


CableFAX Daily™

Monday — October 28, 2013

What the Industry Reads First

Volume 24 / No. 209

ADVERTISEMENT



Yesterday in Boulder, CO

Why is NASA spying on us? Go back to space!
[#ImNotAnAlien](#)

+ Like Comment Share

NOT EVERYBODY GETS IT.

A NEW WORLD. A NEW NETWORK.

FUSION.NET



CableFAX Daily™

Monday — October 28, 2013

What the Industry Reads First

Volume 24 / No. 209

Superstorm Sandy: One Year Later

This week marks the 1-year anniversary of Superstorm Sandy's pounding of the East Coast, and the industry still is finding takeaways from the devastating event. At this month's **SCTE Cable-Tec Expo**, **Time Warner Cable** chief security officer *Brian Allen* said one lesson learned was the need for real-time flexibility. He recounted how the storm quickly overran emergency preparedness plans, including fueling TWC trucks and generators, and called on cable to create the sort of strong relationships telecom has built with power companies because timely outage info is critical in an emergency (*Cfax*, 10/23). Among considerations are ensuring different sources and locations for fuel because bridges and roads can be closed. **Verizon** used Sandy to accelerate its migration to fiber from copper in the NY area. "What has proven out is where we have our fiber network in place, it's a much better customer experience. We actually saw it during the storm. In the places where we had our fiber deployed—whether for enterprise business customers or consumer customers through FiOS—we didn't take as many trouble reports," said *Kevin Service*, pres for the Northeast Region for the telco. Verizon already had plans to migrate more customers to fiber, but as a result of the storm, "we've doubled down a little bit," he said. Other takeaways for Verizon included how critical it is to protect and harden switching centers (ie, moving electrical and switching equipment to higher floors and encasing equipment in waterproofing) and the importance of communications to the customer base and unique stakeholders. "We did some unique things during the storm, where we rolled our mobile garages as mobile comfort stations for customers. We opened up retail stores to let people charge cellular phones or come in and get out of the cold," said Service. "We assigned local managers almost as project managers to work directly with local officials, town officials to keep open lines of communication with respect to what they were seeing and what we were doing." Sandy had a \$110mIn financial impact on AOCF in 4Q for **Cablevision** due to lost and damaged homes as well as customer service credits, curtailed sales efforts and suspension of collection procedures as the company worked through the storm's impact. The MSO actually was the 1st service provider to extend a comprehensive credit program across all 3 of its services—cable, phone and Internet. There's a moving video that recaps the efforts by Cablevision's employees, including working more than 200K hours of overtime and fixing more than 63K downed lines, on YouTube (<http://www.youtube.com/watch?v=NRnR3QUeC10>). The MSO credits investment in smart tech with aiding in recovery efforts, allowing it to prioritize techs' workload. And as cable's WiFi pioneer, Cablevision's WiFi hotspots were almost all fully operational shortly after the storm, helping the area stay connected. TWC operated mobile power stations, hired food trucks to provide warm meals to people in parts of Queens and Staten Island, and donated money and time to restoration efforts. A year may have passed, but the MSO still has Sandy on its mind. When it launched 1700 WiFi hotspots in Manhattan in July, it decided to revisit the Sandy idea of mobile WiFi trucks. This time, it asked folks for donations to the **Robin Hood Foundation**, which has played a big part in Sandy relief efforts. Earlier this month, the MSO partnered with **Weather Channel** for an event in the area with *Jim Cantore* on emergency preparedness.



