving of the agency's competition policy plan is dynamic spectrum access, which Microsoft backs. The sharing of licensed and unlicensed spectrum will maximize spectrum efficiency, she said. Gillett's advice for innovators in the WiFi space looking for more spectrum access: if you want it, ask for it. "The problem is it isn't part of some innovators' culture to chase the FCC to its doorstep," she said. Cable MSOs, including **Comcast**, are among the vocal supporters of unlicensed use, asking the FCC to allocate more spectrum in this area, especially in the 5Ghz band, and to eliminate rules that limit the use of existing spectrum. Comcast also believes in spectrum sharing for the 5Ghz band, which it said would allow simultaneous delivery of multiple services, though creating sharing methods could take a while. For *Reed Hundt*, former FCC chmn under President *Bill Clinton* (*Julius Genachowski* and *Blair Levin* were both staffers for him), adopting a competition policy that stands up for entrepreneurship and innovation should be a priority for the incoming FCCers. That means making sure that "anyone can come in and do something insanely great in any market," Hundt said in a recent report he co-authored with *Gregory Rosston*, deputy dir of **Stanford University's** public policy program. Under the current policy, wireline is at a disadvantage to cable and wireless, both of which can move from one technology or platform to another without regulatory approval, according to *Jim Cicconi*, **AT&T's** sevp, referring to the FCC's requirement for AT&T to maintain its legacy network as it transitions to IP-enabled infrastructure. "It's a waste...That's not right..." he said. Recommendations aside, little can be done before the candidates actually get seated, though acting chairwoman *Mignon Clyburn* has tackled some important initiatives, Hundt said at Tues' TPI forum. "It should've taken much less time for Wheeler's confirmation...We need a confirmed chairman as soon as possible," he said.

**CableFAX**  
THE MAGAZINE

2013  
Most  
Powerful Women  
in Cable

**Advertising Contact:** Amy Abbey,  
Associate Publisher at aabbey@  
accessintel.com or 301.354.1629

Salute the women who have made their mark on the industry with leadership, innovation and community!

**Special Section:** *Women in Cable Technology*

**Publication Date:** October 30

**Space Deadline:** October 16

**Artwork Deadline:** October 24

Distribution includes 2013 Betsy  
Magness Graduate Institute



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Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

**NBCU Maneuvers:** The restructuring at **NBCU** continues, this time with its ad sales division combining broadcast and cable assets under 4 content areas: Entertainment, Live Programming, Lifestyle and Digital Video. NBCU also is creating a center for marketing excellence by bringing the sales marketing teams under 1 umbrella –the Client Group. *Dan Lovinger* will now have oversight of **NBC** broadcast, **USA**, **Syfy** and **WWE** as evp, ad sales entertainment group. *Seth Winter* will head up the live programming group, adding oversight of NBCU News Group to his current NBC Sports responsibilities. The lifestyle group, composed of **Bravo**, **Oxygen**, **E!**, **Esquire** and **Cloot** and **Chiller**, will be led by evp *Laura Molen*. Evp, digital ad sales *Scott Schiller* expands his role to oversee NBCU's News Group's digital ad sales on an interim basis as well as digital entertainment ad sales. All 4 report to ad sales chief *Linda Yaccarino*. Additionally, *Trish Frohman* is stepping into the role of evp, strategy and ops, assisting Yaccarino across the portfolio on strategic operations.

