

CableFAX Daily™

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What the Industry Reads First

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Cable Tech Week: Suddenlink's Cordova Talks SCTE, TV Everywhere

As SCTE Cable-Tec Expo vice chair and newly-elected **SCTE** vice chmn, **Suddenlink** svp/CTO Terry Cordova is at the vanguard of the industry's technical innovation. Ahead of this week's Expo, Cordova spoke with **CableFAX** and sister pub **Communications Technology** about the show as well as Suddenlink's present and future. To read the complete interview, check out CT's Nov issue. **As chair, what have you done to get ready for the show?** We've got a hard-working Program Committee doing a lot of heavy lifting. There are a lot of changes that have happened behind the scenes—the planning that has gone into the Green Pavilion and the Next Generation Video Pavilion, along with a great increase in the number of individual presentations and this year's Capacity Management Symposium, have significantly improved the show. The opening general session that we have put together will likely be one of the best ever with representation from many key industry leaders. **Expo is focusing heavily on green initiatives. What has been put in place at Suddenlink to decrease the carbon footprint?** Our employees, through a program known as "Greenlink," have taken on a number of initiatives to reduce energy consumption, use more recyclable products for break rooms and meetings, reduce water usage and more. Our Jonesboro and Russellville, Ark., teams have initiated what they call "eCycling" programs to help local citizens properly recycle old electronics equipment. In just a couple of years, our folks have collected between 80 and 90 tons of equipment in just those two communities. We also are an Energy Star partner. **If you could implement one new technology tomorrow, what would it be?** A multi-room DVR solution widely across the enterprise with a very compelling user interface using existing MoCA and/or Ethernet capability that would do unified searches and provide content folders and other options. We are making some progress with our TiVo solution but, given the ability to snap my fingers, I would enable multi-room DVR in every DVR household we have. **And where are you with TV Everywhere?** We introduced Suddenlink2GO on June 8 this year as an online video service, featuring tens of thousands of full-length TV episodes and shorter video clips—plus more than 1,300 movies—all accessible through a Suddenlink portal anywhere in the US. Suddenlink2GO incorporates the company's previously announced launch of HBO GO and MAX GO services... In addition, a wide range of networks, programs, and clips are available from Hulu, all integrated into a single, user-friendly interface. Suddenlink is actively working with current and other suppliers to increase the quantity and diversity of content

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Contact Ellen Schned, SVP Distribution
310.430.7535 or eschned@ovationtv.com








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available with Suddenlink2GO. **What sort of results are you seeing from Suddenlink's "Careerlink" initiative?** It has been a great success. Careerlink outlines a path for our technical people to advance and self-promote in the business. This program was instrumental in Suddenlink becoming, last July, the first major cable operator to have all of its broadband technicians and installers (who have been with the company for at least 90 days) achieve one or more professional certifications from SCTE. We've seen reductions in the number of service calls and repeat calls. Suddenlink has the most improved results where we're measured by J.D. Power & Associates between 2007 and 2010.

At the Portals: A group including **Time Warner Cable, ACA, DISH** and **Free Press** on Mon asked **FCC** chmn *Julius Genachowski* to monitor broadcasters that it says are trying to circumvent the FCC's local TV ownership rules through various means including contractual arrangements. "These practices are adversely affecting competition, journalistic independence and jobs, and are raising consumer costs in local communities all across the country," states the letter, which notes previously-voiced concerns that some separately owned stations in the same market are jointly negotiating local ad sales and retrans deals. **NAB** disputes the claims. "Evidence shows that when a strong local TV station shares resources with another broadcaster, the result is the creation of more local news, weather and sports," said evp, comm *Dennis Wharton*.

Lengthy Timeout: Now it's serious. **NBA** players rejected the league's latest collective bargaining offer Mon and moved toward decertification and antitrust claims against the league—meaning a cancellation of the entire season has become a distinct possibility. Now seeming prescient, **Time Warner** CFO *John Martin* noted earlier this month that the company's ad outlook assumes no pro hoops games will be played this season. Both **Martin** and **Disney** CFO *James Rasulo* have maintained that any losses of NBA-related rev by **TNT** and **ESPN** will be sufficiently offset by a reduction in rights fees. The sports net may be better off in the ad department, however, because it features numerous other sports that squarely hits the younger male demo.

