

# CableFAX Daily™

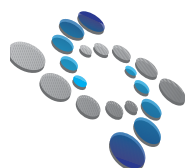
Friday — November 22, 2013

What the Industry Reads First

Volume 24 / No. 228

## Exit Interview: CTAM's Outgoing Chief on the Assn's Past and Future

With **CTAM** pres/CEO Char Beales stepping down after nearly 22 years with cable's marketing association, we caught up with her to discuss passing the baton to former **Scripps Nets** exec John Lansing. Lansing actually started with CTAM Nov 1, and has been getting the lay of the land before Beales departs at the end of the year. "We're on the road every week meeting members," Beales said of this transition period. It'll be a busy start for Lansing with CTAM heavily involved in CES and TCA, both Jan events. And it will be a transition for the industry not to have one of cable's most well-known faces at the helm. **Looking back, is there a moment you're most proud of?** Really, there are 2 most important achievements, I think. One is what we affectionately call CTAM U. Its official name is Cable Executive Management at **Harvard Business School**. It really is the world class management development experience for high potential people in our industry, and I'm very proud to have been associated with it over these 17 years. It's been a life-changing experience for people who have gone through it. The other one is the moment we created and started executing on the Mover program. This year, we will deliver to the MSOs over 2mln qualified leads who are moving their household between the territories of MSOs. During your tenure, CTAM has seen a lot of changes, including the shuttering of local chapters and the end of CTAM Summit. **Can you talk about the changes? Was it hard?** Any association lives to serve its members. The changes we've had are because the member companies have changed the way they were organized or going to market. While change is hard, it was necessary. Like anything, what was most difficult is when the change impacted members of our team. But I think we all understood that our members' businesses were changing. There are rumblings every so often about how much support to give to industry associations. **Are there legitimate concerns there or is it overblown?** In truth, good businesses question their expenses all the time. And it keeps everybody sharp in the association world to stay in sync with what your members need and want. In my mind, cable has this unique structure, and in so many cases there is more gain by working together than what any company could get on their own. Because of that, I think CTAM has a bright future. **What do you think of the choice of John Lansing as the new pres/CEO?** CTAM got a first-class upgrade. That's very nice to say. It's absolutely true. He's just perfect for the next phase of this organization because he brings



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such broad business experience. [CTAM's top] priorities are all business issues. His background is well-suited. The other thing I love about John is that his first career was in journalism. So being trained as a journalist, he comes at issues in a very even-handed way and wants to know both sides. I think that training will serve him very well at CTAM. **What's next for you?** I definitely want to take a break. I have a long list of to-do's. But I don't want to disconnect from this industry. It's fantastic, and I have made so many wonderful friends in the business. I'm not looking for a full-time job. So, I hope I can find some way I can contribute to the industry and get to pal around with everybody. Check out CableFAX.com for Beales' take on CTAM's biggest priorities as well as her tip for being one of cable's best schmoozers.

**On the Hill:** The **House Judiciary Committee** passed the "Innovation Act of 2013." Introduced by committee chmn **Bob Goodlatte** (R-VA), the bill seeks to eliminate patent trolls. **NCTA** praised the passage: "American companies must be able to create jobs, grow their business and focus on innovation rather than be hampered by unjustified patent litigation. We look forward to working with members for passage of this bill through the full House," it said in a statement.

**Spectrum Dealings:** **NCTA** and **ACA** want the **FCC** to protect cable ops who seek reimbursement for costs incurred in continuing to carry local TV signals that have been relocated as a result of broadcast spectrum auction, they said in reply comments to the Commission's Public Notice. The notice sought feedback on spectrum auction-related expenses that MVPDs and broadcasters were likely to incur. **NCTA** noted it's impossible to identify in advance all the possible types of costs that might be incurred. In addition, while cable ops would retain "strong incentives to negotiate with suppliers for fair and reasonable prices," it's unlikely that the 2 price-reducing methods identified by the FCC (competitive bidding and bulk discounts) would be available to cable ops in dealing with reallocation of broadcast channels. The only other MVPD commenters, **DirectTV** and **DISH**, appeared to be on the same page. **ACA** emphasized the need for the FCC to include other costs that may be unique to small cable ops. For example, changes in broadcast transmitter location due to channels sharing or repacking may affect the quality of the signal delivered to the cable systems, the group said.

**At the Portals:** As expected, the **FCC's** Dec 12 Open Commission Meeting will hear a status update from its Technology Transitions Policy Task Force as the group prepares near-term recommendations related to transition to all-IP networks.

**SCTE:** The **SCTE Foundation** created the *Catherine Oakes* Memorial Leadership Scholarship in the memory of the SCTE svp, ops, the foundation announced at the *CableFAX* Most Powerful Women in Cable breakfast in NYC Thurs where Oakes was honored as one of cable's Top Women in Technology. The scholarship, to be funded entirely by donations, will recognize and reward women who are or plan to become cable engineering or operations professionals, and may be used toward registration in industry development or exec education programs. **Cablevision** is one of the founding donors. Oakes was a "strong believer in professional development" and was always willing to help others along in their careers, *Yvette Kanouff*, evp, corporate engineering and technology for Cablevision, said at the CableFAX event. "We spent the weekend thinking about how to honor her, and this scholarship is how we're doing it," she said.

