

CableFAX Daily™

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What the Industry Reads First

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SCTE Expo: Techies Look to Translate Passion to Masses

There's no shortage of enthusiasm this week at the Georgia World Congress Center as cable engineers and techies gathered at the **SCTE Cable-Tec Expo** plot out cable's future. The question, however, is whether the industry can shake perceptions that it somehow doesn't share the same cutting edge with companies like **Apple** and **Google**. "This industry has a chip on its shoulder," noted **NCTA** pres/CEO *Michael Powell* during Tues' general opening session. "We should be in the conversation at the big boys' table when that conversation takes place." That means more risk-taking and better messaging with policymakers and the public, with Powell urging more engineers to come forward as "ambassadors" who understand complex technology but also "can translate that to something comprehensible in policy circles" as Washington contemplates broadband regulation. He said cable's acronym-happy demeanor doesn't help. "Please get rid of the name [DOCSIS] 3.1 and come up with something to call this thing," he said. "We need to own this thing and sell this thing with passion and commitment." **Cox** pres *Pat Esser* later vowed that "we'll find a better word, maybe it will be Powell Broadband, I don't know" before acknowledging that cable needs to be more flexible as consumer habits evolve. "If you want to know what skills to develop, look at consumer behavior," he said, noting the importance of personalization and a multi-screen features. **Comcast** evp/COO *Dave Watson* agreed that "we've got to move faster" to compete, noting much potential where the cloud, content and WiFi converge (He gave props to **Cablevision** for showing the industry WiFi's potential in the early days). At another session, Cox vp, engineering *Guy McCormick* urged cable to throw out old game plans. "Be open minded," he said. "It's going to take very different approaches to solve challenges in the future." For example, Google expects only 1 project out of 10 to succeed, noted **Sarepta Advisors** partner *Marwan Fawaz*, who got a glimpse into the culture when he ran **Motorola Mobility** following Google's acquisition of the set-top unit. Powell said cable needs to adopt that "fast-fail culture" of Silicon Valley and rock the boat within board rooms. "Be a pain," he said. "Be an agitating force for risk-taking" as OTT players and others close in. "They're all mounting on their hill, and they intend to charge our business," he said. "I don't know of one tech company in this country that hasn't decided that it wants in on our stuff."

SCTE Notebook: **NCTA** pres/CEO *Michael Powell* said it's not too late for cable operators to push usage-based billing to the masses despite warnings from **MoffettNathanson's** *Craig Moffett* and others that it would be difficult to implement

SHOWS TO
SINK YOUR TEETH INTO.

THIS DECEMBER, FROM REBEL FILMMAKER
ROBERT RODRIGUEZ

EL REY
NETWORK

RIDE WITH EL REY

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after years of all-you-can-eat pricing. "I disagree with Craig on that," he said, noting however that cable faces "urgency" in adopting a more fair system. "There are always people who are paying more than they want to pay for a level of capacity that they don't need," he said. "Twenty percent of the users are consuming eighty percent of the capacity." He said usage-based pricing would be "extraordinarily beneficial to consumers" if implemented correctly—although he acknowledged the challenge of convincing some policymakers of that. He also said metering would force the Googles of the world to write better software and not depend solely on an endless bandwidth future. "We have to make sure everyone has an incentive to design and engineer in the most efficient ways possible," he said. -- *Brian Allen*, chief security officer at **Time Warner Cable**, gave an interesting luncheon talk to SCTE attendees about several lessons learned from coping with Hurricane Sandy last year as it devastated NYC and surrounding areas up and down the East Coast. Among them was the importance of real-time flexibility, noting that emergency preparedness plans must account for unforeseen circumstances. "That was a major turn in our thinking with the planning," he said. For example, when it came to fuel for TWC trucks and generators, "our strategy was overrun pretty quickly with Sandy" as TWC's 6 regional fueling stations almost immediately proved inadequate, forcing TWC brass to call in fuel trucks from FL. He also told ops not to expect timely info from govt agencies like **FEMA**. "Relying on the government for fuel is not the best option," he said. "We need a plan ourselves. We need to be self-reliant." Another frustration was dealing with the power company, which couldn't necessarily provide timely outage info that TWC needed to manage repairs. He noted that telecom companies have much stronger historical ties with power companies—and that cable needs to level that playing field. But he said building those relationships "has to be done pre-crisis" because it's too chaotic to do so amid an emergency. -- **Comcast** wants to demonstrate that its fiber network can keep up with the increasing bandwidth demands. The MSO and network vendor **Ciena** completed a live field trial of a 1 Terabit/sec optical transmission, featuring the ability to increase the traffic carrying capacity by 2.5 times over the current level, the companies announced at Expo. They claimed the trial is the 1st of its kind in which live data traffic was carried over a 1 Tb/s 16 QAM super-channel on an existing, commercial network.

