

# CableFAX Daily™

Tuesday — November 20, 2012

What the Industry Reads First

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## Inside the Beltway: FCC NPRM, Possible Sandy Hearing on DC Radar

Congress may be out for Thanksgiving break, but there are still a few things happening in DC that cable should keep an eye on before carving the turkey. **Pricing Data:** The FCC Media Bureau has received a request from a Stanford academic on cable TV price survey data. Stanford's *Ali Yurukoglu* is studying the effect of vertical integration of cable and satellite networks with content, with a focus on RSNs. He wants data from '98-'12, including monthly charges for various tiers and the number of channels available on them. The FCC has received a number of requests for confidential treatment of the pricing survey data that are pending. Accordingly, operators who participated can respond to the Freedom of Information Act request within 10 days and raise objections (they must justify them).

**Sandy Hearing?** Leading **House Commerce** Dems have called for a hearing on the reliability of communications services following Hurricane Sandy. Given **AT&T** and **Verizon's** plans to phase out support for traditional copper-line networks, they are especially concerned by accounts suggesting "those with corded telephones running on copper-line networks were able to communicate while those relying on wireless services or fiber-optic cables were not." The lawmakers, which include Ranking Member *Henry Waxman* (D-CA) and *Anna Eshoo* (D-CA), noted that there was disruption to wireless, television, telephone and Internet. "We cannot predict the time or location of the next disaster, but we know that these disasters are happening with increased frequency as carbon emissions build in the atmosphere. We should do everything we can to prepare for future catastrophes," the Dems said in a letter Mon. **Video**

**Descriptions:** The FCC launched an NPRM that proposes to make televised emergency info more accessible to individuals who are blind or visually impaired by requiring the use of a secondary audio stream to provide emergency info aurally that is conveyed visually. The NPRM asks about the benefits of providing accessible emergency information on a secondary audio stream and the incremental costs of providing a secondary audio stream for this purpose. The FCC wants to know if there are any MVPDs or broadcasters who don't currently provide secondary audio, and if so, should the new rules apply any differently to them. Comments are due 20 days after the NPRM is published in the federal registry. **Internet Regulation:** Rep *Darrell Issa* (R-CA) is working on a bill that would create a 2-year moratorium on any new laws, rules or regulations governing the Internet, with the exemption of national security.

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The proposal would require federal agencies like the FCC, **DHS**, **Commerce** and **DOJ** to provide studies regarding the effectiveness of Internet rules and regulations within their jurisdiction, according to a draft that **CableFAX** obtained. **LightSquared**: Yup. It's still around. The FCC wants comments by Dec 17 on LightSquared's latest plan to launch its 4G wholesale, terrestrial network. It will relinquish its rights to deploy terrestrial downlink operations at 1545-1555 MHz and permanently relocate those terrestrial operations instead to 1670-1680 MHz. LightSquared states that doing so will provide GPS receivers with an additional 10 MHz guardband from terrestrial services and will allow LightSquared to deploy its broadband network. GPS interference is what put the brakes on the original project. **Media Ownership**: It continues to loom... **Free Press** on Mon slammed the FCC, which is reportedly looking to lift the cross media ownership ban soon. The FCC is also reportedly attempting to avoid holding a vote on the matter at an open FCC meeting, the public interest group said, saying the potential new rules are similar to those proposed by then-FCC chmn *Kevin Martin* in '07. "It's baffling that the FCC is even considering rushing to vote on this warmed-over proposal. The 3rd Circuit made it crystal clear that the agency must study the impact of any rule changes on broadcasting opportunities for women and people of color. The FCC hasn't done anything like this," *Craig Aaron*, Free Press pres/CEO, said in a statement. The FCC couldn't be reached immediately for comment.

**Deals**: Start-up **Viggle** agreed to buy **GetGlue** for \$25mln in cash plus stocks worth around \$59mln. The combined company will have some 4.5mln registered users. While Viggle gives watchpoints to subs for tuning into TV programs on more than 170 networks (points can be redeemed for gift cards, credits and other rewards from partners like **Best Buy**, **Amazon** and **Comcast's** Fandango), GetGlue offers personalized guides for TV and online content in a calendar form.

**TVE**: **ESPN** and **Microsoft** officially launched WatchESPN on Xbox, allowing delivery of live content from **ESPN**, **ESPN2**, **ESPNU**, **ESPN3** and **ESPN Goal Line/Buzzer Beater** through WatchESPN to Xbox LIVE Gold members who receive these networks through a video subscription from an affiliated provider.

**Pink Slips**: **CNBC** reportedly cut a handful of employees Fri as part of **NBCUniversal's** planned company-wide layoffs of 450. The company declined to comment. According to news articles, the cuts, affecting 1.5% of the total staff of 30K, are taking place across the board, including at **USA**, **E!**, **Bravo**, **G4**, **Syfy** and **MSNBC**.

