

# CableFAX Daily™

Friday — October 25, 2013

What the Industry Reads First

Volume 24 / No. 208

## DISH's Plan: Wireless for the Underserved

In a move that might signal a broader mobile broadband plan, **DISH** is expanding its previously announced pilot program with **nTelos**, a relatively small wireless provider serving 455K subs in 7 states, to co-develop a fixed wireless broadband service. The pair plans to offer the service commercially in several VA markets where they have a high concentration of customer overlap. Targeting early next year for a rollout, the services could potentially reach a half million homes. "With nearly a fifth of US households underserved by broadband, a fixed wireless solution could deliver an additional broadband option to millions of consumers," **Tom Cullen**, DISH evp of corporate development, said in a statement. Though not seemingly a major development, the move caught Wall Street's attention. **Wells Fargo** analysts noted the 15%, or 15-20mln HHs underserved by wired broadband is "an excellent expansion market" for DISH's HSD services. The planned rollout could be the next step to DISH offering an even more competitive HSD service inside the home, which could provide ARPU and subscriber benefits, the firm told clients. And while the nTelos service doesn't use DISH's AWS-4 spectrum, an identical service using DISH's band could be created "quite quickly," according to the analysts. DISH has been "aggressively trying to build alternatives and strategic optionality to its core business" by investing in spectrum, deploying DISHNet, a satellite data service, and also partnering with existing mobile providers like nTelos, **Macquarie Securities' Amy Yong** said. "I expect they will add 2-3 million broadband net adds over the next few years." DISH's wireless appetite became well-known as it joined the bidding war to acquire **Sprint** and **Clearwire** earlier but didn't win out. While satellite companies like DISH have felt the squeeze from cable MSOs, telcos and even OTT players, the good news is DISH's spectrum provides "an array of options outside of pay-TV," such as fixed and mobile broadband, **New Street Research's Jonathan Chaplin** said. "Wireless capacity will be an increasingly valuable commodity as usage grows," he said. Having said that, "the only way to make [satellite] pay-TV a better business is to combine DISH and **DirectTV**," according to Chaplin. That would transform the DBS providers' negotiating leverage with the programmers, eventually ending "the days of double-digit content cost increases."

**Retrans:** The dishheads retrans spats continue. It's been nearly a week since **DISH's** complaint against **Media General** was filed at the **FCC**. Agency rules provide for a response within 20 days of its receipt and 10 days thereafter for the complainant to respond. On the **DirectTV-News-Press & Gazette** end, things are looking up: 5 **Fox** chan-

**Hub Network Is the Top Kids Network in Primetime**  
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**Spooksville**

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**hubworld.com**

**Saturday October 26 10 PM ET 7 PM PT**

Source: The Nielsen Company, program based dayparts, 7/1/13-9/29/13, co-viewing share in NPower. Twenty eight percent (28%) of the Hub Network's Kids 2-11 watched with a Women 18-49 in Primetime (M-Su, 8P-11P), ahead of all kid networks, including Disney Channel (15%), Nickelodeon (15%), Cartoon Network (13%), Disney XD (14%) and Nicktoons (14%).  
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nels temporarily returned late Wed, allowing subs to watch the opening game of the World Series. The companies are making progress toward a new agreement, DirecTV said.

**Hispanic TV Viewing:** With Hispanics representing the largest ethnic/racial minority in the U.S., the **FCC** said it would launch its 1st systematic examination of the Hispanic TV market as part of its commitment to foster broadcast diversity. Anyone looking at the explosion of cable nets with a Hispanic-bent that have launched in the past couple years know that the TV marketplace is changing. **Univision** and **ABC News'** jv net **Fusion**, targeting a millennial Latino audience, launches next week. It's followed by Latino-aimed **El Rey**. **Univision** rolled out 3 new nets last year, **Univision Deportes**, **tNovelas** and **FOROtv**. The list goes on and on. "**NUVOtv** fully supports all efforts to address and highlight this key issue that our independent cable network addresses everyday on the air, powered by a diverse workforce and ownership structure," **NUVO** CEO *Michael Schwimmer* said of the FCC's news. The FCC will study the relationships among Hispanic TV station ownership, Hispanic-oriented programming and Hispanic TV viewing. Specifically, it will look at the extent of Hispanic-oriented programming on US broadcast TV and the role of digital multicasting in increasing Hispanic-oriented programming.

