

CableFAX Daily™

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What the Industry Reads First

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4K: Will 2014 Be The Year, Starting with OTT?

Ultra HD, or 4K, might come sooner than many had expected partially thanks to strong interest from OTT players like **Netflix**. As CEO *Reed Hastings* suggested during the company's most recent earnings call and reiterated at several conferences since then, Netflix wants to be one of the big suppliers of 4K next year. The company recently posted several 4K titles, including one called "El Fuente: 24 MP." According to Netflix, the title is an example of 4K at 24 frames per second. Unavailable to subs, the title is an internal test video. Hastings didn't say whether initial 4K content will be limited to ISPs like **Cox**, **Cablevision** and **Suddenlink**, which are part of its Open Connect Content Delivery Network that seeks to improve video streaming quality through peering or free Netflix storage apps. With 4 times the resolution of HD, the bandwidth required to transport 4K content is substantial. That means HEVC will play a key part in 4K delivery as it shrinks bitrates required for 4K to potentially under 10 Mbps. During the Copenhagen Future of TV Conference in Sept, Hastings promised that consumers won't need more than about 15 Mbps over a 50Mbps connection to stream 4K video once content is available on the streaming site. He predicted that 4K video will first take hold on secondary platforms before getting onto the big screen. HEVC vendors like **Elemental Technologies** seemed to be on the same page. "Certainly 4K is one driver for HEVC deployments. But an even bigger one is HEVC's ability to deliver OTT distribution cost savings," *Keith Wymbs*, vp of marketing told us. Commercial deployment of 4K will start slowly next year and as more content becomes available, widespread deployment is expected within 7 years, he said. The company, which has teamed with **Arris**, **Broadcom** and **Intel** to support **Comcast's** 4K demo at this year's cable show, supported what it claimed was the world's 1st real-time 4K video coding transmission Sun in Japan when it streamed the Osaka Marathon for Japanese provider **K-Opticom**. The more than 8-hour coverage went to **Sony** 4K Bravia TVs and secondary platforms. The company expects to be involved in US operator trials next year, Wymbs said. "The single biggest impediment to 4K market acceleration—outside content availability—is the lack of 4K/HEVC-ready decoders, particularly in set-top boxes," according to Wymbs. "We need 4K/HEVC-ready PC-based decoders as well as compliant decoders within Smart TV environments," he said. The high costs of Ultra-HD TVs will be another barrier to wide adoption, according to **Research and Markets'** analysts, citing **Samsung**, **LG**, **Sony** and **Panasonic** as the main vendors. In addition, some studios and networks are still recovering from the premature rush to 3DTV, said **Bernstein Research** analysts. "The networks have no plans to drive consumer interest/awareness through content (and promotion of that content). That leaves all the marketing/promotion in the hands of the manufacturers, and makes one question the rate of adoption," they said in a recent report. For the time being, most pay-TV providers are more worried about delivering speeds for HD, let alone 4K, they said. As for Netflix, it's expected to start its 4K rollout with its own original TV shows. "House of Cards" in 4K anyone?

At the Portals: Mon marked the start of the *Tom Wheeler* Era at the **FCC** as the former head of **NCTA** and new Republican commish *Mike O'Rielly* got sworn into office, bringing the agency to a full 5-member panel with a 3-2 Democratic

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A NEW WORLD.
A NEW NETWORK.

So wait, "twerking" doesn't mean tweeting at work?