**Ratings**: TV viewing went up on Oct 29 when Hurricane Sandy hit, according to **Rentrak**, which gathered TV viewership data from around 90K homes in the NY market. As the storm landed and homes started to lose power, viewership, of course, fell. Rentrak will continue to report on the NY market for the full month of Nov. -- The Sun premiere of "Sofia the First" bagged 5.2mln total viewers on **Disney Channel**, becoming the #1 cable TV telecast of the year among kids 2-5 (9.1 rating) and girls 2-5 (12.2 rating). It was actually the top kids 2-5 program in 5 years. **Nick's** "Spongebob Atlantis Pantis" was the previous record-holder (Nov '07). -- **Discovery** is crowing that "Gold Rush" and "Jungle Gold" beat out **Fox** in 18-49s and 25-54s Fri. Gold Rush was viewed by 4mln total viewers, while Jungle had 2.69mln.

**Research**: Internet access saves people around \$8,870 yearly, according to a study by the **Internet Innovation Alliance** (members include the major ISPs). That's slightly up from last year but because consumers are spending more, the total amount increased more than \$1K over '11 for an average US household with income before taxes of \$63,685. The report, which breaks down to savings by categories, claimed consumers get access to discounts and coupons and do price comparison online.

**Programming**: **TV One** premieres "A Beautiful Soul," a contemporary take on the holidays featuring gospel music legend *Deitrick Haddon*, Dec 22, 8pm ET. -- **NFL Net** will air "The Rich Eisen Thanksgiving Special" Fri at 10pm, featuring big names in the world of sports and entertainment. -- **Lifetime** will launch new docu-series "Double Divas" in '13, featuring the world of intimate apparel at Atlanta boutique LiviRae Lingerie. The motto? "No bust too big or small. We fit them all!" The series will debut Jan 10. -- "Annie's Search for Sandy," which features *Al Roker's* search for the perfect dog to play Sandy in the new Broadway production of musical "Annie," will premiere on **Hallmark Movie Channel** Nov 27 at 6pm. The debut will be part of a 2-hour, commercial-free dog-themed programming stint that includes a presentation of the true-life-inspired movie, "Hachi: A Dog's Tale." -- **MTV** will air 60-min special "I'm Positive" on World AIDS Day, Dec 1 at 7pm, with a simulcast on **MTV Tr3s**. The special features the lives of 3 young people from around the country who are HIV positive.

**Latino Empowerment**: **Univision** launched "Generación América," a new empowerment platform to preserve and

# BUSINESS & FINANCE

share stories of Hispanics in America, unveiling it at the Latin Grammy Awards Thurs night. The platform is part of Univision's bigger strategy and is being launched in partnership with the **Immigrant Archive Project** as well as **P&G**. The platform will be supported by Univision's broadcast, cable, radio, digital and local media.

**People:** Attorney *Renata Hesse* was named the acting assistant attorney general for the **Justice Department's** Antitrust Division. Hesse, who returned to the government after leaving DOJ in '06, was tapped to oversee the **FCC's** review of the **AT&T-Mobile** merger. -- **ONE Media** named *Alexander "Sandy" Brown* CEO of **One World Sports**.

**Honors:** **Liberty Global** pres/CEO *Michael Fries* was named **Ernst & Young** National Entrepreneur of the Year in the category of Media, Entertainment and Communications. Finalists in the category included **Ancstry.com** CEO *Tim Sullivan*, **AKQA** CEO *Tom Bedecarre* and **Internet Brand** CEO *Bob Brisco*. The overall Entrepreneur of the Year honor went to **Chobani** founder *Hamdi Ulukaya*.

**Business/Finance:** **Cablevision** hired **JPMorgan Chase** and **Citi-group** to seek buyers for **Bresnan**, *Bloomberg* said, citing unnamed sources. Execs have said the company is exploring a potential transaction based on unsolicited interest, but also warned there is no assurance a transaction will take place.