**Carriage: Al Jazeera America** scored carriage deals with **Time Warner Cable** and **Bright House**, making the net available to nearly 55mln HHs. The channel will launch on digital basic in the MSOs' markets over the next 6 months.

**At the Portals:** The **FCC** will hear an update on the multiple public-private initiatives focused on broadband adoption and digital literacy during its Nov 14 Open Meeting. Also on the agenda: foreign investment in broadcast licensees, improving 911 reliability and USF implementation update. -- **ACA** wants the **FCC** to expand the class of cable ops that will be given an additional 2 years to comply with the Communications and Video Accessibility Act, to include mid-sized ops (serving 2mln or fewer subs). Those ops will be "no more able to ensure compliance than operators smaller than them" as they don't manufacture hardware and/or develop software on their own or through 3rd parties. As a result, their ability to comply depends on their hardware and software vendors make products and services available in time, **ACA** said in a filing.

**SCTE Notebook: SCTE Cable-Tec Expo** saw an increase of more than 6% YOY in overall attendance, with some 9800 attendees. The conference moved to Atlanta this week from original plans to hold it in New Orleans in Sept. **SCTE** concluded that the original date was too close to **IBC** in Amsterdam. Expo attracted more than 60 first-time exhibitors. -- It was a battle of cable prowess at the 23rd annual **SCTE International Cable-Tec Games**. Competitors from all over North America duked it out to see who had the best chops when it came to workmanship, refined skills and proper technique. Representing the **SCTE Region 10** and the **SCTE Piedmont Chapter**, *Greg Brakefield* of **Comporium** in Rock Hill, SC, took home 1st place for the 2nd time in 3 years. *Bob Colwell* of **Comcast** in Portsmouth, NH, came in 2nd and *T.J. Diplacido* of **Charter** in Fort Worth, TX, 3rd. *Nick Williams* of **Comcast** in Blue Springs, MO, was honored with the 3rd annual Spirit of the Games award, presented in memory of *David Jones*. The award both recognize an individual who best exhibits sportsmanship and embraces the learning environment of the games.

**Emmys:** Two new categories were added to the 41st annual Daytime Emmy Awards: Entertainment News (for programs such as "Extra" and "Entertainment Tonight") and Outstanding New Approaches Drama Series (for series with fewer than 35 original eps in a calendar year, such as *Crystal Chappell's* "Venice").

**Technology: TiVo** announced the launch of out-of-home streaming on its Roamio Pro and Roamio Plus DVRs, letting customers stream and download live TV and recorded content to smartphones and tablets from anywhere.

**Measurement: Rentrak** and **Outdoor Channel** expanded their measurement agreement to include Rentrak's Advanced Demographics currency for automotive and retail shopping insights.

**Ratings: ABC Family's** 3rd annual "Pretty Little Liars" Halloween special on Tues scared up 1.3mln women 18-34, making it the #2 telecast in network history for the demo. Among adults 18-39, it notched 1.8mln as the #3 telecast in network history. New PLL spinoff series "Ravenswood" debuted with 913K 18-34s and 982K women 18-49. It ranked among the net's top 5 "13 Nights of Halloween" telecast of all time among 18-34s, women 18-34, women 18-49, 13-34s and females 12-34.

**Programming: Sportsman Channel** picked up 3 new series from **Pilgrim Studios**, all set to debut next year. Pilgrim's work includes "Ghost Hunters," "Dirty Jobs" and "American Chopper." More details to come on the new Sportsman shows. -- **TNT** greenlit "Wake Up Call," an 8-ep series starting *Dwayne "The Rock" Johnson*. -- **USA** will suit up again, renewing

# BUSINESS & FINANCE

“Suits” for a 4th season. -- On Nov 4, **TV One** launches “News One Now,” which it says will be the 1st morning news program to focus on news and analysis, politics, entertainment, etc from an explicitly African American perspective. The daily news show will air at 9am ET weekdays and is hosted by *Roland Martin*, former host of the net’s “Washington Watch with Roland Martin.” The telecast also will be streamed live on **Radio One**. -- Every rivalry has its own story, this one especially, with both these teams coming off Stanley Cup Playoff appearances last season. **HBO Sports** and the **NHL** have come together for “24/7 Red Wings/Maple Leafs: Road to the NHL Winter Classic,” a 4 ep all-access series scheduled to air Dec 14 exclusively on **HBO**.