5 hours ago in Los Angeles, CA

FUSION.NET FUSION

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majority. "This team will hit the ground running," Wheeler said in his 1st statement as head of the agency. In a research note, **Stifel Nicolaus** analysts wrote that Wheeler "will also likely take a fresh look at broadcaster retransmission-consent battles with pay-TV providers, after voicing some concern about disputes that lead to viewer disruptions." Wheeler announced a slew of staff appointments, turning heads with his pick of **Public Knowledge** pres *Gigi Sohn* as special counsel for external affairs. Sohn, who will leave the non-profit she founded to join the FCC, is a well known net neutrality advocate and has butted heads with big-media interests on that and myriad other issues. Other appointments: chief of staff *Ruth Milkman* (she has been wireless chief at the FCC), senior counselor to the chmn *Phil Verveer* (former US coordinator for international communicators), special counsel *Diane Cornell* (former **Inmarsat** vp for governmental affairs), and legal advisors on engineering, technology and wireless issues *Daniel Alvarez* and *Renee Gregory*. *Maria Kirby*, who has been a legal advisor to the chief of the wireless bureau, will be legal advisor for media, consumer and enforcement issues. Also appointed are *Patrick Halley*, acting dir of the office of legislative affairs; *Jon Sallet*, interim dir of the Technology Transitions Policy Task Force and acting general counsel; as well as *Roger Sherman*, acting chief of the wireless bureau. Sherman had been Democratic chief counsel to the House Commerce Committee. O'Rielly hasn't announced staffers yet. Most of the staff choices were expected, with the exception of Sohn, Stifel Nicolaus analysts said. Often taking positions that were critical of large corporate interests, Sohn has shown a "pragmatic streak and was an important backer in the public-interest community" for Wheeler's chairmanship, said the analysts. In a statement, **ACA** head *Matt Polka* said "ACA commends Chairman Wheeler on his senior staff appointments announced today, a very encouraging sign that the agency's new leader plans to advance his agenda with help from a team of tested public policy experts who have the critical skills and experience needed to produce positive outcomes for the American people."

Sochi Olympics: **NBCU's** cable nets **CNBC**, **MSNBC** and **USA Network** will jointly provide a combined 124 hours of curling and hockey coverage during the Sochi Olympics. All will be live streamed on NBCOlympics.com through authentication. **CNBC** will air a daily curling program and televise 36 hours of curling overall over 12 days, including the men's and women's finals. **MSNBC** will carry 45 hours of Olympic hockey and curling over 12 days, including medal-round games. **MSNBC's** hockey coverage will begin with a women's game between Canada and Switzerland on Feb 8. **USA Network** will also carry hockey and curling, 43 hours total, including medal rounds for both and 3 Canadian men's hockey games.

Smart Homes: **AT&T** is stepping up its smart home offerings, launching Digital Life in 6 new markets, including Colorado Springs, Bridgeport, Memphis, New Haven, Mobile and Pensacola. The telco recently reached its goal of launching Digital Life in more than 50 markets, and the wireless home management service will now be available in 58 markets.

Online: **Netflix** in early '14 premieres original documentary "The Square," based on the Egyptian protest movement.

From the Streets: The **Time Warner Cable/CBS** month-long blackout might hurt **CBS Corp's** 3Q results, although the broadcaster might still post higher profits than a year ago, several analysts said. The company is slated to report after market closes Wed. **TWC's** quarterly results took a hit from the spat as it reported video sub loss last week.

Programming: **Outside Television** and **Red Bull Media House** announced a major expansion of their ongoing programming partnership in which Red Bull will provide 5 more original series starting in the next several weeks. Among the new series are "The Art of Flight," based on the adventure film of the same name, and freeride mountain biker series

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2013
Most
Powerful Women
in Cable

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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.



BUSINESS & FINANCE

“Where the Trail Ends.” -- TNT booked new investigation series “APB with Troy Dunn” (wt), slated to premiere Jan 17. -- **DIY Network** extended production on 6 series: “House Crashers,” “Yard Crashers,” “I Hate My Yard,” “Garage Gold,” “Million Dollar Contractor” and “Rescue My Renovation.” -- **MSG Network** debuts its new original program “The AV Squad” featuring NY Rangers head coach *Alain Vigneault* on Thurs. -- **Al Jazeera America**, which scored carriage deals with **Time Warner Cable** and **Bright House** last month, recruited ex-PBS “NewsHour” correspondent *Ray Suarez* as the new host for its daily news program “Inside Story.” -- **E!** airs a 5-hour marathon of 90’s classic “Saved by the Bell” on Nov 11.

People: **NBCU Cable Entertainment** upped *Bill McGoldrick* to evp, original content, **Syfy**, and *Jackie de Crinis* to evp, original programming, **USA Network**. McGoldrick will report to Syfy pres *Dave Howe* and de Crinis will report to USA pres *Chris McCumber*.

