

# CableFAX Daily™

Monday — November 21, 2011

What the Industry Reads First

Volume 22 / No. 225

## Selling TV Everywhere: Advertisers Face Opportunities, Challenges

As consumer video habits migrate to online and mobile devices, so do advertising opportunities. But panelists at Digital Hollywood NYC on Fri said advertisers must engage audiences differently across various platforms if they want to reach them effectively. **BlackArrow** svp, sales *Keith Kryszczun*, for example, argued that those watching VOD content are more engaged than those watching linear, citing company research performed for cable ops. "They're more in control of the user experience," he said. But that means higher expectations for ad quality. And then there's mobile. **Kargo** founder/CEO *Harry Kargman* said client **Univision** expects a large portion of its customer base to access its content on mobile devices in the near future. Without disclosing specifics, he said Univision's currently getting "hundreds of millions of page views per month and millions of minutes of video per month" via mobile devices. By focusing only on TV advertising, said Kargman, "people are spending money on a medium that's shrinking in terms of time usage... the finite resource is time." A key obstacle to scaling in-video media buys is the lack of proper measurement tools, something **CIMM** managing dir *Jane Clarke* said requires new cross-platform planning tools to verify exposure of ads across platforms—perhaps through tagging and tracking via UPC codes—and measuring ad effectiveness ("the ROI bucket"). Technological challenges to digital ad insertion exist, too. "In online and digital right now, there are two different streams, and that creates complexity," said *Dan Erck*, vp, sales and client services for video advertiser **auditude**. Kargo and auditude are addressing this with adaptive streaming, or the ability to insert ads into a single content stream. Only when the ad is "device agnostic" can you get scale, Erck said. But he admitted this option translates to a "step back on the measurement side." Interestingly, BlackArrow research has shown customers are pretty tolerant of full ad loads online. "Linear ad loads don't affect recall rates," said Kryszczun. Added Clarke: "compelling research shows consumers understand that quid pro quo" and accept that free online content will have ads. The question is, how much will they take? "Networks are definitely testing full ad loads," said Clarke. "We do think there'll be an optimum ad load" based on different audience segments and their tolerances, said Erck.

**3Q Wrap:** The top cable ops and particularly **Comcast** flexed their broadband muscle in 3Q, with the industry adding approx 527K broadband subs to nearly match its year-ago total, according to **Leichtman Research**, and CMC-SA adding 261K, or 41% of the cable total. Cable's total fell well below its 1Q total of approx 853K but marked a nice rebound from 2Q's approx 272K. The top telcos saw broadband adds fall 62% YOY to approx 111K on a widespread exodus from DSL. **AT&T** and **Verizon** combined to welcome 642K subs, a tally that would've led cable if not for the pair's combined loss of 619K DSL customers. **CenturyLink** was tops among telcos with 57K net adds. The top cable ops entered 4Q with a 56% share of the broadband market and a 9.5mln advantage over telcos, compared to an 8.2mln edge a yr ago. -- According to estimates from **Sanford Bernstein's** *Craig Moffett*, the pay TV industry added

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

Source: Nielsen NGI 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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Contact: Lauren Monks, 201-735-3664, Lauren.monks@nbcuni.com

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just 6K video subs in 3Q, although that's better than the -136K from 3Q10 and a vast improvement over the -380K from 2Q. Cable suffered a net loss of 517K, marking a much needed YOY "rebound" from -720K. Telcos gained 307K video customers, compared to 439K a yr ago, and satellite, powered by **DirectTV**, added 216K after notching 145K a yr ago and losing 109K from Apr-June.

**Carriage:** Cablevision added **Nat Geo Mundo** and **Hispanic Info and Telecom Net** to its **iO en espanol** package that features nearly 50 channels.

**Energy Conscious:** **NCTA** announced a new cable industry initiative aimed at improving the energy efficiency of consumer set-tops and other devices, and at developing advanced cable-enabled services to promote consumer energy conservation measure. In June, the **Natural Resources Defense Council** released a study showing the combination of an HD set-top with an HD DVR uses more Kilowatt hours/yr than an Energy Star 21 cubic-foot fridge, and that consumers pay 2x more for their annual electric bills when they're not using the combo than when they are. **CableLab-Energy Lab**, a new facility that will concentrate exclusively on improving energy efficiency, will play a key role in the industry's initiative.

