

CableFAX Daily™

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What the Industry Reads First

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CableLabs Chat: McKinney Talks DSL, Google and OTT

Give the slow speed and declining sub numbers, it might be easy to write DSL off as a competitor. Don't. **CableLabs** pres/CEO *Phil McKinney* told the **Virginia Cable & Telecommunications Assn's** conference Tues that "they will remain a very formidable competitor for the foreseeable future," with millions being pumped into DSL research and development to make the technology a challenger. "There's a whole variety of neat technology they're getting ready to roll out," he said. Some of that will be through bonding channels—binding together multiple copper pairs. It was once thought that would be difficult because historically there haven't been many pairs. "But you all have done such a great job stealing local phone service from these guys, they now have lots of pairs available," McKinney said. What does the head of cable's R&D consortium think of **Google Fiber**, the tech giant's 1Gbps Internet service in Kansas City? "They did it for 1 purpose: to prove it can be done," he said, explaining that he believes they will point to it and try to get the rest of the industry to invest billions to do the same because they have a roadmap of 1Gbps services to the home they want to offer. Cable's on its way with DOCSIS 3.1, which should offer 10Gbps speeds. McKinney anticipates having the 1st hardware available in '13. That means a 2.5 year development time—a radical shift in development time for the industry. Discussions for DOCSIS started in '94 with delivery of the tech in '99. Each generation of DOCSIS takes 4-4.5 years before it's deployed commercially in the field. "That innovation rate doesn't work. We've got to speed this up," he said. Since coming on board as CEO in June, the former CTO of **Hewlett-Packard's** Personal Systems Group, has made some changes—including cultivating an innovation pipeline that has a 4-6 year planning horizon. CableLabs had traditionally only looked out 2-3 years. "Given the threats we have from the standpoint of things like over-the-top, [we pushed] out the planning horizon," he said, noting that he initially got a lot of push back. "At HP, it was 20 years out. In some cases with HP Labs, it was 25-30 years out. A lot of people say, 'Can you look that far out?' You are not going to be exact, but the key is to identify a range of possibilities... To try and avoid blind spot."

WICT VA: When *Jill Campbell* was promoted to evp, COO at **Cox**, there was a part of her that was unsure if she wanted the position. But Cox VA gm *Gary McCollum* said, "You have to understand, you're a role model... You owe it to people to want that job," Campbell said Tues at a **WICT VA** chapter breakfast in Virginia Beach. She was be-

WICT and the Stanford Graduate School of Business

have partnered to launch the WICT Senior Executive Summit, debuting March 10 -14, 2013. This exclusive educational opportunity will combine the excellence of Stanford's top-rated business school with the power of WICT's leadership development programs.

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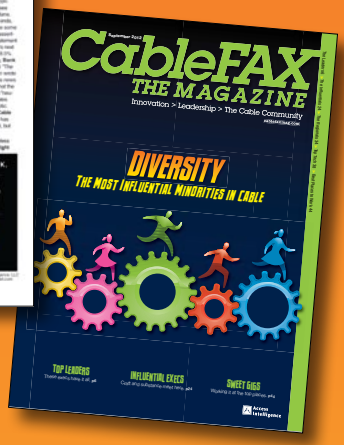
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— *Italia Comisso, Executive Vice President, Programming and Human Resources, Mediacom Communications Corporation*

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ing interviewed on stage appropriately enough, by McCollum. “A lot of that is being a woman on the operations side of the business,” she said. “I think it’s important to not lose sight of that. I say it’s no big deal, but it is. Look up the ranks... there [aren’t many women leaders] on the operator side.” In fact, when Campbell was named COO in March, she said she received emails from CSRs at **Comcast**, **Time Warner Cable** and **Charter** congratulating her and expressing their excitement. The industry needs more women leaders and should mirror women in the workforce, she said, adding she felt a little better after seeing Cox’s recent breakdown, particularly for women and African-Americans. “We’re still pretty low in Latinos in leadership positions and Asians at all [all positions],” she said. Campbell’s advice for those climbing up the ranks: create your own personal board of directors, view feedback as a “gift” and get that advanced degree. “I think it’s more important than ever. We have the most educated workforce in history,” she said, after describing how she worked full-time for Cox and was a single mom while working on her MBA. “An undergraduate degree is like a high school degree now,” she said. “Generally speaking, advanced degrees help.”

