

# CableFAX Daily™

Monday — November 14, 2011

What the Industry Reads First

Volume 22 / No. 220

## Google-y Eyes: Cable Looks to Up Social Game with G+

With **Google +** opening up its social network to brand pages last week, the industry—from **NCTA's Cable Show** to **C-SPAN**—is stepping up to learn how to navigate a service that already counts more than 40mln users. G+ is similar to **Facebook** in that users can create private profiles, but separates itself through its “circles” feature. Users can put other people in different “circles” and select certain groups to only view certain parts of their profile. Also unique to G+ is the hangout feature, a video-conferencing setup that allows up to 10 users to chat. *Jonathan Kopp*, global dir of the **Ketchum Digital** unit for **Ketchum**, believes hangouts are a bright spot for cable networks, saying he wouldn't be surprised if Google expands the hangout feature so that more people can participate. The real value to TV networks are the on-air hangouts that are publicly visible to everyone. All users would be able to watch the hangout sessions and even post comments for the participants to answer. Kopp predicted that, “it gives a whole new life to the directors cut or additional content... actors [could] discuss while [the show] is being watched. You could have a panel of people sharing their thoughts while people are watching.” This would dramatically increase interactions between the audience and characters from a network's show. **Fox News** is among the first to take advantage of the hangouts, with “Special Report with *Bret Baier*” hosting GOP candidates on the hangout feature and selecting 3 Google + users to join the discussion (others can watch in spectator mode). **CNN's** “Anderson Cooper 360,” one of the first shows to have a brand page, is also kicking off with a hangout involving their staffers and fans. Another thing that separates G+ is that it's blended with the rest of the Google universe. It will be able to use all of the features Google has to offer, including maps, video, news, mail, docs, chat and more. Kopp thinks Google's integration with **You Tube** is a big advantage for cable nets. “For cable operators that see YouTube as a viable platform... Google plus is going to fit nicely with their distribution,” Kopp said. Social media journalist *Jeff Cutler* believes that G+ will be able to integrate many of the features from other social networks such as **Twitter** and **Facebook**, making it easier for smaller teams to operate the pages. He believes G+ will give a “fresh start” to many forms of media but does caution that G+ is still in its early stages and that many of its users are not mainstream. “The one thing that might hold back the value of Google +... is that the full-on regular TV viewing audience may not be there yet,” he said. On a positive note however, according to Kopp, G+ is growing at a faster pace than Facebook did at this time. So, what do you do if you don't have a G+ brand page yet? Check out [www.cablefax.com](http://www.cablefax.com) for some tips on getting started.

**At the Portals: Cablevision** and **MSG** now have until Nov 25 to make the HD version of MSG and MSG Plus available to **AT&T U-Verse** and **Verizon FiOS**, but the **FCC** denied its request to review a Media Bureau decision to make the feeds available to the telcos. The Commission did move an initial deadline of Nov 14 for making the feeds available, saying it would give CVC and MSG sufficient time for compliance. The Media Bureau ruled in Sept that the 2 must enter into deals to license the HD RSNs to the telcos. Following the FCC's most recent action, Cablevision said it's considering all its options and that the decision “continues to disregard the facts.” “The evidence on record clearly demonstrates that there has

**BREAKING NEWS:**  
The top choice  
at 11pm!

Source: Nielsen NG Live +SD October, 2011  
(9/29/11 — 10/26/11) Rankings are based on ratings for  
the respective demographics and time periods: #1 late  
news program among Adults 18-34, #1 Spanish-language  
late news among Adults 18-34, 18-49, and 25-54.