Obit: Cable Pioneer *Joseph “Joe” Taylor*, III of Rockledge, FL, recently passed away. Taylor served in various management roles at **TelePrompster**, **TeleMedia**, **Jackson Communications**, and retired in '96 from **CableVision Industries**. He served several state and regional associations and was inducted into the Cable TV Pioneers in 1986. A “Celebration of Life” service will be held in Ohio in the Spring.

CableFAX Daily Stockwatch

Company	11/04 Close	1-Day Ch	Company	11/04 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
21ST CENTURY FOX:	34.15	(0.22)	ECHOSTAR:	47.74	0.48
DIRECTV:	64.37	0.70	GOOGLE:	1026.11	(0.93)
DISH:	48.44	(0.06)	HARMONIC:	7.37	0.17
DISNEY:	68.81	(0.2)	INTEL:	24.25	(0.07)
GE:	26.43	(0.11)	JDSU:	13.10	0.10
MSOS					
CABLEVISION:	16.20	0.12	LEVEL 3:	30.21	0.19
CHARTER:	135.77	(2.3)	MICROSOFT:	35.94	0.41
COMCAST:	48.18	(0.47)	MOTOROLA MOBILITY:	14.02	0.11
COMCAST SPCL:	46.85	(0.41)	NIELSEN:	39.82	(0.12)
GCI:	9.87	0.37	RENTRAK:	36.03	(0.02)
LIBERTY GLOBAL:	77.41	(1.05)	SEACHANGE:	14.49	0.51
LIBERTY INT:	27.14	0.10	SONY:	17.08	0.33
SHAW COMM:	23.91	(0.04)	SPRINT NEXTEL:	7.03	0.16
TIME WARNER CABLE:	123.15	(0.36)	TIVO:	13.63	(0.1)
WASH POST:	631.60	(7.46)	UNIVERSAL ELEC:	39.12	0.20
PROGRAMMING					
AMC NETWORKS:	72.16	0.45	VONAGE:	3.88	0.15
CBS:	59.51	(0.43)	YAHOO:	33.19	0.01
CROWN:	3.25	0.04	TELCOS		
DISCOVERY:	87.07	(0.73)	AT&T:	36.45	0.21
GRUPO TELEVISIA:	30.68	0.15	VERIZON:	51.08	0.59
HSN:	53.97	1.95	MARKET INDICES		
INTERACTIVE CORP:	55.68	1.13	DOW:	15639.12	23.57
LIONSGATE:	34.94	0.08	NASDAQ:	3936.59	14.55
MADISON SQUARE GARDEN:	57.40	(1.05)	S&P 500:	1767.93	6.29
SCRIPPS INT:	80.24	0.52	TECHNOLOGY		
STARZ:	30.12	0.09	ADVANTAGE:	2.57	(0.09)
TIME WARNER:	68.67	(0.14)	ALCATEL LUCENT:	3.86	(0.03)
VALUEVISION:	5.51	0.30	AMDOCS:	38.35	(0.04)
VIACOM:	83.13	(0.54)	AMPHENOL:	80.29	0.36
WWE:	12.96	(0.3)	AOL:	38.72	2.04
TECHNOLOGY					
ADDVANTAGE:	2.57	(0.09)	APPLE:	526.75	6.72
ALCATEL LUCENT:	3.86	(0.03)	ARRIS GROUP:	17.61	0.28
AMDOCS:	38.35	(0.04)	AVID TECH:	7.31	0.03
AMPHENOL:	80.29	0.36	BLNDER TONGUE:	0.94	0.00
AOL:	38.72	2.04	BROADCOM:	26.61	(0.15)
APPLE:	526.75	6.72	CISCO:	22.58	0.01
ARRIS GROUP:	17.61	0.28	CONCURRENT:	7.27	0.01
AVID TECH:	7.31	0.03	CONVERGYS:	19.60	(0.01)
BLNDER TONGUE:	0.94	0.00	CSG SYSTEMS:	27.79	(0.12)
BROADCOM:	26.61	(0.15)			
CISCO:	22.58	0.01			
CONCURRENT:	7.27	0.01			
CONVERGYS:	19.60	(0.01)			
CSG SYSTEMS:	27.79	(0.12)			



November 11 & 12

Williamsburg, Virginia

VIRGINIA CABLE SHOW

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