Cybersecurity: **NIST** released a draft cybersecurity framework Tues, which sets voluntary standards and guidelines for companies. The framework is a response to President *Obama's* Executive Order that calls for improving critical infrastructure cybersecurity. The guidelines include how to develop strategies to identify, protect, respond and recover from cyber attacks, measures to protect privacy and manage cybersecurity risks, among others. In a statement, **NCTA** said the cable industry is committed to providing its customers with a safe and secure online experience. "We look forward to a thorough evaluation of the Preliminary Cybersecurity Framework and will continue to encourage a streamlined approach that relies on existing standards and offers practical guidance for companies to improve their readiness to combat cyber threats." The public will have 45 days to comment and NIST plans to release the official framework in Feb.

Carriage: **Sony Pictures Television's** Spanish-language net **Cine Sony Television** scored a multi-year carriage deal with **Comcast**. The net is available in the MSO's Latino TV package. Under the deal, certain Cine Sony TV movies will be available on demand and online.

At the Portals: *Charlie Ergen* and his regulatory gang recently met with the **FCC**, urging the agency to quickly grant **DISH's** waiver petition and time extension request. An ex parte said agency action will give the company the option to use its spectrum (2000-2020 MHz) for downlink or for uplink. In return, the satellite company would bid in the upcoming H Block spectrum auction. The DISH team also updated the FCC on the status of its involvement in the **LightSquared** bankruptcy proceeding: DISH's wholly-owned subsidiary **L-Band Acquisition LLC** was named the stalking horse bidder in the auction for substantially all of the assets of LightSquared, which is currently scheduled on Nov 25. -- As the FCC scrambles to catch up after the 16-day government shutdown, the agency delayed the H Block auction, originally scheduled for Jan 14, to Jan 22. That means the government's budget fights could potentially affect the auction, as the government is currently only funded through Jan 15. The H Block auction is the 1st of several that the Commission has planned in order to get more spectrum for mobile broadband use.

Ratings: Baseball kept **TBS** on top of cable's primetime ratings pyramid (1.2/3mln viewers), but football on **ESPN** helped it to a close 2nd place finish (1.1/2.7mln) last week. **Disney** (0.9/2.3mln), **USA** (0.7/1.8mln) and **Fox News** (0.7/1.8mln) complete the week's top 5 cable nets in prime. **AMC's** "The Walking Dead" was the #1 cable show of the week again, even though total viewers fell to 14mln total viewers from 16.1mln for the premiere. The only other non-

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sports programming in the top 5 was **A&E's** "Duck Dynasty" (7.3mIn, 3rd place). **Brag Book:** **VH1** had its highest-rated telecast in more than 5 years with Mon's original movie, "CrazySexyCool: The TLC Story." It scored 4.5mIn total viewers and a 2.9 in the 18-49 demo. The biopic is VH1's highest-rated original movie ever.

Research: Fox Movie Channel/FX Movie Channel was the top-ranked digital basic network, with 23% of digital cable subs naming it as such in **Beta Research's** survey of nearly 1800 digital cable subs. **BBC America** took 2nd place (21%), followed by **ID** (19%). ID scored the highest in viewer satisfaction (59%) for the 4th consecutive year. It was followed by **Cooking Channel** (58%) and **NFL Net** (57%).

Expo Honors: **Steve Murphy**, **Comcast Cable** sr manager of compliance in Englewood, CO, was recognized as SCTE Member of the Year. **Time Fiber Comm/Amphenol** account manager **Rick Sullivan**, was inducted into the SCTE Hall of Fame. Outgoing SCTE chmn **Mike LaJoie** of **Time Warner Cable** selected **ComScope's Jim Hughes** as this year's SCTE Chairman's Award recipient. -- Congrats to **Charter's Kenneth Corbett**, this year's SCTE IP Challenge champion. The DOCSIS engineer beat out 7 other contestants in the blended-style Jeopardy match that included traditional questions, router and CMTS configuration and hands-on activities.