**Getting Its Kicks:** **Time Warner Cable** made its expected rights deal with the **L.A. Galaxy** official Fri. The 10-yr deal begins with the '12 season and includes HD coverage of the team's locally available home and away games by the MSO's English- and Spanish-language RSNs that go live in SoCal next year. The nets also earn the opportunity to air the team's friendlies and other non-league matches. "Soccer really resonates with this marketplace, and the Galaxy is a premier brand and a championship-caliber team," said **TWC Sports** pres *David Rone*.

**Apps:** Offering an authenticated, 24/7 live stream of **Big Ten Net**, **BTN2Go** is now available via the iPhone and iPad.

**Ratings:** The performance of **FX's** "American Horror Story" has been scary good in its inaugural season. Including Live+7 data, the show delivered FX's best premiere in history among 18-49s (3.14mln) and 18-34s (1.77mln), and Wed's 7th ep delivered series highs among several demos including 18-49s (2.35mln) and 18-34s (1.50mln). Moreover, Horror has posted growth in the latter demo for every week since ep 2.

**Programming:** In conjunction with **AARP**, **Mediacom's** local Des Moines, IA, programming channel produced the '12 GOP Presidential Candidates Video Voters' Guide, a 90-min program featuring interviews with *Rep Michele Bachmann* (MN), *Newt Gingrich*, *Rep Ron Paul* (TX) and TX Gov *Rick Perry* that will air weekly leading up to Iowa's Jan 3 caucus. -- **Showtime** picked up 2 additional seasons of "Dexter" that will be the series' 7th and 8th. -- **Jewish Life TV** acquired the exclusive intl rights to the 19th World Maccabiah Games (July 16-30, '13). -- **MTV** will air a 1-hour special honoring the life of late "Jackass" cast member *Ryan Dunn*, Nov 28, 10:30. -- *Beverly Johnson* will star in **OWN** series "Beverly's Full House." Scheduled to begin Feb, it follows 3 generations of Johnson's family under one roof.

**Business/Finance:** Shares of **Clearwire** plummeted 21% Fri on a *WSJ* report that quoted CEO *Erik Prusch* as saying the company may skip a \$237mln interest payment due Dec 1. Clearwire could not be reached for comment. -- **Motorola Mobility** shareholders approved **Google's** proposed purchase of the company for \$40/share in cash, or approx \$12.5bln.

PRESENTED BY **CABLEVISION**

**Holiday Rock & Roll Bash 11**

**Tuesday, December 6**

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CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

**Deadline: December 2, 2011 • Enter Online: [www.CableFAX.com/BOW11](http://www.CableFAX.com/BOW11) • Event: Spring 2012**

Enter as many categories as you like, but please tailor your entry to the category you are entering.

#### Campaign Categories:

- ☐ General and Campaign Categories
- ☐ Ad/Series of Ads
- ☐ App (for Smartphone)
- ☐ App (for Tablet)
- ☐ Authenticated Content Marketing Campaign
- ☐ Blog or Series of Blogs
- ☐ Community/Social Networking
- ☐ Contest/Online Games
- ☐ Corporate Social Responsibility/Education
- ☐ Digital Marketing Campaign
- ☐ Digital PR Campaign
- ☐ Editorial Excellence

- ☐ Email Marketing Campaign
- ☐ Online Newsroom
- ☐ Online Store/Merchandizing
- ☐ Original Content
- ☐ Podcast or Videocast
- ☐ Social Media Campaign
- ☐ Supplemental Web Content
- ☐ Use of Facebook
- ☐ Use of Twitter
- ☐ Use of Geo-Location (FourSquare, Gowalla, etc)
- ☐ Use of Video/Moving Image
- ☐ Virtual Tradeshow or Online Event
- ☐ Web Site Design
- ☐ Web Site Redesign

#### People Awards

- ☐ Blogger / Tweeter / Social Networking Facilitator
- ☐ Digital Hot List
- ☐ Video Editor/Producer
- ☐ Web Content Director
- ☐ Other (please enter an executive who is successfully leading your organization's digital initiatives)

- ☐ Cable Operator
- ☐ Official Show Website
- ☐ Regional/Local Programmers
- ☐ Technology and other Vendors
- ☐ Web Show

#### TV Everywhere Awards

- ☐ Best Content Marketing/PR
- ☐ Best App
- ☐ Best Portal Site (Operator)
- ☐ Best Portal Site (Programmer)
- ☐ Best TV Everywhere Technology (Vendor)

#### Best Overall Websites

- ☐ Cable Network - Small and Mid-Size (Fewer than 50mIn subs)
- ☐ Cable Network - Large (More than 50mIn subs)

Category definitions, FAQs, a list of last year's winners, and to enter online at [www.CableFAX.com/BOW](http://www.CableFAX.com/BOW)

### Compiling Your Entry (Visit [www.CableFAX.com/BOW11](http://www.CableFAX.com/BOW11) for full details)

#### What to Send

At the beginning of your 2–3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

#### Supporting Materials

- URL/Web address(es) • Clippings • Photographs • Magazines • E-letters • Newsletters • Testimonials • Print-outs of Web Pages

**How To Enter:** Use this form or visit [www.CableFAX.com/BOW11](http://www.CableFAX.com/BOW11) for additional category information and to enter online.