**People:** **Starz** upped *Melissa Harper* and *Richter Hartig* to svps, original programming production. -- **Cox** tapped *Steve Rowley* as head of Cox Business, replacing *Phil Meeks*, who went to **Time Warner Cable** earlier this year. -- **Viacom** hired *John Halley* as its new evp and COO ad sales. -- It’s a coming home party for *Monty Sarhan*, part of the original team that launched **Epix** in 2009. He rejoins the net as the evp of programming, acquisitions, strategy and enterprises, after a stint as gen counsel and svp of **WWE**. **Epix** also announced a promotion for *Keary Hanan* to svp, digital programming and production.

## CableFAX Daily Stockwatch

Company	10/24 Close	1-Day Ch	Company	10/24 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	35.18	0.41	ECHOSTAR:	47.31	(0.56)
DIRECTV:	62.97	0.88	GOOGLE:	1025.55	(5.86)
DISH:	49.28	0.14	HARMONIC:	7.94	(0.06)
DISNEY:	69.05	0.93	INTEL:	23.78	0.04
GE:	25.94	0.24	JDSU:	15.29	(0.55)
<b>MSOS</b>					
CABLEVISION:	15.82	0.25	LEVEL 3:	27.04	0.53
CHARTER:	137.97	2.75	MICROSOFT:	33.72	(0.04)
COMCAST:	47.76	0.80	NIELSEN:	38.98	0.69
COMCAST SPCL:	46.40	0.68	RENTRAK:	36.83	0.76
GCI:	9.96	0.21	SEACHANGE:	15.12	0.53
LIBERTY GLOBAL:	80.23	1.18	SONY:	19.14	(0.34)
LIBERTY INT:	26.81	0.44	SPRINT NEXTEL:	6.52	0.09
SHAW COMM:	23.47	(0.94)	TIVO:	14.04	0.55
TIME WARNER CABLE:	119.49	0.78	UNIVERSAL ELEC:	39.17	0.68
WASH POST:	649.23	6.23	VONAGE:	3.58	0.02
<b>PROGRAMMING</b>					
AMC NETWORKS:	69.68	(1.69)	YAHOO:	33.08	(0.02)
CBS:	59.60	0.35	<b>TELCOS</b>		
CROWN:	3.34	0.05	AT&T:	34.63	(0.65)
DISCOVERY:	84.95	0.45	VERIZON:	50.42	(0.4)
GRUPO TELEVISIA:	30.49	0.32	<b>MARKET INDICES</b>		
HSN:	54.83	1.52	DOW:	15509.21	95.88
INTERACTIVE CORP:	56.60	0.83	NASDAQ:	3928.96	21.89
LIONSGATE:	36.73	0.39	S&P 500:	1752.07	5.69
MADISON SQUARE GARDEN:	60.73	0.05			
SCRIPPS INT:	79.97	0.29			
STARZ:	30.48	0.29			
TIME WARNER:	70.31	0.47			
VALUEVISION:	5.04	(0.01)			
VIACOM:	84.65	0.21			
WWE:	11.85	0.18			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.56	0.03			
ALCATEL LUCENT:	3.38	(0.09)			
AMDOCS:	38.18	0.32			
AMPHENOL:	81.29	(0.27)			
AOL:	36.67	(0.41)			
APPLE:	531.91	6.95			
ARRIS GROUP:	16.74	0.12			
AVID TECH:	6.61	0.03			
BLNDER TONGUE:	0.93	-0.00			
BROADCOM:	26.29	(0.07)			
CISCO:	22.37	0.12			
CONCURRENT:	7.29	(0.03)			
CONVERGYS:	19.86	0.14			
CSG SYSTEMS:	27.59	0.20			

