

# CableFAX Daily™

Friday — November 15, 2013

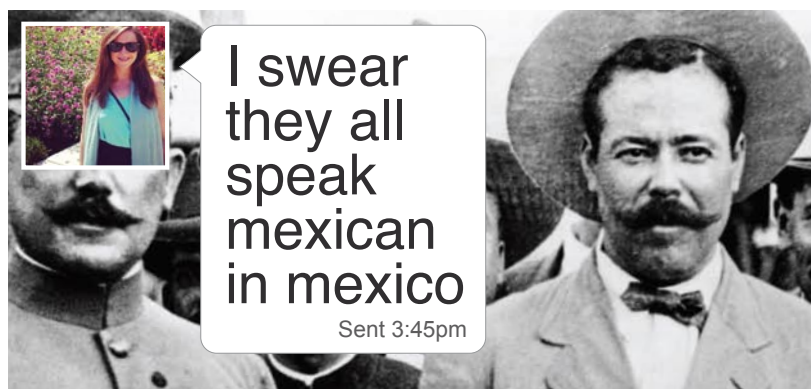
What the Industry Reads First

Volume 24 / No. 223

## What Bubble? Execs Say Sports Rights Increases on Par With Demand


Is there a sports rights bubble that's destined to burst? Survey says... nope. At least if you're asking a bunch of sports execs. "I don't think there's a bubble. We'll maybe see a leveling off... or controlled growth," said **SNY** pres *Steve Raab* at the **Covington & Burling Sports Media & Technology** conference Thurs. **Big Ten Net** pres *Mark Silverman* agreed, adding that ratings are up, fans are "clamoring" for the content and, when it comes to premiere properties, they're simply worth more. **Sports Media Advisors** founder/CEO *Doug Perlman* piped in that it's a mistake to consider the escalation of prices "irrational exuberance." The elevation follows "very basic market dynamics," and it's happening all over the world, he said. Even the numbers guy on the panel agreed. The reality is that the increase in prices is small compared to the added access subs are getting, said *David Bank*, **RBC Capital Markets'** managing dir, global media and Internet research. "The consumer is getting a lot more utility out of this," without paying much more, Bank said. None of this means that sports rights aren't imposing real challenges to the ecosystem, though. Echoing comments from **DirectTV** chief *Mike White* at the conference the day prior, *Reagan Feeney*, the satcaster's vp of content, said her company's preoccupation is with "delivering content to the sports fans," but also to the non-fan. Everyone is looking at the value proposition, which leads to making "tough decisions" about not carrying certain networks. So, what would create a sports rights bubble? A "structural transformation of the ecosystem" would have to occur, in the form of a player like **Aereo** or a-la-carte pricing, said Bank, warning that "if TV Everywhere does not get traction soon, that's where you could lose to OTT." Asked at what point a network like Big Ten would work with an OTT partner, Silverman said it comes down to dollars: "We have a rate. If they want to be in home they have to pay our rate." Raab added that reach is huge as well. "It's really a business decision... When it comes to distribution, size matters." Both were adamant about protecting the cable business model, with Silverman pointing to the growing revenue from his authenticated product. The panel agreed that an OTT player purchasing a set of sports rights is unlikely to happen until the next cycle of deals—possibly longer. "For the short-term, those are not viable outlets," Perlman surmised. "Economics are such that the new entrants wouldn't be able to secure those rights today."

**At the Portals:** Newly installed **FCC** chmn *Tom Wheeler* presided over his 1st open meeting Thurs, with the full slate of 5 commissioners voting unanimously to approve an order clarifying that the agency will consider instances of US broadcasters exceeding a 25% intl ownership cap on a case-by-case basis. The meeting also saw a preview of the Android-based mobile broadband speed test app, which will be launched to consumers this week. An iPhone version is in the works. The app will use no more than 100MB of data each month for automated testing, and will perform tests in the background when the smartphone isn't being used by the owner. The app's open source software allows 3rd parties to verify the integrity and how the anonymous info is being collected. The FCC already has a fixed broadband speed test. During a press conference after the meeting, Wheeler passed on several questions, saying he's only been



I swear they all speak mexican in mexico  
Sent 3:45pm

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on the job 10 days. One of those queries was about whether the FCC has the power to intervene in retrans disputes. He said he'd have to do his own analysis. The chmn also was mum on Sen Commerce chmn *Jay Rockefeller's* (D-WV) just introduced online video bill, saying he had not seen it. "In general, the more we can get into a discussion about video polices and about video evolution, the better," he said. Despite **Sprint** and **T-Mobile's** plans not to participate, the FCC will go ahead with its 10 MHz H Block auction Jan 22, he said. His message to everyone, "Y'all come."