Carriage: Cablevision added **Latin American Sports** to its iO en Espanol programming package. -- **Time Warner Cable** expanded its distribution of Rai Italia to include its entire Carolinas and Northeast footprints. -- **Bounce TV** launched in New Orleans on **Fox** affil **WVUE**.

Advertising: Avail-TVN launched its Advance Advertising Insertion and Marking service that improves dynamic ad insertion by capturing the live network feed, QC for the **Nielsen** watermark, encoding the program and applying the insertion mark into the metadata for future ad insertion once the C3 window expires.

SCTE Cable-Tec Expo: Harmonic intro'd a new **Outdoor Hub** platform enabling cable ops to extend existing HFC networks without having to build facilities for new hub functions. -- **CableLabs** integrated **S3 Group's** StormTest Development Center to interface with its ETV Reporting Activity System to allow for quick and reliable testing of **EBIF** apps. -- The **Ethernet Alliance** is hosting a multi-vendor demo on the expo floor to highlight the capabilities, interoperability and benefits of Ethernet tech such as RDMA over Converged Ethernet and 40 Gigabit Ethernet.

Ratings: Fox's Sat coverage of the **UFC** heavyweight title fight scored 5.7mln viewers to become the most-watched UFC event in history and most-watched pro fight on any net since '03 (*Lewis-Klitschko* on **HBO**). -- **NFL Net's** season-opening **Thursday Night Football** game earned 5.3mln cable viewers to become the franchise's most-watched opener ever.

Programming: NBC News hired *Chelsea Clinton* as a correspondent on the "Making a Difference" series for "NBC Nightly News" with *Brian Williams*. -- **NBA TV's** original series "Open Court" tips off Nov 22. The 6-parter features NBA and roundball stories, opinions and commentary from a group of league announcers such as *Charles Barkley*. -- **Science Channel's** special "Trek Nation" (Nov 30) features *Rod Roddenberry's* journey to discover the lasting impact of the work of his father, Trek creator *Gene Roddenberry*.

On the Circuit: SCTE elected **Time Warner Cable** evp/CTO *Mike LaJoie* chmn, **Suddenlink** svp/CTO *Terry Cordova* vice chmn, **NCTC** vp, tech *Alan Tschimer* secretary and **Comcast**, vp, engineering and ops *Steve Taber* treasurer. Separately, the org created the Broadband Premises Installation and Service Guidebook as the initial component of its comprehensive training program. Available now for ordering, the manual provides the fundamental knowledge needed by installers and techs to master SCTE's Broadband Premises Installer and Broadband Premises Technician certification exams.

Honors: Hat tip to **Cable in the Classroom** exec dir *Frank Gallagher*, who was awarded the **Family Online Safety Insti-**

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tute Award for Outstanding Achievement Wed in DC. He was honored for advancing the goal of a safer Internet. -- The **Metro Ethernet Forum** named **Cablevision's Optimum Lightpath** as the '11 North American Service Provider of the Year, marking the 6th consecutive year the MEF has recognized Optimum's leadership.

Public Affairs: Cable ops including **Comcast, Cox** and **Time Warner Cable** are providing through Mon a free preview of **TV Japan**, a Japanese-language net that's part of a campaign seeking donations to support the **Japan Earthquake Relief Fund**. -- **Spike TV** has launched "Hire a Veteran," an initiative aimed at helping men and women in armed forces find work when they return home. The net will create a Website to help vets find jobs and companies looking to hire them and also will run a series of PSAs.

