

CableFAX Daily™

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What the Industry Reads First

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Tech It Out: Attracting Women to Cable Tech Still Tough

WICT tackled several hot topics at its annual “Tech It Out” event at **SCTE** in Atlanta Wed, but the dwindling number of women taking on tech roles in cable was top of mind. Despite aggressive mentoring programs and long-standing industry efforts, many in the audience gasped when moderator *Leslie Ellis* pointed out that the ratio of female to male cable techies has actually declined over the last 30 years. “This happened on our watch,” she said. The challenge, of course, is figuring out what to do about it, with **Comcast** vp, engineering *Sherita Ceasar* arguing that “getting [women] connected with passionate curiosity [about tech] is probably the hardest thing to do... We’ve got to create that tipping point for passionate curiosity for women.” Ceasar, who revealed wanting to be a car mechanic when she was growing up, said many millennial women engage heavily with tech in their personal lives but need to hear more about what makes those gadgets tick. They also need to hear more about how exciting tech careers can be, said **Bright House** pres *Nomi Bergman*. “Talking about those things will help us keep women in technology,” she said, suggesting that too much discussion of work-life balance could be deterring some women from taking on intense tech projects. “To me, ‘balance’ is a four-letter word.” **Cablevision** svp, video infrastructure software *Stephanie Mitchko-Beale* said she prefers the word “integration” to describe how to weave job and family together; she said it’s all about priorities. “I’ve paid attention to my family when it’s really important, and I’ve paid attention to my career when it’s really important,” she said. “That has worked for me.” In an earlier keynote, *Kim Perdikou*, independent dir of **Juniper Networks’** Innovation Fund Portfolio Companies, said it’s key to be very clear up front with everyone around you about how a job may affect them or other life commitments—as problems usually come when people are surprised after the fact. Rather than worry about balance, women with an interest in tech should follow their passions and ignore naysayers, panelists said. “There are jerky people,” said Mitchko-Beale, whose first engineering professor told her to try a cooking class instead. “There are people who are going to discourage you.” Ceasar said it’s important to mentor and encourage girls as early as possible—before they’re socialized away from tech. “That’s how we make a difference,” she said. “We plant that seed as early as we can.” But Mitchko-Beale said no one should wait for those encouraging words before taking action. “You might be waiting around for a long time,” she said.

CableFAX Webinar

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

Tuesday, October 29 1:30-3:00pm ET

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- Drive increased tune-in and engagement with unique TVE marketing and PR strategies. Overcome the Internet noise blurring the definition of TVE.
- Improve the bottom line by more effectively marketing TVE’s benefits.

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AT&T Numbers: U-verse was a standout in AT&T's 3Q performance, with the telco adding 265K video subs in the period. That's the 2nd-highest net add quarter ever and the best in almost 5 years. AT&T also notched a record 97K U-verse broadband gains, more than doubling year-ago net adds. The telco has hit 10mln total U-verse customers (TV and broadband), more than double the number it had 2 years ago. AT&T had its 1st-ever \$1bln U-verse revenue month. "When you look at what's driving the business, it's Project Velocity IP," said CFO *John Stephens*. AT&T unveiled the project last year, detailing a 3-year plan to expand its U-verse platform to potentially 33mln homes by the end of '15, boost Internet downstream speeds to up to 75 Mbps and, among other things, take fiber connections to 1mln new business customer locations. "We're making terrific progress on all fronts," Stephens said. For the Q, net income for AT&T increased 4.9% to \$3.8bln, while rev rose 2.2% to \$32.2bln. New smartphone subscriptions were up 1.2mln.

Carriage: "Doctor Who" is making house calls to the Bell. **BBC America** renewed its carriage agreement with **AT&T U-verse**, which includes the launch of **BBC America HD** on the telco's U-200 package, just as the net readies to celebrate the 50th anniversary of the series in Nov. The net will air anniversary special "The Day of the Doctor" on Nov 23, which will be broadcast simultaneously to viewers worldwide. Moreover, the net will dedicate an entire week in Nov to the series, debuting a new film, "An Adventure in Space and Time," which tells the story of the genesis of the sci-fi series, in addition to marathons and new specials.