**On the Hill:** A bipartisan "Do Not Track Kids" Act was introduced Thurs, which would extend COPPA protections to teens 13-15 by prohibiting Internet companies from collecting personal and location info from them without their parents' consent. It also would create an "Eraser Button" so parents and children could eliminate publicly available personal info when technologically feasible.

**Earnings:** **Viacom** shares closed down almost 2.5%, despite posting strong revenue growth (+9% YOY to \$3.65bln) in fiscal 4Q. Adjusted operating income was up 16% to \$1.21bln. Net income rose to \$804mln from \$650mln a year ago. "Viacom is monetizing its ratings improvements better than expected, and Paramount had a strong Q, which are 2 key items in supporting industry-leading capital returns," **ISI Media** told clients.

**Online:** **Time Warner Cable** is making **Slacker's** digital music service available to its residential customers through its new web portal, TWC Central. Subs get access to millions of songs and hundreds of curated Internet radio stations.

**Marketing:** Charter is going with "Charter Spectrum" as the new name for its digital and broadband service, rolling out the brand in 1Q. It's following the same path as **Comcast** with its Xfinity brand and **Cablevision** with Optimum. -- **HSN** and **Univision** have come together to launch "Boutique Univision, una tienda de HSN," calling it the 1st fully integrated experience for US Hispanic customers. The multi-year partnership will include HSN products across all categories, launching with curated collections in beauty, home, electronics and other categories. It will feature marketing across HSN and Univision's platforms, with Univision also integrating products into morning show "Despierta America." The program will show HSN product on a weekly basis, starting in Dec.

**Technology:** **Rovi** scored a high profile contract as the data supplier for OneGuide, the electronic program guide on **Microsoft's** Xbox One (to be launched Nov 22). The launch is part of a larger initiative that includes the use of Rovi Video, the database for global TV, movie and celebrity metadata, on Xbox One in multiple countries, Rovi said. Microsoft is expected to use TV listings, reviews, program imagery, celebrity profiles, descriptors and other TV show and movie information from Rovi to populate OneGuide and other TV browsing and searching features available on Xbox One.

**Programming:** *John Oliver's* summer handling host duties for **Comedy Central's** "The Daily Show" has paid off in the way of a weekly topical comedy series for **HBO**. Set to launch next year, the Sun night show will present a satirical look at the week in news and current events. -- **AMC** renewed Western drama "Hell on Wheels" for an expanded 4th season, noting that its move to Saturdays for Season 3 generated a larger audience than Season 2 (avg 3.3mln for live+3). Season 4 will be for 13 eps vs the 10 eps for the show's first 3 seasons. -- Late night series "Totally Biased with *W. Kamau Bell*," which moved from **FX** to newly launched **FXX**, was canceled, a spokeswoman confirmed. The final ep will air Sun. It's the 2nd late night talk show terminated, with "Brand X with *Russell Brand*" given the boot in June.

**JFK:** "It's painful to go back to Dealey Plaza," *Dan Rather* said Thurs as he discussed an upcoming special about the

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# BUSINESS & FINANCE

JFK assassination he's done for **AXS TV**. Rather was a local **CBS** reporter in Dallas covering the presidential motorcade on that fateful day 50 years ago. Initially he was reluctant to do a special about the assassination, as it has been covered so heavily. But "it was pointed out to me that the number of people who were in Dallas that day... is dwindling." He hopes the special will provide "context" and "perspective" about the assassination and the mood of the country. "My Days in Dallas: A Remembrance with Dan Rather," premieres Mon, 8pm ET, AXS TV.

**Ratings:** About 3 months after it was launched, **Fox Sports 1** posted its most-watched week from Nov 4-10, both in prime and total day driven by record audience for college football, as well as major **UFC** and **NASCAR** events. The net averaged 630K viewers in primetime and 157K viewers total day. Specifically, Oklahoma vs Baylor scored 2.1mln viewers, surpassing every college football game on **FX** in the past 2 years. The UFC Fight last Wed for the Troops scored 641K viewers (Fox Sports 1's most-watched Wed evening card), while Sat's UFC Fight Night bagged 722K viewers, +443% compared to **Speed's** 4Q average in the time period.