**Retrans:** AK operator **GCI** could lose **Schurz Comm** station **KTUU**, an **NBC** affil, if the 2 can't reach a retransmission consent pact by Wed. Nine GCI systems—Kodiak, Valdez, Barrow, Kotzebue, Nome, Cordova, Bethel, North Slope and Kuparuk—are in danger. Another 14 non-GCI systems that GCI carries via satellite expire in 3 weeks. Anchorage will not be impacted, with KTUU under must carry in the DMA that does not expire until the end of '14. GCI said it offered to renew the current agreement, under which the parties exchange services, but KTUU sought cash payments to continue providing services. "GCI has further offered payments increasing every year to help bring the matter to closure and ensure continuity for our customers well into the future. KTUU has declined that offer as well," the operator said. The broadcaster paints a different picture, saying it has offered its signal to GCI for free until the end of '14 while they negotiate but the operators rejected such a deal. GCI rejected KTUU's claims that it has offered to permit continued carriage for free. "We believe this is a manufactured crisis on a contrived deadline solely being promoted by GCI for leverage in 2015, primarily to affect a lower rate in the Anchorage DMA where the bulk of GCI's subscribers reside," KTUU said. Should the channel go dark, GCI plans to replace it with **Starz Kids & Family** in most markets. -- Its month-long blackout with **CBS** is over, but **Time Warner Cable** isn't letting the issue of retrans drop. The MSO hired **Dentons** to lobby on retrans consent and other issues, including broadband deployment and privacy matters, the *Legal Times* reported. -- **Media General** stations are still dark on **DISH**, with the companies' retrans pact expiring Sept 30. The impasse affects 17 markets, including Tampa-St Pete, Richmond and Birmingham, AL. The broadcaster is promoting 45% off over-the-air digital antennas at **Antenna's Direct**. Last week, the RichmondBizSense.com reported that **DISH** hired a plane to circle around downtown Richmond, towing a banner that said, "Media General, Give Me My TV!" -- **DirecTV** has been without *News-Press & Gazette* stations since Wed due to a retrans spat. "Unfortunately there is not much new to report on **KRDO's** DirecTV situation. The two sides have been in talks with more negotiations scheduled," KRDO (ABC affil in Colorado Springs) said on its website Mon. News-Press' stations include KESQ (CBS affil in Palm Springs).

**Digital:** **Univision** partnered with next generation media company **Bedrocket** to create **Flama**, a digital destination for video content created for 15- to 30-year-olds who are drawn to Latin culture. Predominantly English-based, co-investors Univision and Bedrocket will launch a preview channel this fall on **YouTube** with the official Flama destination debuting early next year. Flama, first introduced during Univision's Newfront presentation in May, will provide original and curated comedy, music, lifestyle and sports programming exclusively created for digital platforms. Flama programming will be featured across other Univision platforms and through major video distribution partners, including **Vevo**.

**Ratings:** Baseball postseason play catapulted **TBS** to the top of the ratings chart, with the net leading all cable nets in prime last week (4.3mIn total viewers). The net's NLCS coverage featuring the **LA Dodgers** and **St. Louis Cardinals** is averaging a 3.1 US HH rating and 4.7mIn total viewers through 3 telecasts, up 35% and 34% over the comparable number of games in '11. "The Walking Dead's" killer ratings Sun helped **AMC** break into the top 5, with the net finishing 3rd (2.2mIn), behind **ESPN** (2.8mIn). **Disney** (2mIn) and **Fox News** (1.9mIn) round out the top 5. No program came close to Sun's 16.1mIn viewers for the Walking Dead. Runner-up was Mon Night Football on **ESPN** (11.4mIn). The only non-sports show in the week's list of top 5 programs was **A&E's** "Duck Dynasty" (7.4mIn). -- The finale of **Hallmark Channel's** "Cedar Cove" on Sat drew more than 3mIn unduplicated total view-

# BUSINESS & FINANCE

ers and a 2.2 HH rating. The ep was the highest-rated of the season among W25-54 and 25-54, and ranked as the top program on cable for Sat, excluding sports. Check out the full story on the net's entry into original scripted at **CableFAX.com**.

**Programming:** MTV is debuting docu-series "Generation Cyro," Nov 25. The 6-ep, 1-hour series features a new generation of young people conceived via anonymous sperm donation. -- **HGTV** booked 3 new real estate series: "Flip It to Win It," "Rent or Buy" and "Fixer Upper." It also ordered a second 13-ep arc of "Flip or Flop."