On the Hill: Looking to stop abusive patent litigation, House Judiciary chmn *Bob Goodlatte* (R-VA) introduced a the "Innovation Act," aimed at improving patent litigation transparency and raising standards for initial pleadings from patent holders. Tech groups and companies have been pushing for action against abusive patent assertion. In a statement, **NCTA** said the legislation will "help deter patent trolls and put an end to unjustified patent litigation, enabling American companies to focus on innovation, job creation and economic growth. We look forward to working with Chairman Goodlatte and the bipartisan cosponsors towards passage of this important legislation."

Deals: **Reelz** signed an output deal with **Asylum Entertainment** to produce 50 hours of unscripted programming for the net in '14. The hours will be distributed over 10 series.

M&A: UK-based set-top vendor **Pace** is moving into the cable market with its \$310mln proposed purchase of **Aurora Network**, which provides optical transport and access systems for cable service providers. The company has agreed to pay another \$13mln "on closing in connection with tax benefits to be recovered over the 3 years post acquisition." Post-acquisition, Aurora will continue to be operated by its existing sr management team, including CEO *Guy Sucharczuk*.

Advertising: The **National Advertising Division** told advertisers that if they want administrative closure of a case, they should permanently discontinue claims at issue—not just individual ads. This stems from **Comcast's** request that NAD administratively close a case with advertising challenged by **AT&T** because the MSO had discontinued the advertising challenged by the telco prior to NAD's review. The problem is that without written assurances that the challenged claims would not be used in future ads, an advertiser could simply reformat the same claims into new ads to avoid or delay the review, NAD said. That Comcast advertising in question included the claim "AT&T is talking a lot about its so-called 'Advanced Digital Network' but when they upgrade you to U-verse, you end up with the same old DSL speed," which NAD called an unqualified claim. Comcast said it disagreed with NAD's decision to retain jurisdiction and that it doesn't believe NAD should have made any recommendations with respect to the discontinued commercial. However, the MSO added that it appreciates NAD's "affirmative confirmation that Comcast may continue to make substantiated claims regarding the fact that some AT&T subscribers may continue to receive the same DSL speeds they had prior to AT&T transitioning them to its U-verse network."

SCTE Notebook: **SCTE Foundation** has surpassed the \$2.2mln mark in money raised to improve the capabilities of the cable telecom engineering workforce as part of the foundation's Advancing Cable Excellence campaign. In addition, 10 companies have joined the foundation's board, including **Bright House**, **Pace**, **Samsung**, **Charter** and **Netcracker Technology**. -- VOD and pay-per-view distributor **In Demand**, owned by **Comcast**, **Time Warner Cable**, **Cox** and **Bright House**, inked a deal with **Clearleap** to enable an all-IP distribution infrastructure.

BUSINESS & FINANCE

In addition, In Demand is using Clearleap's multiscreen video and digital asset management services for better video delivery across platforms.

Duck Games: A&E is teaming with RED Games to launch iOS game "Duck Dynasty: Battle of the Beards." Available exclusively in Apple's App Store, the game challenges players to complete day-to-day tasks of the Duck Commander crew from the popular A&E reality series.

Programming: Syfy ordered reality competition series "Opposite Worlds." The 12-ep series set to premiere on Jan 21 will run over 6 weeks. -- Animated series "My Little Pony Friendship is Magic" will return to The Hub Network for the 4th season on Nov 23.

Business/Finance: Carl Icahn sold more than half of his 10% stake in Netflix, he disclosed in an SEC filing this week. The billionaire investor tweeted "Sold block of NFLX today. Wish to thank Reed Hastings, Ted Sarandos, NFLX team, and last but not least Kevin Spacey."

People: Comporium, a SC cable and home security provider, appointed Dan Lehman as vp of security, monitoring and automation. -- Sean Lev, who has spearheaded the FCC's defense of the Open Internet rules, will step down as the agency's general counsel by year-end.