Mary Lou French  
CableFAX's Best of the Web Awards  
Access Intelligence  
4 Choke Cherry Rd, 2nd Fl  
Rockville, MD 20850

**Deadline:** December 2, 2011  
**Late Deadline:** December 14, 2011  
**Event:** Spring 2012

#### Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): \_\_\_\_\_

Company and/or Client: \_\_\_\_\_

Contact Name of person submitting entry Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone of Contact: \_\_\_\_\_ Fax of Contact: \_\_\_\_\_

Email Address (Required): \_\_\_\_\_

#### Entry Fees

- ☐ Primary entry: \$300 each \$300 each \$ \_\_\_\_\_
  - ☐ Secondary entry of same campaign\*\* into one or more categories: \$175 each \$175 each \$ \_\_\_\_\_
  - ☐ Late entry fee: \$175 per entry \$175 each \$ \_\_\_\_\_  
(for entries sent between Nov. 11, 2011 and Nov. 18, 2011)
- Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked after Nov. 11, 2011.

\* Payment in full must accompany the entry.

\*\* If entering more than one category, please submit separate entry forms.

#### Payment Options

- ☐ Check (payable to Access Intelligence/CableFAX) ☐ Money Order
- ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Print name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

Entry fees are not refundable.

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[www.CableFAX.com/BOW](http://www.CableFAX.com/BOW)

The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

Questions? Contact Awards Coordinator Mary Lou French at 301-354-1610; [mfrench@accessintel.com](mailto:mfrench@accessintel.com).

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com) or Amy Abbey at 301-354-1629; [aabbey@accessintel.com](mailto:aabbey@accessintel.com).



## CableFAX Week in Review

Company	Ticker	11/18 Close	1-Week % Chg	YTD %Chg
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## BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	46.62	1.70%	16.75%
DISH:	DISH	24.73	(4.07%)	25.79%
DISNEY:	DIS	35.63	(2.92%)	(5.01%)
GE:	GE	15.65	(4.51%)	(12.62%)
NEWS CORP:	NWS	16.82	(4.43%)	2.44%

## MSOS

CABLEVISION:	CVC	14.85	(3.76%)	(56.12%)
CHARTER:	CHTR	52.91	(1.31%)	35.88%
COMCAST:	CMCSA	21.43	(4.84%)	(2.46%)
COMCAST SPCL:	CMCSK	21.21	(4.89%)	1.92%
GCI:	GNCMA	9.73	(0.1%)	(23.14%)
KNOLOGY:	KNOL	13.74	(4.78%)	(12.09%)
LIBERTY CAPITAL:	LCAPA	78.40	(1.59%)	25.32%
LIBERTY GLOBAL:	LBTYA	41.18	(2.65%)	16.39%
LIBERTY INT:	LINTA	15.93	(3.34%)	1.01%
SHAW COMM:	SJR	20.75	1.27%	(2.95%)
TIME WARNER CABLE:	TWC	60.43	(0.98%)	(8.48%)
VIRGIN MEDIA:	VMED	22.99	(5.93%)	(15.6%)
WASH POST:	WPO	348.32	1.60%	(20.75%)

## PROGRAMMING

AMC NETWORKS:	AMCX	37.37	1.55%	(6.22%)
CBS:	CBS	24.78	(5.6%)	30.08%
CROWN:	CRWN	1.56	(3.7%)	(40.46%)
DISCOVERY:	DISCA	40.62	(6.38%)	(2.59%)
GRUPO TELEVISIA:	TV	20.21	(4.58%)	(22.06%)
HSN:	HSNI	35.97	(1.18%)	17.36%
INTERACTIVE CORP:	IACI	41.38	(0.07%)	44.18%
LIBERTY STARZ:	LSTZA	68.94	0.50%	3.70%
LIONSGATE:	LGF	8.59	0.23%	31.95%
LODGENET:	LNET	2.23	(5.91%)	(47.53%)
NEW FRONTIER:	NOOF	1.15	3.60%	(39.15%)
OUTDOOR:	OUTD	7.07	(3.68%)	(1.39%)
SCRIPPS INT:	SNI	39.82	(3%)	(23.05%)
TIME WARNER:	TWX	33.61	(4.54%)	4.48%
VALUEVISION:	VVTV	1.80	(8.63%)	(70.54%)
VIACOM:	VIA	52.36	(2.17%)	14.17%
WWE:	WWE	9.59	(6.16%)	(32.65%)