**Cable WiFi:** The latest integration with **Time Warner Cable's** hotspots as part of the nationwide Cable WiFi initiative allows **Cox** subs with Preferred, Premiere or Ultimate HSD service to access free WiFi in additional cities including LA, NYC, Austin, Charlotte and Kansas City, Cox said. More hotspots are expected to be added before the end of the year as integration with other cable operators continues, adding more cities such as Orlando and Tampa.

**TVE:** **HBO** Go went live on **Google's** Chromecast, allowing subs to start casting from the app and from HBOGo.com using Chrome browsers on laptops or any Chromebook to TV. "From the beginning, our goal has been to bring HBO GO to the devices where viewers want to watch it and Chromecast definitely falls into that category," HBO CTO *Otto Berkes* said in a statement.

**Research:** Following declines in deal volume in '11 and '12, entertainment, media and communications deals worldwide increased 9% YOY in Sept, according to a **PwC** study. The biggest growth was in the Internet/information

# BUSINESS & FINANCE

service sector, which counted 123 transactions in the period, up from the 104 deals a year ago. Cable had 13 announced deals so far this year, a slight increase of 2 deals from a year ago. In terms of deal costs, Comcast's \$16.7bn acquisition of the remaining interest in **NBCU** took the top spot in the cable/broadcast segment, followed by **Liberty Global's** \$16.4bn purchase of Virgin Media and **Liberty Media's** \$2.7bn acquisition of a 27% state in **Charter**. Moving forward, changes in consumer viewing and the growth in smart devices will continue to drive deal volumes in the sector, PwC forecast.

**Programming: USA Network** and **NFL** expanded their annual collaboration on NFL Characters Unite to include a new, weekly on-air vignette and webisode series launching on Dec 2. – **Investigation Discovery** premieres "ID Films: Terror On a Train," a 1-hour special, on Dec 4, 3 days before the 20th anniversary of the LIRR shooting. -- Season 2 of **Syfy's** "Haunted Highway" premieres Wed, followed the week after by the net's newest unscripted series "Killer Contact" on Dec 4. – **HGTV** booked another season of "Buying And Selling" featuring property twin *Jonathan and Drew Scott*, who will also star in Season 2 of "Brother vs. Brother" in June. -- **Lifetime** debuts its new docu-series "Kim of Queens" on Jan 1.

## CableFAX Daily Stockwatch

Company	11/21 Close	1-Day Ch	Company	11/21 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	33.26	0.14	ECHOSTAR:	49.97	0.19
DIRECTV:	62.86	(0.59)	GOOGLE:	1034.07	11.76
DISH:	50.10	0.81	HARMONIC:	7.35	0.08
DISNEY:	69.94	0.71	INTEL:	25.23	0.67
GE:	26.91	(0.05)	JDSU:	12.32	0.32
<b>MSOS</b>					
CABLEVISION:	14.92	0.09	LEVEL 3:	29.09	0.38
CHARTER:	126.96	UNCH	MICROSOFT:	37.40	0.32
COMCAST:	47.45	0.60	MOTOROLA MOBILITY:	13.96	0.14
COMCAST SPCL:	46.39	0.54	NIELSEN:	40.21	(0.28)
GCI:	9.60	0.16	RENTRAK:	36.05	0.33
LIBERTY GLOBAL:	79.27	0.62	SEACHANGE:	14.04	0.24
LIBERTY INT:	27.60	(0.01)	SONY:	18.65	0.12
SHAW COMM:	23.09	(0.12)	SPRINT NEXTEL:	7.95	0.60
TIME WARNER CABLE:	120.86	0.81	TIVO:	13.30	0.09
WASH POST:	658.80	10.95	UNIVERSAL ELEC:	37.62	0.82
<b>PROGRAMMING</b>					
AMC NETWORKS:	62.84	0.23	VONAGE:	3.25	0.10
CBS:	58.41	0.21	YAHOO:	36.30	0.68
CROWN:	3.20	0.07	<b>TELCOS</b>		
DISCOVERY:	85.24	0.01	AT&T:	35.30	(0.1)
GRUPO TELEVISIA:	29.51	0.39	VERIZON:	50.38	(0.02)
HSN:	57.64	0.15	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	56.25	0.58	DOW:	16009.99	109.17
LIONSGATE:	32.54	0.05	NASDAQ:	3969.16	47.88
MADISON SQUARE GARDEN:	55.98	0.19	S&P 500:	1795.85	14.48
SCRIPPS INT:	75.04	0.57			
STARZ:	27.28	0.30			
TIME WARNER:	66.95	1.23			
VALUEVISION:	5.29	0.04			
VIACOM:	80.30	0.23			
WWE:	14.39	0.19			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.59	(0.02)			
ALCATEL LUCENT:	3.95	0.03			
AMDOCS:	40.68	0.14			
AMPHENOL:	84.99	0.08			
AOL:	44.66	(0.45)			
APPLE:	521.14	6.14			
ARRIS GROUP:	19.55	0.63			
AVID TECH:	8.46	0.17			
BLNDER TONGUE:	0.94	(0.03)			
BROADCOM:	26.48	0.32			
CISCO:	21.47	0.24			
CONCURRENT:	7.64	(0.06)			
CONVERGYS:	20.24	0.27			
CSG SYSTEMS:	28.11	0.16			