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been no competitive harm to the nation's 2 largest phone companies as a result of not having 2 HD channels they already receive in SD," Cablevision said. "In markets like New York with as many as five video providers, the only thing this decision does is discourage companies from investing and innovating, which hurts both fair competition and consumers. Instead of competing on the merits of the products, Verizon and AT&T are manipulating federal law to gain an unfair advantage." --

**Public Knowledge, Media Access Project, The Sports Fan Coalition** and the **Natl Consumer League** filed a petition for rulemaking at the FCC asking the agency to end its sports blackout rule. The rule allows that when a league tells a local broadcaster not to televise a game because the stadium didn't sell out, no other TV provider may carry the game. Sunday's Tampa Bay Buccaneers game against the Houston Texans will be blacked out locally, marking the 8th blackout this season in the **NFL** and the 4th in Tampa Bay, the groups said. "The FCC's blackout rule simply helps to perpetuate the anti-consumer practice of withholding sporting events from fans who cannot afford tickets to games, even when those fans helped to subsidize sports through public funding, laws, and regulations," said **Sports Fans Coalition** exec dir *Brian Frederick*.

**Ratings:** Regarding **Viacom** pres/CEO *Philippe Dauman's* Thurs claim that a **Nielsen** error precipitated **Nickelodeon's** recent ratings fall off and therefore a hefty loss of 3Q ad rev, the ratings company confirmed it has been working closely with Viacom and MRC to uncover any potential error but that none has been detected. "To date, the review process confirms that our measurement methodology, operations and related reporting processes are working as expected," said a Nielsen spokesperson. Nielsen data show Nick's total day viewership slipped 9% in Sept and 15% in Oct.

**Unhappy Valley:** Disturbed by the sex abuse scandal plaguing Penn St, **Cars.com** yanked its presenting sponsorship of **ESPN's** Nov 12 Penn St-Nebraska football telecast. During "SportsCenter" Thurs night, the net said Cars.com is also pulling out of the following weekend's Penn St-Ohio St game. ESPN declined to say whether other advertisers are following suit.

**House of Mouse:** **Disney** shares vaulted 5.95% Fri after the company delivered record rev, net income and EPS for FY11. Cable nets helped drive the success, with **ESPN** posting record viewership for a 4th consecutive year plus ad rev of 4% in the quarter and 18% for the FY. CFO *James Rasulo* doesn't believe the net's momentum will be impacted by any protracted **NBA** labor discussions—even if the entire season is cancelled. "We expect any reduction in our NBA-related revenue would be more than offset by a reduction in rights costs," he said. "Since many NBA advertisers want to reach male demos, we'll expect a good portion of NBA ad dollars will be re-expressed to other ESPN properties, including college basketball."

**Trivia Time:** Join the fun on **Twitter** and **Facebook** with our daily trivia questions leading up to the **CableFAX 100** and **Most Powerful Women in Cable** events in NYC Dec 8-9. Friday's question: What well-traveled Most Powerful Woman counts Sydney and Shanghai among her favorite destinations? Tweet us your guesses, or post at [www.cablefax.com/facebook](http://www.cablefax.com/facebook).

# CLUE

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**CableFAX Week in Review**

| Company                      | Ticker | 11/11 Close | 1-Week % Chg | YTD %Chg |
|------------------------------|--------|-------------|--------------|----------|
| <b>BROADCASTERS/DBS/MMDS</b> |        |             |              |          |
| DIRECTV:                     | DTV    | 45.84       | (1.76%)      | 14.80%   |
| DISH:                        | DISH   | 25.78       | 9.80%        | 31.13%   |
| DISNEY:                      | DIS    | 36.70       | 5.58%        | (2.16%)  |
| GE:                          | GE     | 16.30       | 0.55%        | (8.99%)  |
| NEWS CORP:                   | NWS    | 17.60       | 0.98%        | 7.19%    |