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# PROGRAMMER'S PAGE

## A Late Night with Pete Holmes

Full disclosure. *Pete Holmes* and I go way back. All the way back to the **NCTC** and **ACA** Independent Show at Disney World last summer, where he performed a well-received set for attendees. "That was the best night of my life because afterwards I broke into Epcot," he told me during a recent interview. It was after 10pm, and the ticket window was closed. Park employees manning the gate for "Extra Magic Hours" didn't seem to buy that he had just performed on the property, has multiple stand-up specials to his credit and is the voice of the **E-Trade** baby. "They opened the gates for a woman with a stroller, and we went in," Holmes said. I knew exactly what he was talking about. That was me, the woman with the stroller. "Are you kidding me?" he screamed. Turns out, it's a small world after all. Touché, *Walt Disney*. The ticket takers might be more likely to recognize Holmes now that he has his own late night talk show launching on **TBS** (Mon, 12am, after "Conan"). When Holmes started doing stand-up at 21, his goal was to perform on *Conan O'Brien's* show. At 34, he's more than met that dream. "Having been on his show a couple times and now following him is just preposterous. It would have been too big to dream such a thing might happen," he said. "The Pete Holmes Show" promises to flip the talk show category on its ear a little, starting with the half-hour format. It will be packed with sketches and digital videos (check out his **CollegeHumor** Batman videos). "The monologue won't necessarily be pulled from the headlines or set-up punch lines. So many people do that so well, I don't think there's a need for us to do that," Holmes said. "We're going to try and do a more personal monologue, a little bit more stream of consciousness on one topic." And the interviews will feature his real-life friends, often from show biz. "I feel like you can't manufacture that repartee," Holmes explained. Real-life friends? Pete, I have my stroller and can sit on the couch anytime. — *Amy Maclean*

**Reviews:** "The Governor's Wife," premiere, Sun, 10p, **A&E**. Are we voyeurs? Yup. Former LA Governor *Edwin Edwards* (D), 86, recently released from jail on corruption charges, marries pretty but naive *Trina Scott*, 34. And that's only the half of it. Trina now is mom to Edwards's daughters from his first marriage: 4-time divorcee *Anna*, 63, and scary, smoke-belching *Victoria*, 60, seemingly welded to her electronic cigarette. Sure, this odd bunch provides low-brow entertainment at its trashy worst—but we couldn't turn away. -- "Civil War 360," premiere, Sun, 8p, **Smithsonian**. Of the many excellent programs from Smithsonian, this 3-part special may be the net's best use of treasures from its museums. They're used effectively to tell personal versions of the War. Part 1, about the North, is strong, but Nov 3's Confederacy ep is better due to *Trace Adkins'* sonorous drawl and war stories of his great-great granddaddy. -- "American Blackout," Sun, 9p, **Nat Geo**. An entertaining fictional account of a nationwide power blackout is told using clichéd characters, obvious plotlines and feels like every bad doomsday film you've ever seen. Yet if "Blackout" prompts us to prepare for possible disasters, Nat Geo has done its job. -- **Oops:** Last week we wrote "What If... Armageddon 1962?" premiered on **Destination America**; it did so on **Military Channel**. — *Seth Arenstein*

Basic Cable Rankings (10/14/13-10/20/13)			
Mon-Sun Prime			
1	TBSC	1.2	3024
2	ESPN	1.1	2681
3	DSNY	0.9	2254
4	USA	0.7	1848
4	FOXN	0.7	1758
6	AMC	0.6	1595
6	HIST	0.6	1591
6	A&E	0.6	1580
9	FX	0.5	1328
9	ADSM	0.5	1161
9	BET	0.5	1119
9	NFLN	0.5	921
13	LIFE	0.4	1132
13	HGTV	0.4	1116
13	SYFY	0.4	1091
13	NAN	0.4	1091
13	TLC	0.4	1086
13	DISC	0.4	1046
13	TNT	0.4	1020
13	FOOD	0.4	1014
13	FAM	0.4	1005
13	DSE	0.4	98
23	MSNB	0.3	842
23	SPK	0.3	802
23	TVLD	0.3	789
23	BRAV	0.3	772
23	HALL	0.3	738
23	CMDY	0.3	720
23	TRU	0.3	646
23	ID	0.3	640
23	ESP2	0.3	633
23	DSJR	0.3	547
33	APL	0.2	604
33	MTV	0.2	570
33	CNN	0.2	560
33	VH1	0.2	529
33	NKJR	0.2	451
33	DXD	0.2	436
33	LMN	0.2	434
33	EN	0.2	433
33	TRAV	0.2	422
33	OXYG	0.2	404
33	OWN	0.2	404
33	NGC	0.2	385
33	WE	0.2	369
33	GSN	0.2	311

\*Nielsen data supplied by ABC/Disney

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