CableFAX Daily Stockwatch

Company	10/23 Close	1-Day Ch	Company	10/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
21ST CENTURY FOX:	34.77	(0.1)	GOOGLE:	1031.41	24.41
DIRECTV:	62.09	(0.17)	HARMONIC:	8.00	(0.24)
DISH:	49.14	(0.01)	INTEL:	23.73	(0.34)
DISNEY:	68.12	(0.88)	JDSU:	15.84	(0.37)
GE:	25.70	(0.32)	LEVEL 3:	26.51	(0.79)
MSOS					
CABLEVISION:	15.57	(0.07)	MICROSOFT:	33.76	(0.82)
CHARTER:	135.22	(1.49)	NIELSEN:	38.29	(0.54)
COMCAST:	46.96	(0.4)	RENTRAK:	36.07	(0.08)
COMCAST SPCL:	45.73	(0.32)	SEACHANGE:	14.59	0.80
GCI:	9.75	0.01	SONY:	19.48	(0.31)
LIBERTY GLOBAL:	79.05	(0.09)	SPRINT NEXTEL:	6.43	0.04
LIBERTY INT:	26.37	(0.19)	TIVO:	13.49	0.46
SHAW COMM:	24.41	(0.35)	UNIVERSAL ELEC:	38.49	UNCH
TIME WARNER CABLE:	118.71	(0.81)	VONAGE:	3.56	(0.01)
WASH POST:	643.00	(9.9)	YAHOO:	33.10	(0.84)
PROGRAMMING					
AMC NETWORKS:	71.37	(0.17)	TELCOS		
CBS:	59.25	(0.56)	AT&T:	35.28	0.05
CROWN:	3.29	0.08	VERIZON:	50.82	(0.32)
DISCOVERY:	84.50	(0.51)	MARKET INDICES		
GRUPO TELEVISIA:	30.17	(0.36)	DOW:	15413.33	(54.33)
HSN:	53.31	0.18	NASDAQ:	3907.07	(22.49)
INTERACTIVE CORP:	55.77	0.17	S&P 500:	1746.38	(8.29)
LIONSGATE:	36.34	(0.4)			
MADISON SQUARE GARDEN:	60.68	1.09			
SCRIPPS INT:	79.68	(0.86)			
STARZ:	30.19	0.37			
TIME WARNER:	69.84	0.11			
VALUEVISION:	5.05	0.02			
VIACOM:	84.44	(0.25)			
WWE:	11.67	0.13			
TECHNOLOGY					
ADVANTAGE:	2.53	0.03			
ALCATEL LUCENT:	3.47	(0.11)			
AMDOCS:	37.86	(0.14)			
AMPHENOL:	81.56	(0.43)			
AOL:	37.08	1.89			
APPLE:	524.96	5.09			
ARRIS GROUP:	16.62	(0.15)			
AVID TECH:	6.58	(0.02)			
BROADCOM:	26.36	(0.78)			
CISCO:	22.25	(0.4)			
CONCURRENT:	7.32	0.05			
CONVERGYS:	19.72	0.17			
CSG SYSTEMS:	27.40	0.21			
ECHOSTAR:	47.87	(0.15)			



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.



Think about that for a minute...

Sizzle and Hype

Commentary by Steve Effros

I got a call from a reporter the other day about Google's latest move in the Kansas City area. Apparently one of the suburban communities had the temerity to start asking some questions about the franchise proposal Google handed them.

Now, as anyone knows who has been in this business for a while, this isn't unusual. Franchise provisions are negotiated. They are not and never have been, well, until now, "take it or leave it" propositions. Apparently Google's decided to change all that.



The good townfolk of Overland Park chose to delay bowing down to the Google Fiber Juggernaut and ask what some of the indemnification provisions of the proposed franchise document actually meant.

One month later they apparently, according to the reporter, had gotten their questions answered and were ready to approve the franchise, but Google said "too late!" The 30-day delay had inconvenienced their technical schedule, or so they said, and they were moving on.