SEE AMERICA LIKE YOU
NEVER HAVE BEFORE

GREAT
AMERICAN
COUNTRY HD

scrippsnetworks | Passionate Viewers Live Here

THURSDAYS 9|8C | SEASON PREMIERE DECEMBER 19 | #FARMKINGS

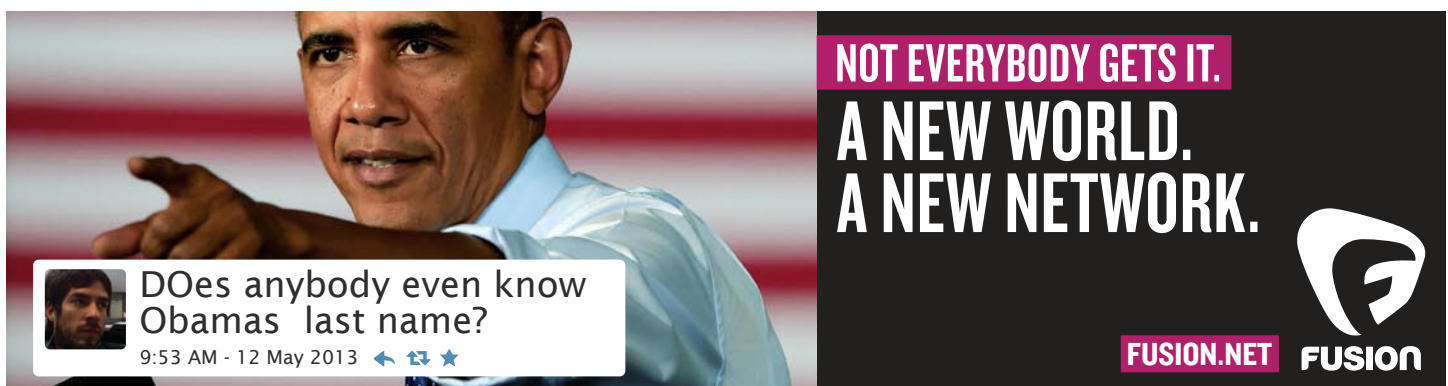
CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Sales Mgr: Susan Kim, 301.354.2010, skim@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Jo Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Scott Gentry, Dir of Bus Dev, sgentry@accessintel.com ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com
Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

Retrans: DirecTV and News-Press & Gazette finally completed a retrans deal Fri. News' 13 stations have been dark on DirecTV since Oct 9. While the DBS provider said it was pleased to have them back, it used the blackout to push (again) for Congressional intervention in retrans, citing 110 blackouts in the first 10 months of this year.

Courting a Multicultural Youth: Some called last year the year of rebranding. You might call this one the year of network launches. Add Fusion, the joint venture between Univision and ABC News, to the list. Aiming to represent a younger, multicultural America, the Miami-headquartered network launches Mon in 20Mn homes with a line up of news, lifestyle content and comedy programming. We caught up with its CEO Isaac Lee, also pres of Univision News, and Ben Sherwood, pres, ABC News, to discuss the launch. **Much of Fusion's programming slate focuses on satire. What influenced that decision?** Lee: It has to do with the research we've been doing for the past 2 years. Humor is a very important currency for this group of people. Satire is a way of getting the news in a non-filtered way and with transparency. So they would identify "The Daily Show with Jon Stewart" as news, because they know that it's satire... We have David Javerbaum, who was an executive producer of the Daily Show, working on a very innovative project with the Jim Henson company. For the first time you're going to get to see animated anchors in a real set interviewing a real person. **What is your demo? Just English speakers of Hispanic origin, or bilinguals?** Lee: We are interested in 18-34 Millennials, regardless of their ethnicity, and who speak English. **Where does the Hispanic element come in?** Lee: The way we chose [our talent] is if they're good. That's the first and most important criteria. And in terms of content, what's important to us is that we understand that 20% of Millennials are Hispanic. You cannot deny the influence that a growing percent of the population has to that psychographic. So it will influence in taste, music, culture and politics, the economy—and we don't want to miss it. **It can be difficult for a network to gain full distribution prior to launch. What's your strategy?** Sherman: The business plan for Fusion has always envisioned a ramping up of the number of subscribers to the service on cable. So in the opening year the plan is around 20Mn subscribers and by the 5th year the plan is to reach 60Mn... The plan has always been to build with time, to start small, to start with humility and to build a fully integrated digital and multiplatform service that grows and becomes more robust in terms of its programming offerings with each growing year. We're starting small, with big ambitions. **Millennials digest content on multiple platforms, so how are you tailoring your programming to that behavior?** Lee: Millennials watch 26 hours a week of television, which is a very healthy number, and we are going to create the best possible television to win in those 26 hours. But this is a digital network more than anything. Today between digital and social media we reach 3.4 million people a week. We already came out with a website, Fusion.net. We are producing for Instagram, Twitter, Facebook... we are very aware that our audience learns what the news is first in social media. And the end result of all that process is we will also have a television show.

