

# CableFAX Daily™

Tuesday — December 11, 2012

What the Industry Reads First

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## IP Transition: FCC Task Force Formed to Pitch Best Approach

The FCC has created the Technology Transitions Task Force, an agency-wide group that aims to drive competition, investment and innovation, and protect consumers as networks migrate to an IP-based future. *Sean Lev*, the chmn's general counsel, will be interim director, and Wireline Bureau assoc chief *Rebekah Goodheart* will be deputy director. Other task force members include the FCC's chief economist and CTO, as well as representatives from across the agency. The group also will coordinate the Commission's efforts on IP interconnection, resiliency of communications networks, business broadband competition and consumer protection. One issue of concern to ops could revolve around legacy universal service requirements as providers migrate to an all-IP world. AT&T in its statement noted that the transition is well underway with more than 70% of consumers having already migrated away from copper service. "Technological transitions don't change the basic mission of the FCC. But technology changes can drive changes in markets and competition," said chmn *Julius Genachowski*, who urged a re-examination of many legacy rules. Republican commish *Ajit Pai*, who was the first to propose the creation of a transition task force, commended the chairman for establishing the task force and urged the group to "resist the urge to simply import the rules of the old world into the new.. He urged the FCC to "scour the Code of Federal Regulations to track down and remove obsolete legacy regulations, like the tariffs, the arcane cost studies, and the hidden subsidies that distort competition for the benefit of companies, rather than consumers." Pai had said the greatest challenge at the Commission is creating a modern regulatory framework to expedite the Internet transformation and transition to an all-IP world (*Cfax*, 12/7). Republican Rep *Greg Walden* (OR), chmn of the House communications and tech subcommittee, hopes the task force will help transition "away from the outdated regulations of the past." **Verizon** urged the FCC to ensure "that outdated regulation from the legacy era is not used to hinder ongoing investment and innovation in these new networks."

**At our Deadline:** It looks like the zombie apocalypse won't happen after all, with word late Mon from **Verizon** of a carriage deal with **AMC Networks**, averting a blackout that would have affected popular shows like **IFC's** "Portlandia" and of course **AMC's** "The Walking Dead" (*Cfax*, 11/27). Verizon called the agreement "both reasonable and in our FiOS TV customers' best interests." The old deal would have expired on Dec 31.

## CableFAX Webinar:

**Social Media Strategies for 2013:  
Tactics to Drive ROI**

**Tuesday, December 11  
1:30 – 3:00 pm ET**

Whether connecting with an audience happens over Twitter, Facebook, YouTube, Pinterest or one of countless other social platforms, cable networks and operators are deploying specific tactics that are getting results. The webinar will show you how you can use social media to drive ratings, engagement and ultimately revenue. Specific case studies and results-getting tactics revealed.

**Hear what's working for zeebox USA, Cox Communications, WE tv and ESPN!**

Register Now at [http://www.cablefax.com/cfp/webinars/2012\\_December11](http://www.cablefax.com/cfp/webinars/2012_December11)

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**Deadline: December 12, 2012 • Enter Online: [www.CableFAX.com/BOW12](http://www.CableFAX.com/BOW12) • Event: Spring 2013**

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

**Campaign Categories:**

- Ad/Series of Ads
- App (for Smartphone)
- App (for Tablet)
- Authenticated Content Marketing Campaign
- Best Visual Design
- Best Website Navigation
- Blog or Series of Blogs
- Contest/Online Games
- Digital Agency of the Year
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence
- Facebook Campaign
- Mobile Marketing Campaign

- Online Community
- Online Newsroom
- Online Store/Merchandizing
- Original Content
- Podcast or Videocast
- Social Good Campaign
- Social Media Campaign
- Social Media Dream Team
- Supplemental Web Content
- Use of Facebook
- Use of Pinterest
- Use of Twitter
- Use of Video/Moving Image
- Web Site Design
- Web Site Redesign

**People Awards**

- Blogger
- Tweeter
- Online Community Facilitator
- Community Editor
- Digital Hot List
- 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 Partners

**TV Everywhere Awards**

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

**Best Overall Websites**

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

Category definitions, FAQs, a list of last year's winners, and to enter online at [www.CableFAX.com/BOW12](http://www.CableFAX.com/BOW12)

**Compiling Your Entry** (Visit [www.CableFAX.com/BOW12](http://www.CableFAX.com/BOW12) 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 12, 2012  
**Late Deadline:** December 19, 2012  
**Event:** Spring 2013

**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: \$199 each \$199 each \$ \_\_\_\_\_
  - Late entry fee: \$199 per entry \$199 each \$ \_\_\_\_\_
- (for entries sent between Dec. 13, 2012 and Dec. 19, 2012)

Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked after Dec. 12, 2012.

\* 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.  
Access Intelligence Federal Tax ID#: 52-2270063

[www.CableFAX.com/BOW12](http://www.CableFAX.com/BOW12)

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

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**Bidding War:** UK-based TV tech firm **Pace Plc** in a statement Mon confirmed that it has proposed to **Google** a potential acquisition of the **Motorola Home** business. Discussions are preliminary, the statement said. Given Pace's size relative to Motorola Home, the potential takeover would be a reverse takeover under UK financial rules. As a result, Pace shares were suspended from trading Mon. Google bought Motorola Mobility for \$12.5bln. It named **Marwan Fawaz**, ex-CTO of **Charter**, to run Motorola's home unit. Google reportedly set a Dec 7 deadline for bids for the Motorola unit. **Arris** also has reportedly made an offer. The companies declined to comment.