**People:** **Oxygen Media** *Brie Miranda Bryant*, who joined the net in '04, was named vp, development and production, original programming.

## CableFAX Daily Stockwatch

Company	11/14 Close	1-Day Ch	Company	11/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	34.13	0.44	ECHOSTAR:	50.73	0.04
DIRECTV:	64.35	0.48	GOOGLE:	1035.23	2.76
DISH:	51.06	(0.46)	HARMONIC:	7.34	(0.06)
DISNEY:	70.02	1.05	INTEL:	24.39	(0.21)
GE:	26.99	(0.16)	JDSU:	12.19	(0.31)
<b>MSOS</b>					
CABLEVISION:	15.16	(0.15)	LEVEL 3:	30.00	0.15
CHARTER:	128.07	(0.69)	MICROSOFT:	38.02	(0.13)
COMCAST:	47.69	0.30	MOTOROLA MOBILITY:	13.15	(0.42)
COMCAST SPCL:	46.52	0.31	NIELSEN:	39.96	(0.23)
GCI:	9.76	(0.05)	RENTRAK:	39.51	(0.59)
LIBERTY GLOBAL:	80.17	0.76	SEACHANGE:	13.80	0.01
LIBERTY INT:	28.13	0.08	SONY:	18.65	0.71
SHAW COMM:	23.61	0.21	SPRINT NEXTEL:	7.11	0.05
TIME WARNER CABLE:	120.82	0.68	TIVO:	13.17	(0.24)
WASH POST:	648.00	(12.94)	UNIVERSAL ELEC:	36.85	(0.4)
<b>PROGRAMMING</b>					
AMC NETWORKS:	65.99	(0.11)	VONAGE:	3.30	(0.07)
CBS:	60.84	0.67	YAHOO:	35.69	0.58
CROWN:	3.18	UNCH	<b>TELCOS</b>		
DISCOVERY:	85.83	0.28	AT&T:	35.16	0.09
GRUPO TELEVISIA:	29.60	0.19	VERIZON:	50.27	0.28
HSN:	57.72	0.48	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	58.24	0.81	DOW:	15876.22	54.59
LIONSGATE:	34.44	0.44	NASDAQ:	3972.74	7.17
MADISON SQUARE GARDEN:	56.92	0.09	S&P 500:	1790.62	8.62
SCRIPPS INT:	76.40	(0.2)	<b>TECHNOLOGY</b>		
STARZ:	28.82	(0.01)	ADDVANTAGE:	2.77	0.00
TIME WARNER:	68.40	0.71	ALCATEL LUCENT:	4.17	0.10
VALUEVISION:	5.29	(0.04)	AMDOCS:	40.64	0.16
VIACOM:	81.11	(2.05)	AMPHENOL:	82.72	1.03
WWE:	13.20	(0.01)	AOL:	46.60	1.00
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.77	0.00	APPLE:	528.16	7.53
ALCATEL LUCENT:	4.17	0.10	ARRIS GROUP:	17.46	0.17
AMDOCS:	40.64	0.16	AVID TECH:	8.36	0.31
AMPHENOL:	82.72	1.03	BLNDER TONGUE:	0.85	(0.11)
AOL:	46.60	1.00	BROADCOM:	26.94	(0.64)
APPLE:	528.16	7.53	CISCO:	21.36	(2.63)
ARRIS GROUP:	17.46	0.17	CONCURRENT:	7.58	UNCH
AVID TECH:	8.36	0.31	CONVERGYS:	20.15	(0.04)
BLNDER TONGUE:	0.85	(0.11)	CSG SYSTEMS:	28.08	0.08
BROADCOM:	26.94	(0.64)			
CISCO:	21.36	(2.63)			
CONCURRENT:	7.58	UNCH			
CONVERGYS:	20.15	(0.04)			
CSG SYSTEMS:	28.08	0.08			