Online: MTV is keeping things fresh, being the 1st network to pre-release an entire season of a series exclusively on an app. The 12 ep docu-drama "Wait 'Til Next Year" will be launched through the MTV app on Nov 1 at 8pm ET.

People: Disney svp, corporate strategy Elaine Paul joins Hulu as CFO on Mon, succeeding Tom Fuelling. "I'd like to thank Tom Fuelling for all of his significant contributions since joining Hulu in 2007. Part of Tom's legacy is building our incredible finance team," new CEO Mike Hopkins wrote in a blog. -- Steve Largent, pres/CEO of CTIA-The Wireless Association, will step down when his contract expires at the end of next year. Largent assumed the role in '03.



NOT EVERYBODY GETS IT.

**A NEW WORLD.
A NEW NETWORK.**

FUSION.NET FUSION

Does anybody even know Obamas last name?
9:53 AM - 12 May 2013

CableFAX Week in Review

Company	Ticker	10/25 Close	1-Week % Chg	YTD %Chg
---------	--------	-------------	--------------	----------

BROADCASTERS/DBS/MMDS
 21ST CENTURY FOX:.....FOXA..... 34.86..... 1.75%..... 0.00%
 DIRECTV:.....DTV..... 62.81..... 1.88%..... 25.22%
 DISH:.....DISH..... 48.67..... (0.94%)..... 33.71%
 DISNEY:.....DIS..... 69.26..... 3.14%..... 39.10%
 GE:.....GE..... 25.88..... 1.29%..... 23.30%

MSOS
 CABLEVISION:.....CVC..... 15.81..... 0.96%..... 5.82%
 CHARTER:.....CHTR..... 138.58..... 0.92%..... 81.77%
 COMCAST:.....CMCSA..... 48.17..... 2.43%..... 28.94%
 COMCAST SPCL:.....CMCSK..... 46.82..... 2.72%..... 30.35%
 GCI:.....GNCMA..... 9.99..... 8.35%..... 4.17%
 LIBERTY GLOBAL:.....LBTYA..... 80.16..... 3.63%..... 27.32%
 LIBERTY INT:.....LINTA..... 26.72..... (1.4%)..... 35.77%
 SHAW COMM:.....SJR..... 23.59..... (2.72%)..... 2.65%
 TIME WARNER CABLE:.....TWC..... 119.44..... 1.05%..... 22.89%
 WASH POST:.....WPO..... 662.02..... 2.29%..... 81.27%

PROGRAMMING
 AMC NETWORKS:.....AMCX..... 70.36..... 0.53%..... 42.14%
 CBS:.....CBS..... 59.80..... 1.01%..... 57.16%
 CROWN:.....CRWN..... 3.33..... 2.46%..... 80.00%
 DISCOVERY:.....DISCA..... 85.66..... 3.87%..... 34.94%
 GRUPO TELEVISIA:.....TV..... 30.24..... 0.23%..... 13.77%
 HSN:.....HSNI..... 53.99..... 1.85%..... (1.98%)
 INTERACTIVE CORP:.....IACI..... 56.29..... 3.61%..... 19.16%
 LIONSGATE:.....LGF..... 36.71..... (2%)..... 123.84%
 MADISON SQUARE GARDEN:.....MSG..... 61.29..... 5.91%
 38.20%
 SCRIPPS INT:.....SNI..... 80.23..... 1.36%..... 38.52%
 STARZ:.....STRZA..... 30.03..... 0.33%..... 0.00%
 TIME WARNER:.....TWX..... 70.26..... 2.23%..... 46.90%
 VALUEVISION:.....VVTV..... 5.34..... 6.37%..... 196.67%
 VIACOM:.....VIA..... 85.09..... 1.75%..... 56.79%
 WWE:.....WWE..... 11.91..... 3.30%..... 50.95%