This is hardball, I told the reporter, and Google is using Overland Park as an example for anyone else who would question them or in any way suggest that franchises offered by Google to the "lucky" people of any town they chose to enter are negotiable. Tough stuff. The notion that this had anything to do with technical timetables is just ludicrous. Google spent a year trying to after-the-fact figure out the technical details of pole attachment agreements after signing the franchise in KC.

You have to give Google credit, though, they have created such a mystique around "Google Fiber" and "1 Gig" broadband that they are now in a position to threaten anyone who stands even a little bit in their way. The problem is that the mystique is mainly smoke and mirrors and the

question now becomes whether we should expose it, or join in blowing the smoke. So far, it would appear we are in the process of preparing to do the latter. I don't know if that's the best idea.

Cable is about to start rolling out DOCSIS 3.1. Not matter what you call it, and I know Michael Powell of the NCTA is suggesting we need a much sexier name for it, the fact is that it gives cable operators the ability to provide broadband capacity and speed of well over "1 Gig." Indeed, it can theoretically provision speeds of up to 10 Gbps. But is that truly meaningful, or is it just part of the sizzle and hype?

It's no secret that although Google is getting lots of press for their 1 Gig broadband, they don't really deliver 1 Gig, and no one has yet figured out what the heck a consumer would need that speed for. It's gotten to the point where they are offering incentives for folks to try to create applications that would actually use that much capacity and speed.

I have no doubt that in the future it will be useful. I also have no doubt that the marketplace will dictate when it becomes a marketable reality. And when it does, we will have it available for those who really want it and need it, and they will pay for that level of service. The rest of us, hopefully, won't have to subsidize them.

So we have the technical capability to do all these things, and we are building our systems in a rational way to do them. Isn't that the message we should be delivering, rather than consumer-confusing sizzle and hype? Honesty and integrity have value, too.

Steve

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(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry)



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CableFAX and association partner, WICT, are proud to present this year's class of distinguished women working in cable technology.

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Nomi Bergman — Bright House Networks

Jacqueline Boudreau — Cox Communications

Sabrina Calhoun — Bright House Networks

Sherita Ceasar — Comcast Cable

Grace Egan — Time Warner Cable

Leslie Ellis — Ellis Edits

Cyndee Everman — Time Warner Cable

Kristine Faulkner — Cox Business

Vickie Fiala — Time Warner Cable

Barbara L. Gee — Comcast Cable

Susan Grant — Turner Broadcasting System

Sandra Howe — Arris

Lisa Hsia — Bravo Media

Marsha Humphreys Gee — Suddenlink Communications

Barbara Jaffe — HBO

Marva Johnson — Bright House Networks

Yvette Kanouff — Cablevision Systems Corporation

Charlene Keys — Time Warner Cable

Sally Kinsman — Kinsman Design Associates

Rebecca Rusk Lim — Turner Broadcasting System

Rhonda Lowry — Turner Broadcasting System

Christy Martin — iBox

Vicki Marts — Cox Communications

Susan McLaughlin — TOA Technologies

Stephanie Mitchko-Beale — Cablevision Systems

Tammy Moskites — Time Warner Cable

Emily Nikoo — Blonder Tongue Laboratories Inc.

Pam Nobles — SCTE

Kim Norris — Cablevision Media Sales Corporation

Cathy Oakes — SCTE

Deborah Picciolo — Time Warner Cable

Anna Tran Reyna — Fox Networks

Vibha Rustagi — itaas

Margret Schmidt — TiVo

Sandy Sexton — Scripps Networks Interactive

Veronica Sheehan — Turner Broadcasting System

Julie Simon — Fox Networks

Lauri Smith — Comcast Cable

Myrna Soto — Comcast Cable

Toni Stubbs — Cox Communications, Virginia

Manjula Talreja — Cisco

Carolyn Terry — Time Warner Cable

Donna Thomas — Technicolor

Aimee Viles — Bravo Media

Jacqueline "Jacqui" Vines — Cox Southeast Region

Jennifer Yohe Wagner — Comcast Cable

Michelle Wilkins — HSN

Wendy Wilson — Time Warner Cable