Spectrum Dealings: *Preston Padden*, ex-**Disney** Washington exec and long-time entertainment industry lobbyist, will head the newly formed **Expanding Opportunities for Broadcasters Coalition**, which represents broadcasters considering participation in the coming **FCC** spectrum incentive auction. The group will focus on supporting the FCC’s auction plan to repurpose broadcast TV spectrum for mobile broadband. The agency announced a proposed framework in Sept. FCC chmn *Julius Genachowski* said he welcomes the coalition as the agency “engages all stakeholders in a manner that is open, transparent and data-driven.” Currently, Padden is an adjunct professor at **University of Colorado Law School**.

Deals: Under a 2-year deal, **CBS Sports Network** will partner with the **Arena Football League** to feature 19 regular-season games throughout the ’13 season, as well as 2 playoffs. As part of the deal, the net will televise the league’s Sat night game of the week in prime. Broadcast net **CBS** will air **ArenaBowl XXVI**. The national package kicks off March 23.

TVE: **Clearleap**’s deal with **Scripps Networks** allows distribution of archived and current TV programs to TVE and VOD platforms, with C3 compliance. It works like this: Clearleap’s service captures live telecasts directly from Scripps’ Knoxville, TN, broadcast center. It then promptly processes network programs for viewing in multiple formats, preserving the original viewing experience and the commercial pods. Clearleap watermarks these ad spots to capture ratings data generated during the 75-hour window after shows are first telecast, wherever the shows are viewed.

Carriage: **RCN**, which was bought by private equity firm **Abry Partners** in ’10, will carry **Music Choice**’s **SWRV**, a 24/7 interactive music video network. The linear channel, which’s already on **Cox**, **Verizon FiOS** and **AT&T U-Verse**, is now available to RCN digital cable TV subs across all markets.

Partnership: **Time Warner Cable** and the **MSG Company** are joining forces on a long-term marketing deal to align TWC’s “Enjoy Better” brand campaign with concerts and sporting events at the MSG arena. As part of the deal, TWC is now the naming partner for the concert series at the MSG arena, as well as an official partner of the **NY Knicks** and the **NY Rangers**. The partnership offers TWC “a strong brand presence across MSG’s sports, entertainment and media platforms,” MSG said in a release Tues. That includes the arena’s 7th Ave and 8th Ave outdoor marquees, digital signage within the building for events, features on GardenVision, the scoreboard, as well as integration across MSG’s online platforms. TWC’s new MSG platform will also let subs and Garden guests get seat upgrades or merchandise, courtesy of TWC. Additionally, TWC will present one Knicks game and one Rangers game per season, and distribute premium items to fans. TWC will also run sweepstakes as part of the TWC Concert Series at MSG.

International: Bonjour! **Discovery Communications** and French media company **TF1 Group** entered into exclusive negotiations to form a strategic alliance to “create value for both companies across their numerous complementary business activities,” Discovery said Tues. Specifically, the companies seek to grow Eurosport, improve both companies’ pay-TV offerings and develop a “mutually beneficial content production relationship.”

M&A: **Akamai Technologies** agreed to acquire content delivery network software provider **Verivue**, which has investors like **Comcast**. The deal is expected to complement Akamai’s Aura Network Solutions and accelerate its time to market.

Programming: **Spike TV** greenlit new 1-hour series “Tattoo Rescue” featuring tattoo expert *Joey Germinario* and

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his team as they travel the country transforming failing tattoo studios into profitable ventures. The 10-ep series is scheduled to debut next summer. -- The shore isn't going anywhere. **MTV** is expanding its "Jersey Shore" franchise with hybrid talk show/reality series "The Show with Vinny" hosted by cast member *Vinny Guadagnino*. The net hasn't set a premiere date for the spinoff, which mixes the reality of Guadagnino's home life with celebrity interviews.