TECHNOLOGY
 ADVANTAGE:.....AEY..... 2.48..... 0.40%..... 24.62%
 ALCATEL LUCENT:.....ALU..... 3.41..... (7.34%)..... 145.32%
 AMDOCS:.....DOX..... 38.23..... 2.25%..... 12.47%
 AMPHENOL:.....APH..... 81.27..... (1.29%)..... 25.61%
 AOL:.....AOL..... 36.67..... 8.01%..... 23.84%
 APPLE:.....AAPL..... 525.96..... 3.35%..... (1.17%)
 ARRIS GROUP:.....ARRS..... 16.65..... (0.3%)..... 11.45%
 AVID TECH:.....AVID..... 6.63..... (0.6%)..... (12.53%)
 BROADCOM:.....BRCM..... 26.41..... (2.76%)..... (20.48%)
 CISCO:.....CSCO..... 22.45..... (2.2%)..... 14.27%
 CONCURRENT:.....CCUR..... 7.27..... (0.14%)..... 26.66%
 CONVERGYS:.....CVG..... 19.95..... 2.31%..... 21.57%
 CSG SYSTEMS:.....CSGS..... 27.42..... 3.32%..... 50.83%
 ECHOSTAR:.....SATS..... 47.93..... (0.08%)..... 40.06%
 GOOGLE:.....GOOG..... 1015.20..... 0.37%..... 43.52%
 HARMONIC:.....HLIT..... 7.79..... 0.52%..... 53.65%
 INTEL:.....INTC..... 24.23..... 1.49%..... 17.53%
 JDSU:.....JDSU..... 15.30..... (1.61%)..... 13.33%
 LEVEL 3:.....LVLT..... 26.91..... (4.06%)..... 16.44%
 MICROSOFT:.....MSFT..... 35.73..... 2.20%..... 33.77%

Company	Ticker	10/25 Close	1-Week % Chg	YTD %Chg
---------	--------	-------------	--------------	----------

NIELSEN:.....NLSN..... 39.04..... 1.56%..... 27.62%
 RENTRAK:.....RENT..... 36.99..... 3.21%..... 89.79%
 SEACHANGE:.....SEAC..... 14.83..... 8.09%..... 53.36%
 SONY:.....SNE..... 19.26..... (1.78%)..... 71.96%
 SPRINT NEXTEL:.....S..... 6.45..... 0.78%..... 13.76%
 TIVO:.....TIVO..... 13.80..... 8.83%..... 12.10%
 UNIVERSAL ELEC:.....UEIC..... 39.23..... 2.00%..... 102.74%
 VONAGE:.....VG..... 3.54..... (2.75%)..... 49.37%
 YAHOO:.....YHOO..... 32.25..... (3.53%)..... 62.06%

TELCOS
 AT&T:.....T..... 35.19..... 1.68%..... 4.39%
 VERIZON:.....VZ..... 50.71..... 1.40%..... 17.19%

MARKET INDICES
 DOW:.....DJI..... 15570.28..... 1.11%..... 18.82%
 NASDAQ:.....IXIC..... 3943.36..... 0.74%..... 30.60%
 S&P 500:.....GSPC..... 1759.77..... 0.88%..... 23.39%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. TIVO:.....	13.80	8.83%
2. GCI:.....	9.99	8.35%
3. SEACHANGE:.....	14.83	8.09%
4. AOL:.....	36.67	8.01%
5. VALUEVISION:.....	5.34	6.37%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:.....	3.41	(7.34%)
2. LEVEL 3:.....	26.91	(4.06%)
3. YAHOO:.....	32.25	(3.53%)
4. BROADCOM:.....	26.41	(2.76%)
5. VONAGE:.....	3.54	(2.75%)

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

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.