## CableFAX Daily Stockwatch

| Company                      | 11/19 Close | 1-Day Ch | Company               | 11/19 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| <b>BROADCASTERS/DBS/MMDS</b> |             |          |                       |             |          |
| BROADCASTERS/DBS/MMDS        |             |          | CONVERGYS:            | 15.11       | (0.12)   |
| DIRECTV:                     | 49.06       | 0.07     | CSG SYSTEMS:          | 18.15       | 0.32     |
| DISH:                        | 35.02       | (0.53)   | ECHOSTAR:             | 31.20       | 0.74     |
| DISNEY:                      | 47.91       | 0.49     | GOOGLE:               | 668.21      | 21.03    |
| GE:                          | 20.66       | 0.51     | HARMONIC:             | 4.24        | 0.15     |
| NEWS CORP:                   | 24.45       | 0.71     | INTEL:                | 20.25       | 0.06     |
| <b>MSOS</b>                  |             |          |                       |             |          |
| CABLEVISION:                 | 13.90       | (0.12)   | JDSU:                 | 11.05       | 0.25     |
| CHARTER:                     | 68.64       | (0.63)   | LEVEL 3:              | 18.73       | 0.20     |
| COMCAST:                     | 36.01       | 0.56     | MICROSOFT:            | 26.73       | 0.21     |
| COMCAST SPCL:                | 35.07       | 0.58     | RENTRAK:              | 18.39       | 0.79     |
| GCI:                         | 7.71        | 0.19     | SEACHANGE:            | 8.96        | 0.22     |
| LIBERTY GLOBAL:              | 56.80       | 0.51     | SONY:                 | 10.19       | 0.07     |
| LIBERTY INT:                 | 19.21       | 0.10     | SPRINT NEXTEL:        | 5.55        | 0.07     |
| SHAW COMM:                   | 21.60       | 0.24     | TIVO:                 | 10.22       | 0.20     |
| TIME WARNER CABLE:           | 92.38       | 1.90     | UNIVERSAL ELEC:       | 16.05       | (0.02)   |
| VIRGIN MEDIA:                | 33.63       | 1.12     | VONAGE:               | 2.21        | (0.02)   |
| WASH POST:                   | 350.91      | 8.16     | YAHOO:                | 18.36       | 0.50     |
| <b>PROGRAMMING</b>           |             |          |                       |             |          |
| AMC NETWORKS:                | 51.28       | 0.46     | TELCO                 |             |          |
| CBS:                         | 34.49       | 0.89     | AT&T:                 | 33.82       | 0.68     |
| CROWN:                       | 1.76        | 0.15     | VERIZON:              | 42.81       | 1.41     |
| DISCOVERY:                   | 56.87       | 1.69     | <b>MARKET INDICES</b> |             |          |
| GRUPO TELEVISIA:             | 22.97       | 0.32     | DOW:                  | 12795.96    | 207.65   |
| HSN:                         | 51.78       | 1.28     | NASDAQ:               | 2916.07     | 62.94    |
| INTERACTIVE CORP:            | 43.15       | 0.37     | S&P 500:              | 1386.89     | 27.01    |
| LIONSGATE:                   | 15.64       | 0.09     |                       |             |          |
| LODGENET:                    | 0.12        | 0.01     |                       |             |          |
| NEW FRONTIER:                | 2.01        | UNCH     |                       |             |          |
| OUTDOOR:                     | 7.44        | (0.08)   |                       |             |          |
| SCRIPPS INT:                 | 60.15       | 1.10     |                       |             |          |
| TIME WARNER:                 | 45.28       | 0.58     |                       |             |          |
| VALUEVISION:                 | 1.75        | 0.02     |                       |             |          |
| VIACOM:                      | 50.87       | 0.90     |                       |             |          |
| WWE:                         | 7.87        | 0.16     |                       |             |          |
| <b>TECHNOLOGY</b>            |             |          |                       |             |          |
| ADVANTAGE:                   | 1.95        | UNCH     |                       |             |          |
| ALCATEL LUCENT:              | 1.01        | 0.01     |                       |             |          |
| AMDOCS:                      | 32.62       | 0.45     |                       |             |          |
| AMPHENOL:                    | 60.50       | 1.38     |                       |             |          |
| AOL:                         | 35.47       | 0.36     |                       |             |          |
| APPLE:                       | 565.73      | 38.05    |                       |             |          |
| ARRIS GROUP:                 | 13.69       | 0.17     |                       |             |          |
| AVID TECH:                   | 6.06        | 0.09     |                       |             |          |
| BROADCOM:                    | 31.25       | 0.78     |                       |             |          |
| CISCO:                       | 18.30       | 0.31     |                       |             |          |
| CLEARWIRE:                   | 2.21        | 0.02     |                       |             |          |
| CONCURRENT:                  | 5.00        | 0.19     |                       |             |          |

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**OTT Musings: Stakeholders Debate Evolving Content Delivery at CES**  
 With the Comcast/Disney distribution deal a harbinger for TV Everywhere and Fox's move last summer to put select content behind a pay wall, panelists mulled the ins and outs of over-the-top delivery at an OTT panel at CES. "The tablet, the device, is going to control the TV experience at U-verse," said Jeff Weber, AT&T VP, product and strategy, noting the company's drive into tablet apps and model of providing APIs for developers to send content from device to television. But discernment is critical, panelists agreed. While AT&T has an approval process in place, YouTube abandoned its API-based partnership model two years ago "because we ended up with different apps on diff TV, and performance differed," said Francisco Valera, dir/global head of platform and games partnerships. Touting YouTube's deals with Samsung, LG and its new Xbox partnership, "if we can't control the app, and update features quickly, it's a lost cause," he said. YouTube's recent-day model of investment in original content will stretch the company's presence in specific categories such as "niche cooking and unique travel" channels. "We don't see ourselves becoming a large studio, but we're more than dogs on skateboards," Valera quipped. "We want to bring in proven providers of broadcast quality content that's not sustainable in the cable universe." Valera said YouTube is working on its fourth UI, and moving toward the HTML 5 standard. Noting that unlike other video distributors YouTube always owns its TV and mobile content rights, "Can we bring our content to an AT&T, Cox or Comcast? We can, and that's where we are excited," he said. Initial deals with distributors are rolling out in Europe and Asia, he said. At Cox, focus remains on the UI. "It's important to get the user interface right, especially as more content is added in," said Lisa Pickelsimer, executive director, video product development. Integrated search, recommendations and social media will become more key, Pickelsimer said, noting the bigger role of metadata and the need