Research: Major multichannel video providers lost over 50K subs in Q3 vs a net gain of 17K a year ago, according to a **Leichtman Research** report. "With a fairly saturated market, the multi-channel video industry was essentially flat in the third quarter of 2012," said *Bruce Leichtman*, pres. The top providers account for some 94.6mln subs—with the top 9 companies accounting for more than 51.6mln subs, satellite TV companies 34mln subs and telco providers having more than 8.9mln subs. The top 9 cable companies lost some 420K subs in the quarter vs a loss of about 505K subs a year ago. The telcos added 317k video subs vs 307K net additions in '11. Satellite companies added 48K subs vs a gain of 216,00 in '11.

People: The Weather Company hired *Eva Papoutsakis Smith* as vp, sales strategy.

CableFAX Daily Stockwatch

Company	11/13 Close	1-Day Ch	Company	11/13 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	48.54	0.37	BROADCOM:	30.44	(0.47)
DISH:	35.17	(0.57)	CISCO:	16.85	(0.01)
DISNEY:	47.96	0.51	CLEARWIRE:	2.22	0.01
GE:	20.68	(0.21)	CONCURRENT:	4.47	(0.37)
NEWS CORP:	24.54	(0.13)	CONVERGYS:	16.00	(0.04)
MSOS					
CABLEVISION:	14.24	(0.22)	CSG SYSTEMS:	18.49	(0.04)
CHARTER:	68.94	(0.06)	ECHOSTAR:	31.89	(0.16)
COMCAST:	36.11	(0.05)	GOOGLE:	659.05	(6.85)
COMCAST SPCL:	35.03	(0.08)	HARMONIC:	4.08	(0.09)
GCI:	7.82	(0.2)	INTEL:	20.28	(0.48)
LIBERTY GLOBAL:	56.96	(0.66)	JDSU:	10.95	(0.21)
LIBERTY INT:	19.64	(0.09)	LEVEL 3:	19.02	(0.21)
MEDIACOM:	8.84	UNCH	MICROSOFT:	27.09	(0.9)
SHAW COMM:	21.51	(0.01)	RENTRAK:	16.67	(0.16)
TIME WARNER CABLE:	91.13	(0.41)	SEACHANGE:	8.84	(0.2)
VIRGIN MEDIA:	32.16	(0.09)	SONY:	10.77	0.12
WASH POST:	338.00	0.08	SPRINT NEXTEL:	5.58	(0.03)
PROGRAMMING					
AMC NETWORKS:	50.72	(0.28)	TIVO:	10.16	0.06
CBS:	34.37	(0.16)	TOLLGRADE:	10.08	UNCH
CROWN:	1.68	(0.04)	UNIVERSAL ELEC:	15.30	(0.44)
DISCOVERY:	56.77	0.70	VONAGE:	2.26	(0.01)
GRUPO TELEVISIA:	22.49	(0.02)	YAHOO:	17.85	0.34
HSN:	51.57	(0.18)	TELCOS		
INTERACTIVE CORP:	43.66	(0.17)	AT&T:	33.95	0.08
LIBERTY STARZ:	66.84	UNCH	QWEST:	6.83	UNCH
LIONSGATE:	15.91	(0.58)	VERIZON:	42.54	(0.02)
LODGENET:	0.14	(0.04)	MARKET INDICES		
NEW FRONTIER:	2.01	UNCH	DOW:	12756.18	(58.9)
OUTDOOR:	7.17	(0.1)	NASDAQ:	2883.89	(20.37)
PLAYBOY:	6.22	UNCH	S&P 500:	1374.53	(5.5)
SCRIPPS INT:	59.96	UNCH			
TIME WARNER:	44.61	(0.04)			
VALUEVISION:	1.96	(0.35)			
VIACOM:	49.47	(0.3)			
WWE:	7.85	(0.05)			
TECHNOLOGY					
ADVANTAGE:	1.97	(0.03)			
ALCATEL LUCENT:	1.11	(0.02)			
AMDOCS:	32.64	(0.2)			
AMPHENOL:	60.63	(0.76)			
AOL:	38.25	0.12			
APPLE:	542.90	0.07			
ARRIS GROUP:	13.86	(0.09)			
AVID TECH:	6.18	0.05			
BLNDER TONGUE:	0.97	-0.00			



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