People: **Showtime** appointed *Stephen Espinoza evp/GM*, **Showtime Sports** and event programming. Espinoza replaces *Ken Hershman*, who's moving to **HBO Sports** come Jan. -- Former **MGM Worldwide Nets** pres *Bruce Tuchman* assumed the role of pres, **AMC/Sundance Channel Global**, and will lead the company's international expansion. -- *Howard Swartz* joined **Discovery Channel** as vp, development and production. -- **ActiveVideo Networks** welcomed *Brian Sereda* as CFO. -- **ESPN** tapped *Mark Nolan* as vp, X Games sales.

CableFAX Daily Stockwatch

Company	11/14 Close	1-Day Ch	Company	11/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
DIRECTV:	45.63	(0.21)	BLNDER TONGUE:	1.14	(0.12)
DISH:	25.56	(0.22)	BROADCOM:	34.52	(0.81)
DISNEY:	36.12	(0.58)	CISCO:	18.94	(0.08)
GE:	16.10	(0.2)	CLEARWIRE:	1.84	(0.09)
NEWS CORP:	17.40	(0.2)	CONCURRENT:	3.90	0.24
MSOS					
CABLEVISION:	15.11	(0.32)	CONVERGYS:	12.15	(0.03)
CHARTER:	52.45	(1.16)	CSG SYSTEMS:	14.89	(0.29)
COMCAST:	22.21	(0.31)	ECHOSTAR:	23.54	(0.19)
COMCAST SPCL:	21.97	(0.33)	GOOGLE:	613.00	4.65
GCI:	9.39	(0.35)	HARMONIC:	5.64	(0.06)
KNOLLOGY:	13.94	(0.49)	INTEL:	24.63	(0.22)
LIBERTY CAPITAL:	79.48	(0.19)	JDSU:	11.84	0.09
LIBERTY GLOBAL:	41.44	(0.86)	LEVEL 3:	21.07	(0.3)
LIBERTY INT:	15.84	UNCH	MICROSOFT:	26.76	(0.15)
SHAW COMM:	20.64	0.15	MOTOROLA MOBILITY:	39.01	(0.04)
TIME WARNER CABLE:	60.62	(0.41)	RENTRAK:	12.96	(0.49)
VIRGIN MEDIA:	24.20	(0.24)	SEACHANGE:	8.55	(0.15)
WASH POST:	340.67	(2.15)	SONY:	17.51	(0.03)
PROGRAMMING					
AMC NETWORKS:	36.35	(0.45)	SPRINT NEXTEL:	2.86	(0.05)
CBS:	26.08	(0.17)	THOMAS & BETTS:	51.75	0.05
CROWN:	1.56	(0.06)	TIVO:	10.44	(0.22)
DISCOVERY:	42.89	(0.5)	UNIVERSAL ELEC:	16.29	(0.96)
GRUPO TELEVISA:	21.05	(0.13)	VONAGE:	2.72	(0.08)
HSN:	36.68	0.28	YAHOO:	16.00	(0.27)
INTERACTIVE CORP:	41.26	(0.15)	TELCOS		
LIBERTY STARZ:	68.28	(0.32)	AT&T:	29.19	(0.23)
LIONSGATE:	8.51	(0.06)	VERIZON:	37.00	(0.52)
LODGENET:	2.16	(0.21)	MARKET INDICES		
NEW FRONTIER:	1.08	0.01	DOW:	12078.98	(74.7)
OUTDOOR:	7.07	(0.33)	NASDAQ:	2657.22	(21.53)
SCRIPPS INT:	40.29	(0.76)	S&P 500:	1263.85	UNCH
TIME WARNER:	34.62	(0.59)			
VALUEVISION:	1.96	(0.01)			
VIACOM:	53.52	UNCH			
WWE:	9.99	(0.23)			
TECHNOLOGY					
ADVANTAGE:	2.07	(0.06)			
ALCATEL LUCENT:	1.97	(0.02)			
AMDOCS:	29.57	(0.28)			
AMPHENOL:	46.63	(0.22)			
AOL:	15.01	(0.47)			
APPLE:	379.26	(5.36)			
ARRIS GROUP:	10.89	(0.2)			
AVID TECH:	6.96	(0.11)			
BIGBAND:	2.23	(0.01)			

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