**On the Circuit:** WICT's Tech It Out conference on Oct 23 will feature keynote address by *Kim Perdikou*, independent dir, innovation fund portfolio companies, **Juniper Networks**. Other speakers include execs from **Cablevision**, **Bright House** and **Comcast**. The program will be held inside of **SCTE Cable-Tec Expo**. -- **SCTE Cable-Tec Expo's** "SCTE Central" exhibit is expanding this year to feature first-hand experiences with disaster recovery solutions, new tech tools and STEM initiatives. Exhibits will include disaster recovery mobile units from **Alpha Technologies**, **Cox** and **Time Warner Cable** along with a **Comcast** exhibit on tech tools for IPv6 and a **FIRST Robotics Competition** "Robot Arena."

## CableFAX Daily Stockwatch

Company	10/15 Close	1-Day Ch	Company	10/15 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	33.42	(0.27)	ECHOSTAR:	46.77	(0.18)
DIRECTV:	60.87	(0.3)	GOOGLE:	882.01	5.90
DISH:	48.14	0.49	HARMONIC:	7.69	(0.02)
DISNEY:	66.44	(0.39)	INTEL:	23.39	(0.06)
GE:	24.19	(0.19)	JDSU:	14.78	UNCH
<b>MSOS</b>					
CABLEVISION:	16.24	(0.17)	LEVEL 3:	27.32	(0.29)
CHARTER:	137.44	0.25	MICROSOFT:	34.49	0.04
COMCAST:	46.39	(0.07)	NIELSEN:	36.85	(0.31)
COMCAST SPCL:	45.06	UNCH	RENTRAK:	36.22	(0.12)
GCI:	9.41	0.07	SEACHANGE:	13.25	0.02
LIBERTY GLOBAL:	76.97	0.01	SONY:	19.70	(0.23)
LIBERTY INT:	25.47	(0.27)	SPRINT NEXTEL:	6.03	UNCH
SHAW COMM:	23.74	(0.52)	TIVO:	12.56	0.04
TIME WARNER CABLE:	116.59	1.91	UNIVERSAL ELEC:	35.54	(0.04)
WASH POST:	639.12	10.71	VONAGE:	3.50	(0.01)
<b>PROGRAMMING</b>					
AMC NETWORKS:	69.19	2.24	YAHOO:	33.38	(0.62)
CBS:	56.68	(0.37)	<b>TELCOS</b>		
CROWN:	3.21	(0.02)	AT&T:	33.71	(0.21)
DISCOVERY:	79.12	(1.04)	VERIZON:	46.32	(0.49)
GRUPO TELEVISIA:	29.10	(0.36)	<b>MARKET INDICES</b>		
HSN:	52.30	(1.09)	DOW:	15168.01	(133.25)
INTERACTIVE CORP:	54.52	(0.52)	NASDAQ:	3794.01	(21.26)
LIONSGATE:	34.62	(0.46)	S&P 500:	1698.06	(12.08)
MADISON SQUARE GARDEN:	57.24	(0.48)			
SCRIPPS INT:	77.89	(0.43)			
STARZ:	28.98	(0.02)			
TIME WARNER:	67.47	(0.57)			
VALUEVISION:	4.84	(0.12)			
VIACOM:	82.73	(0.58)			
WWE:	11.06	(0.06)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.46	(0.02)			
ALCATEL LUCENT:	3.65	(0.15)			
AMDOCS:	36.95	(0.34)			
AMPHENOL:	77.45	0.35			
AOL:	32.97	(0.56)			
APPLE:	498.68	2.64			
ARRIS GROUP:	16.73	(0.18)			
AVID TECH:	6.54	0.06			
BLNDER TONGUE:	0.94	(0.01)			
BROADCOM:	26.51	(0.17)			
CISCO:	23.18	(0.16)			
CONCURRENT:	7.15	0.01			
CONVERGYS:	18.82	(0.27)			
CSG SYSTEMS:	25.51	0.11			

**CableFAX** Webinar Selling TV Everywhere: Marketing and PR Strategies to Drive TVE Awareness



Tuesday, October 29 1:30-3:00pm ET | [www.CableFAX.com/webinars](http://www.CableFAX.com/webinars)

Join CableFAX to discuss savvy marketing skills and smart PR strategies that go beyond the norm to ensure TVE success for your brand and how to educate consumers on how it differs from OTT services.