| Company            | Ticker | 11/11 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|-------------|--------------|----------|
| <b>MSOS</b>        |        |             |              |          |
| CABLEVISION:       | CVC    | 15.43       | 3.77%        | (54.4%)  |
| CHARTER:           | CHTR   | 53.61       | 1.71%        | 37.67%   |
| COMCAST:           | CMCSA  | 22.52       | (1.01%)      | 2.50%    |
| COMCAST SPCL:      | CMCSK  | 22.30       | (0.58%)      | 7.16%    |
| GCI:               | GNCMA  | 9.74        | 5.07%        | (23.06%) |
| KNOLOGY:           | KNOL   | 14.43       | 0.00%        | (7.68%)  |
| LIBERTY CAPITAL:   | LCAPA  | 79.67       | 5.66%        | 27.35%   |
| LIBERTY GLOBAL:    | LBTYA  | 42.30       | 2.12%        | 19.56%   |
| LIBERTY INT:       | LINTA  | 15.84       | (3.88%)      | 0.44%    |
| SHAW COMM:         | SJR    | 20.49       | 1.84%        | (4.16%)  |
| TIME WARNER CABLE: | TWC    | 61.03       | (0.42%)      | (7.57%)  |
| VIRGIN MEDIA:      | VMED   | 24.44       | 0.78%        | (10.28%) |
| WASH POST:         | WPO    | 342.82      | 4.01%        | (22%)    |

| Company            | Ticker | 11/11 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|-------------|--------------|----------|
| <b>PROGRAMMING</b> |        |             |              |          |
| AMC NETWORKS:      | AMCX   | 36.80       | 10.68%       | (7.65%)  |
| CBS:               | CBS    | 26.25       | 4.25%        | 37.80%   |
| CROWN:             | CRWN   | 1.62        | 1.25%        | (38.17%) |
| DISCOVERY:         | DISCA  | 43.39       | (1.43%)      | 4.05%    |
| GRUPO TELEVISIA:   | TV     | 21.18       | 0.43%        | (18.32%) |
| HSN:               | HSNI   | 36.40       | (0.84%)      | 18.76%   |
| INTERACTIVE CORP:  | IACI   | 41.41       | (5.11%)      | 44.29%   |
| LIBERTY STARZ:     | LSTZA  | 68.60       | 0.31%        | 3.19%    |
| LIONSGATE:         | LGF    | 8.57        | (0.7%)       | 31.64%   |
| LODGENET:          | LNET   | 2.37        | 6.76%        | (44.24%) |
| NEW FRONTIER:      | NOOF   | 1.07        | (3.6%)       | (43.39%) |
| OUTDOOR:           | OUTD   | 7.40        | 0.82%        | 3.21%    |
| SCRIPPS INT:       | SNI    | 41.05       | (5.93%)      | (20.68%) |
| TIME WARNER:       | TWX    | 35.21       | 2.24%        | 9.45%    |
| VALUEVISION:       | VVTV   | 1.97        | (3.9%)       | (67.76%) |
| VIACOM:            | VIA    | 53.52       | 5.56%        | 16.70%   |
| WWE:               | WWE    | 10.22       | (3.4%)       | (28.23%) |

| Company           | Ticker | 11/11 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|-------------|--------------|----------|
| <b>TECHNOLOGY</b> |        |             |              |          |
| ADVANTAGE:        | AEY    | 2.13        | 0.00%        | (32.17%) |
| ALCATEL LUCENT:   | ALU    | 1.99        | (13.48%)     | (32.77%) |
| AMDOCS:           | DOX    | 29.85       | (1.22%)      | 8.66%    |
| AMPHENOL:         | APH    | 46.85       | (2.09%)      | (11.24%) |
| AOL:              | AOL    | 15.48       | (0.51%)      | (34.71%) |
| APPLE:            | AAPL   | 384.62      | (3.9%)       | 19.24%   |
| ARRIS GROUP:      | ARRS   | 11.09       | 4.03%        | (1.16%)  |
| AVID TECH:        | AVID   | 7.07        | 8.10%        | (59.51%) |
| BIGBAND:          | BBND   | 2.24        | 0.00%        | (20%)    |
| BLNDER TONGUE:    | BDR    | 1.26        | (5.97%)      | (40%)    |
| BROADCOM:         | BRCM   | 35.33       | (1.89%)      | (18.87%) |
| CISCO:            | CSCO   | 19.02       | 5.49%        | (5.98%)  |
| CLEARWIRE:        | CLWR   | 1.93        | 2.12%        | (62.52%) |
| CONCURRENT:       | CCUR   | 3.66        | (6.15%)      | (27.67%) |
| CONVERGYS:        | CVG    | 12.18       | 2.70%        | (7.52%)  |
| CSG SYSTEMS:      | CSGS   | 15.18       | 1.40%        | (19.85%) |