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# PROGRAMMER'S PAGE

## Hey Ladies...

Did you know that nearly 40% of **WWE's** audience is female? A little something we learned from the company's creative evp *Stephanie McMahon* at *CableFAX's* Most Powerful Women in Cable event Thurs in NYC. During a Q&A, the exec said increased popularity with the ladies is partly due to its strategic move to PG-rated content. It didn't lose any fans from the move, and even gained some. Another reason **WWE** is more amenable to females: "We're story-based," she said. And what's it like growing up as *Vince McMahon's* daughter? An important lesson she learned from her father: "As long as I could look in the mirror and look myself in the eye and know that I was a good person," that's all that matters. Back to **WWE**. "Our company is on the verge of doubling or tripling its size," she said. With the annual PPV event *WrestleMania*, popular programs like the live *Monday Night Raw* and *SmackDown*—the value of which will be the topic of upcoming programming negotiations, she intimated—and **WWE's** network launch, the company is poised for huge growth, she said. On how **WWE** is perceived, her goal is to "educate the market that we are entertainment... We're never going to have a bad bout" or a boring match-up, and that adds value. It's also family-friendly, she said. Interestingly, more than 40% of people attending live **WWE** shows are families. On her mentors, *McMahon* pointed to her mom (literally... she was in the audience), calling her "a leader and a pioneer." With her as an example, "it never occurred to me that women wouldn't be leaders," she said, choking back tears. She thanked *Bonnie Hammer* as well, whose mentorship taught her "the importance of giving back and reaching back"—something *McMahon* vowed to continue herself at **WWE**. -- *Kaylee Hultgren*

**Reviews:** "Getting On," Sun, 10p, **HBO**. Many boast, 'You've never seen anything like this on television.' With "Getting On," it's true. 'Dark comedy' doesn't do justice to this grisly hospital satire, adapted from a British hit. 'Marvelous' is a better descriptor. Ditto the cast, led brilliantly by *Niecy Nash* and *Alex Borstein* as overworked nurses. -- "EpicQuest," Fri, 9p, **Outside**. Should they choose, viewers could turn off their TV's sound and luxuriate in the video of the initial ep of this docu-series about a company, *EpicQuest*, whose aim is to provide clients with unforgettable outdoor experiences. This 1st installment, in AK, revolves around preparations for heli-skiing. Since the elements can be deadly, *EpicQuest's* staff is serious, and the series' tone reflects this, eschewing personalities for emergency procedures and avalanches. -- "Beginnings: Walt Frazier," 9p, Thurs, **MSG**. If you're in the NYC area for Thanksgiving and want to watch a story about an athlete who regularly gives thanks for his success you shouldn't miss this piece about former **Knicks'** star *Walt Frazier*. His story is a mix of segregation, determination, pride and athleticism. His profound humility is a stark contrast with many of today's athletes. -- "An Adventure of Space and Time," Fri, 9p, **BBC A**. The charming story of how "Dr. Who" was born 50 years ago. -- *Seth Arenstein*

Basic Cable Rankings (11/11/13-11/17/13)			
Mon-Sun Prime			
1	ESPN	2.7	2632
2	HALL	1.8	1544
3	FOXN	1.6	1594
3	DSNY	1.6	1560
5	USA	1.4	1397
6	TBSC	1.3	1270
7	HIST	1.2	1202
7	AMC	1.2	1172
9	A&E	1.1	1036
10	DISC	1.0	1035
10	TNT	1.0	1010
10	FX	1.0	986
10	ADSM	1.0	947
10	NFLN	1.0	704
10	DSE	1.0	71
16	NAN	0.9	898
16	HGTV	0.9	895
16	LIFE	0.9	881
16	BRAV	0.9	841
20	FAM	0.8	742
20	TLC	0.8	737
20	ID	0.8	661
23	FOOD	0.7	692
23	SYFY	0.7	653
23	TVLD	0.7	643
23	SPK	0.7	642
23	ESP2	0.7	637
28	CMDY	0.6	616
28	BET	0.6	577
28	TRU	0.6	520
28	DSJR	0.6	347
32	VH1	0.5	529
32	MSNB	0.5	519
32	APL	0.5	469
32	CNN	0.5	459
32	NGC	0.5	393
32	LMN	0.5	389
32	HMC	0.5	262
39	EN	0.4	425
39	MTV	0.4	391
39	NKJR	0.4	338
39	DXD	0.4	322
39	OWN	0.4	299
39	H2	0.4	280
39	SCI	0.4	279
39	OXYG	0.4	276

\*Nielsen data supplied by ABC/Disney



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