CableFAX Daily Stockwatch

Company	10/22 Close	1-Day Ch	Company	10/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			ECHOSTAR: 48.02 0.07		
21ST CENTURY FOX:	34.87	0.47	GOOGLE:	1007.00	3.70
DIRECTV:	62.26	0.50	HARMONIC:	8.24	0.14
DISH:	49.15	(0.07)	INTEL:	24.07	(0.06)
DISNEY:	69.00	1.39	JDSU:	16.21	(0.06)
GE:	26.02	(0.12)	LEVEL 3:	27.30	0.20
MSOS			MICROSOFT:	34.58	(0.41)
CABLEVISION:	15.64	0.10	NIELSEN:	38.83	0.15
CHARTER:	136.71	(0.39)	RENTRAK:	36.15	0.50
COMCAST:	47.36	0.27	SEACHANGE:	13.79	0.23
COMCAST SPCL:	46.04	0.32	SONY:	19.79	0.11
GCI:	9.74	(0.05)	SPRINT NEXTEL:	6.39	0.04
LIBERTY GLOBAL:	79.14	1.43	TIVO:	13.03	(0.13)
LIBERTY INT:	26.56	(0.09)	UNIVERSAL ELEC:	38.49	(0.01)
SHAW COMM:	24.76	0.42	VONAGE:	3.57	(0.03)
TIME WARNER CABLE:	119.52	1.17	YAHOO:	33.94	(0.12)
WASH POST:	652.90	1.28	TELCOS		
PROGRAMMING			AT&T:	35.23	0.01
AMC NETWORKS:	71.54	0.78	VERIZON:	51.14	0.56
CBS:	59.81	0.64	MARKET INDICES		
CROWN:	3.21	(0.04)	DOW:	15467.66	75.46
DISCOVERY:	85.01	2.20	NASDAQ:	3929.57	9.52
GRUPO TELEVISIA:	30.53	0.46	S&P 500:	1754.67	10.01
HSN:	53.13	0.11	TECHNOLOGY		
INTERACTIVE CORP:	55.60	0.52	ADDVANTAGE:	2.50	0.01
LIONSGATE:	36.74	(0.59)	ALCATEL LUCENT:	3.58	(0.02)
MADISON SQUARE GARDEN:	59.59	1.29	AMDOCS:	38.00	0.21
SCRIPPS INT:	80.54	1.40	AMPHENOL:	81.99	(0.35)
STARZ:	29.82	0.27	AOL:	35.19	0.18
TIME WARNER:	69.73	0.82	APPLE:	519.87	(1.49)
VALUEVISION:	5.03	(0.08)	ARRIS GROUP:	16.77	(0.01)
VIACOM:	84.69	0.60	AVID TECH:	6.60	(0.05)
WWE:	11.54	0.12	BLNDER TONGUE:	0.93	0.00
TECHNOLOGY			BROADCOM:	27.14	(0.18)
ADDVANTAGE:	2.50	0.01	CISCO:	22.65	(0.28)
ALCATEL LUCENT:	3.58	(0.02)	CONCURRENT:	7.27	(0.01)
AMDOCS:	38.00	0.21	CONVERGYS:	19.55	(0.07)
AMPHENOL:	81.99	(0.35)	CSG SYSTEMS:	27.19	0.44
AOL:	35.19	0.18			
APPLE:	519.87	(1.49)			
ARRIS GROUP:	16.77	(0.01)			
AVID TECH:	6.60	(0.05)			
BLNDER TONGUE:	0.93	0.00			
BROADCOM:	27.14	(0.18)			
CISCO:	22.65	(0.28)			
CONCURRENT:	7.27	(0.01)			
CONVERGYS:	19.55	(0.07)			
CSG SYSTEMS:	27.19	0.44			



2013 Most Powerful Women in Cable

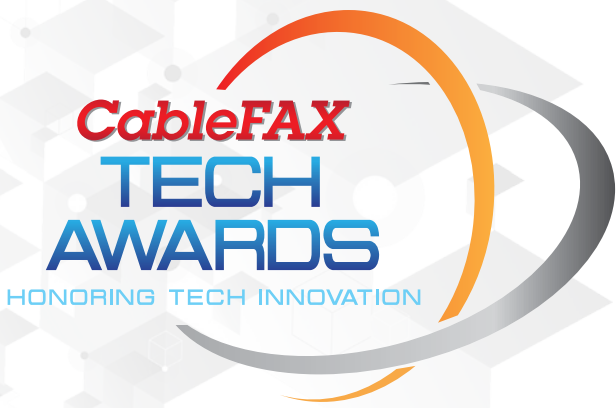
For questions or to register online contact
Saun Sayamongkhun at saun@accessintel.com.

To sponsor the Most Powerful Women in Cable breakfast or
roundtable contact aabbey@accessintel.com or 301-354-1629.

Join us for CableFAX's Most Powerful Women in Cable Breakfast on November 21, 2013 from 8:00-10:00 a.m. in NYC, as we salute the women who have made their mark on the industry with leadership, innovation and community.



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Entry Deadline: **November 1, 2013**

Final Deadline: **November 8, 2013**

Register at www.CableFAXTech.com

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- Residential Software (tablet/smartphone apps)
- Tech Advertising Campaign
- Tech Marketing Campaign
- Tech Partnership
- TV Everywhere/ Authentication System
- Wireless/WiFi Solution



Enter by
Nov. 1

Questions: Contact Mary-Lou French at mfrench@accessintel.com or (301) 354-1851.

For more information on how to submit your entries visit: www.CableFAXTech.com