## Call for Entries

**Entry Deadline:**  
December 6, 2013  
**Final Deadline:**  
December 13, 2013

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# PROGRAMMER'S PAGE

## Looking Beyond Beauty

It's a cliché, but it's true: Beauty catches the eyes, but personality catches the heart. Perhaps that's the message **Esquire Net's** "The Women We Love" is trying to send. Premiering Tues at 8pm, the 1-hour special followed the likes of *Lake Bell*, *Beth Behrs*, *Krysten Ritter*, *Jessica Alba* and other women from entertainment, sports and pop culture. It's one of the 1st original programs for the net, and while it's based on *Esquire* magazine's monthly feature, it won't feel like merely bringing the franchise to TV from print. "Obviously men like beautiful women... but we also want to show the side of some of the very well-known women that people might not know about... We want to show people what makes them tick," producer **Gary Auerbach**, evp of dev and programming for **Wilshire Studios**, formerly known as **Comcast Ent Studios**, told us. Case in point, *Jessica Alba* might be known for her good looks, but the actress is also a savvy business woman heading eco-friendly baby product firm **The Honest Company**, which she co-founded. Modern men, the net's target demo, increasingly value women for their personality and intelligence, and "the women in the show matched the promise of the network," Auerbach said. And these modern men "are always interested in hearing honest insight from beautiful women... They want to know what these women look for in men" he said. That's why the "Girls on Guys" segment of the special features some very practical tips from the ladies on things like folding the perfect pocket square and how to shine shoes in a pinch using a banana peel. Instead of dude TV, think of it as sophisticated men TV. – *Joyce Wang*

**Reviews:** "The Day Kennedy Died," Sun, 9p, **Smithsonian**. Although this doc travels well-worn ground, it does so with tremendous footage, clear storytelling and strong interviews with people who were there, including police officers, doctors, nurses, *Oswald* co-workers and *Jacqueline Kennedy's* Secret Service agent *Clint Hill*. Hill's insights about the First Lady and the day's events are fascinating. Be warned, some footage of the assassination could prove difficult to view. In addition, photos of JFK's autopsy are graphic. -- "The Ground Floor," premiere, Thurs, 10p, **TBS**. God bless, TBS, it continues trying to make multi-camera sitcoms. This one, about an up-and-comer from the top floor (*Skylar Astin*) who falls for a strong, gorgeous woman who works downstairs in office maintenance (*Briga Heelan*), is amusing, although the supporting characters are silly clichés. Astin and Heelan are so appealing, you almost forget everything else. -- "The Christmas Ornament," Sat, 8p, **Hallmark**. It's early for Christmas films, but think of this one as a good movie, not a Christmas movie. While Christmas functions as the backdrop for this small-town love story, it's important as a mood setter. The real magic, though, comes from the irrepressible *Kellie Martin*, sweet as a fresh-baked Christmas cookie (you'll see), with help from *Cameron Mathison*. Do you think they'll fall in love? Ya think? – *Seth Arenstein*

Basic Cable Rankings			
(x/xx/13-x/xx/13)			
Mon-Sun Prime			
1	ESPN	2.7	2643
2	FOXN	1.7	1668
3	HALL	1.6	1394
4	DSNY	1.5	1474
5	USA	1.4	1396
6	TBSC	1.3	1320
7	AMC	1.2	1178
7	HIST	1.2	1172
9	FX	1.1	1108
9	TNT	1.1	1082
11	ADSM	1.0	961
11	A&E	1.0	942
11	DISC	1.0	940
11	NFLN	1.0	693
11	DSE	1.0	75
16	NAN	0.9	905
16	HGTV	0.9	864
18	LIFE	0.8	814
18	SYFY	0.8	787
18	FOOD	0.8	748
18	BRAV	0.8	716
22	TLC	0.7	730
22	FAM	0.7	705
22	ID	0.7	619
25	TVLD	0.6	605
25	MSNB	0.6	595
25	VH1	0.6	582
25	SPK	0.6	554
25	NGC	0.6	551
25	CMDY	0.6	544
25	DSJR	0.6	360
32	APL	0.5	485
32	BET	0.5	481
32	TRU	0.5	480
32	FS1	0.5	468
32	ESP2	0.5	439
37	MTV	0.4	435
37	EN	0.4	418
37	LMN	0.4	358
37	CNN	0.4	357
37	OXYG	0.4	319
37	NKJR	0.4	313
37	OWN	0.4	305
37	DXD	0.4	301
37	H2	0.4	293
37	HMC	0.4	209

\*Nielsen data supplied by ABC/Disney

For questions or to register online contact  
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To sponsor the Most Powerful Women in Cable breakfast or  
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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.