| Company            | Ticker | 11/11 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|-------------|--------------|----------|
| ECHOSTAR:          | SATS   | 23.73       | (10.25%)     | (4.97%)  |
| GOOGLE:            | GOOG   | 608.35      | 2.05%        | 2.42%    |
| HARMONIC:          | HLIT   | 5.70        | 1.24%        | (33.49%) |
| INTEL:             | INTC   | 24.85       | 4.68%        | 18.16%   |
| JDSU:              | JDSU   | 11.75       | (7.04%)      | (18.85%) |
| LEVEL 3:           | LVLT   | 21.37       | (4.34%)      | 2080.61% |
| MICROSOFT:         | MSFT   | 26.91       | (0.26%)      | (3.58%)  |
| MOTOROLA MOBILITY: | MMI    | 39.05       | 0.21%        | 34.19%   |
| RENTRAK:           | RENT   | 13.45       | 1.20%        | (55.4%)  |
| SEACHANGE:         | SEAC   | 8.70        | 2.84%        | 1.75%    |
| SONY:              | SNE    | 17.54       | (2.12%)      | (50.88%) |
| SPRINT NEXTEL:     | S      | 2.91        | 1.39%        | (31.21%) |
| THOMAS & BETTS:    | TNB    | 51.70       | (0.1%)       | 7.04%    |
| TIVO:              | TIVO   | 10.66       | (3.09%)      | 23.52%   |
| UNIVERSAL ELEC:    | UEIC   | 17.25       | 1.59%        | (39.2%)  |
| VONAGE:            | VG     | 2.80        | (17.89%)     | 25.00%   |
| YAHOO:             | YHOO   | 16.27       | 6.76%        | (2.16%)  |

| Company       | Ticker | 11/11 Close | 1-Week % Chg | YTD %Chg |
|---------------|--------|-------------|--------------|----------|
| <b>TELCOS</b> |        |             |              |          |
| AT&T:         | T      | 29.42       | 0.89%        | 0.14%    |
| VERIZON:      | VZ     | 37.52       | 0.94%        | 4.86%    |

| Index                 | Value | 1-Week % Chg | YTD %Chg |       |
|-----------------------|-------|--------------|----------|-------|
| <b>MARKET INDICES</b> |       |              |          |       |
| DOW:                  | DJI   | 12153.68     | 1.42%    | 4.98% |
| NASDAQ:               | IXIC  | 2678.75      | (0.28%)  | 0.98% |
| S&P 500:              | GSPC  | 1263.85      | 0.85%    | 0.49% |

**WINNERS & LOSERS**

| <b>THIS WEEK'S STOCK PRICE WINNERS</b> |       |         |
|--|-------|---------|
| COMPANY                                | CLOSE | 1-WK CH |
| 1. AMC NETWORKS:                       | 36.80 | 10.68%  |
| 2. DISH:                               | 25.78 | 9.80%   |
| 3. AVID TECH:                          | 7.07  | 8.10%   |
| 4. LODGENET:                           | 2.37  | 6.76%   |
| 5. YAHOO:                              | 16.27 | 6.76%   |

| <b>THIS WEEK'S STOCK PRICE LOSERS</b> |       |          |
|---------------------------------------|-------|----------|
| COMPANY                               | CLOSE | 1-WK CH  |
| 1. VONAGE:                            | 2.80  | (17.89%) |
| 2. ALCATEL LUCENT:                    | 1.99  | (13.48%) |
| 3. ECHOSTAR:                          | 23.73 | (10.25%) |
| 4. JDSU:                              | 11.75 | (7.04%)  |
| 5. CONCURRENT:                        | 3.66  | (6.15%)  |

**CableFAX's Customer Experience Management Guidebook**  
Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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