## TECHNOLOGY

ADVANTAGE:	AEY	2.00	(6.1%)	(36.31%)
ALCATEL LUCENT:	ALU	1.90	(4.52%)	(35.81%)
AMDOCS:	DOX	28.76	(3.65%)	4.70%
AMPHENOL:	APH	44.99	(3.97%)	(14.76%)
AOL:	AOL	14.73	(4.84%)	(37.87%)
APPLE:	AAPL	374.94	(2.52%)	16.24%
ARRIS GROUP:	ARRS	10.80	(2.61%)	(3.74%)
AVID TECH:	AVID	7.10	0.42%	(59.34%)
BIGBAND:	BBND	2.24	0.00%	(20%)
BLNDER TONGUE:	BDR	1.13	(15.67%)	(46.19%)
BROADCOM:	BRCM	32.77	(7.25%)	(24.75%)
CISCO:	CSCO	18.42	(3.15%)	(8.95%)
CLEARWIRE:	CLWR	1.47	(23.83%)	(71.46%)
CONCURRENT:	CCUR	3.61	(1.27%)	(28.58%)
CONVERGYS:	CVG	12.03	(1.23%)	(8.66%)
CSG SYSTEMS:	CSGS	14.80	(2.5%)	(21.86%)

Company	Ticker	11/18 Close	1-Week % Chg	YTD %Chg
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ECHOSTAR:	SATS	22.54	(5.01%)	(9.73%)
GOOGLE:	GOOG	594.88	(2.21%)	0.15%
HARMONIC:	HLIT	5.32	(6.67%)	(37.92%)
INTEL:	INTC	24.29	(2.25%)	15.50%
JDSU:	JDSU	10.99	(6.47%)	(24.1%)
LEVEL 3:	LVL	19.33	(9.55%)	1872.45%
MICROSOFT:	MSFT	25.30	(5.98%)	(9.35%)
MOTOROLA MOBILITY:	MMI	38.76	(0.74%)	33.20%
RENTAK:	RENT	13.37	(0.59%)	(55.67%)
SEACHANGE:	SEAC	8.35	(4.02%)	(2.34%)
SONY:	SNE	16.91	(3.59%)	(52.65%)
SPRINT NEXTEL:	S	2.62	(9.97%)	(38.06%)
THOMAS & BETTS:	TNB	51.10	(1.16%)	5.80%
TIVO:	TIVO	10.00	(6.19%)	15.87%
UNIVERSAL ELEC:	UEIC	15.90	(7.83%)	(43.95%)
VONAGE:	VG	2.64	(5.71%)	17.86%
YAHOO:	YHOO	15.38	0.92%	(7.52%)

## TELCOS

AT&T:	T	28.64	(2.65%)	(2.52%)
VERIZON:	VZ	36.46	(2.83%)	1.90%

## MARKET INDICES

DOW:	DJI	11796.16	(2.94%)	1.89%
NASDAQ:	IXIC	2572.50	(3.97%)	(3.03%)
S&P 500:	GSPC	1215.65	(3.81%)	(3.34%)

## WINNERS &amp; LOSERS

## THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. NEW FRONTIER:	1.15	3.60%
2. DIRECTV:	46.62	1.70%
3. WASH POST:	348.32	1.60%
4. AMC NETWORKS:	37.37	1.55%
5. SHAW COMM:	20.75	1.27%

## THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CLEARWIRE:	1.47	(23.83%)
2. BLNDER TONGUE:	1.13	(15.67%)
3. SPRINT NEXTEL:	2.62	(9.97%)
4. LEVEL 3:	19.33	(9.55%)
5. VALUEVISION:	1.80	(8.63%)

CableFAX's

# Most Powerful Women in Cable

December 9, 2011 | Grand Hyatt, NYC

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Join us for CableFAX's Most Powerful Women in Cable Breakfast on **December 9, 2011** from **8:00-10:00 a.m.**, as we salute the women who have made their mark on the industry with leadership, innovation and community.

## Sponsorship Opportunities:

Amy Abbey  
301.354.1629  
aabbey@accessintel.com

## To Register, Contact:

Saun Sayamongkhun  
301.354.1694  
saun@accessintel.com