**TVOT Notebook:** Media execs at the TV of Tomorrow Intensive in NYC Monday were optimistic about a broader approach to cable advertising. **Matt Bayer**, assoc dir of video activation and emerging media platforms for **Carat**, said his company now operates under a "very holistic approach to video" with "truly integrated teams" and a singular contact for both TV and digital. Panelists agreed this represents quite a shift. **Chris Faw**, **Time Warner Cable Media** svp, operations, said the MSO is embracing a variety of delivery formats with the goal of a holistic media buy, he said. "We look at all these new formats as a way to augment the experience," he said. Of course managing the varied formats on the back end is tricky. Interestingly, "a lot of the forms of advertising have more in common with themselves" than they do with the traditional ad format, said Faw. "Television is the outlier," he said. Advertising gets truly dynamic after C3, he said. "The inventory starts to open up. You really do get that two-way communication. That type of advertising we're used to on the digital side," he said. "It's truly dynamic." Panelists were bullish on VOD as well. **NBCU** vp, advanced advertising **Chris Falkner** said monetization is critical. Although "the prior interaction was less advertiser-friendly than many of us wanted it to be," he said that must improve because the consumers are there. Are eyeballs enough, though? "We want to be wherever the consumer is," said Bayer, adding that VOD's benefit is a lower ad load than linear TV after the 3rd day, which ultimately makes it a more engaging platform. "At the end of the day we just want to follow the consumer," he said.

**COPPA Update:** An **FTC** study released Mon reveals that the agency is investigating whether some mobile apps aimed at children have violated the law by collecting and sharing personal information. FTC could expand the COPPA rules to cover mobile apps. The study surveyed 400 of the top apps aimed at children and found just 20% disclosed their privacy practices. Calling the survey results "disappointing," FTC said "it is clear that more needs to be done in order to provide parents with greater transparency in the mobile app marketplace."

**TVE:** **Cablevision** added **Univision**, **TeleFutura** and **Galavision** to the Optimum TV to Go service, allowing subs who receive these channels as part of their cable service to watch Univision's channels on any connected devices.

**On the Hill:** All 5 **FCC** commish are expected to testify at the **House** commerce subcommittee hearing Wed, which will examine the FCC's spectrum auction proposals.

**HBO Shuffling:** **Otto Berkes**, one of the creators of **Xbox**, will replace retiring **Robert Zitter** to be the new CTO at **HBO** starting March 31. Berkes joined HBO in '11 as svp, digital products. Zitter, a 30-year HBO vet, will step down and focus on strategic projects until retiring at the end of '13.

**Univision Doings:** **Univision Communications** expanded its partnership with **Dollar Phone** to launch a brand "El Gordo y La Flaca" (The Scoop and The Skinny) phone card based on Univision Network's news entertainment show. The companies previously partnered to launch cards branded with "El Chapulín Colorado" (The Red Grasshopper) and "Despierta América" (Wake-Up America). -- In a separate announcement, the company said it reached a distribution deal with **Bounce TV**, a broadcast net focused on African Americans. Under the deal, Univision Television Group will carry Bounce TV as a multicast channel of their stations in SF, Boston, Miami, Denver, Sacramento, Raleigh and Tampa. The deal expands Bounce TV's coverage to 86% of African Americans' TV homes and 68% of all homes.

**Carriage:** **Entertainment Studios** has launched on **U-verse** systems **Justice Central**, a new HD court and legal news network with a twist that distributors certainly won't mind: It requires no sub fees. "We need to also inject networks into the ecosystem that don't cost money," said ES founder **Byron Allen** in an interview. "The subscriber will only tolerate so much." Go to **CableFAX.com** for the full interview and details on the 10-year deal.

**Online:** **NBC Sports** on Sun took a short break from the many twists and turns of yet another hectic **NFL** weekend to announce that it reached a deal with **Yahoo Sports**. NBC's **Bob Costas** made the announcement during "Football Night in America." The deal increases NBC Sports' digital presence and boosts its college and fantasy game cover-

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age while Yahoo gets access to NBC Sports' video content, live sports coverage and TV personalities.

**Research:** The good news for U.S. cable operators in '12 is that they posted their best Q3 video sub performance in at least two years, **IHS** analysts said. The bad news is that the ops still lost nearly half a million subs during the period as competition from services like **Verizon FiOS** and **AT&T U-verse** continued to affect adds. Even worse, cable ops' net sub losses for the full year are expected to exceed those of '11, the analysts said.

**Programming:** **CBS Sports Network** debuted its first Super Bowl coverage with more than 50 hours of original programming. The net launched 2 new shows, "Super Bowl Live" and "Inside The Super Bowl," providing coverage throughout the Super Bowl week. -- **The Weather Channel** greenlit "Reel Rivals," a fishing competition series. The 6x30-min series will premiere May. -- **Discovery Channel** and Japanese broadcaster **NHK** joined forces to search for the giant squid. Discovery Channel's "Monster Squid: The Giant is Real" will air Jan 27 at 8pm as the season finale of "Curiosity."

**People:** **Crown Media Family Networks** tapped TV ad sales vet **Amy Jo Wayne** as svp, ad sales. -- **Lincoln Lopez** joined **Turner Broadcasting System** as vp, social media strategy and innovation for **TBS, TNT** and **Turner Classic Movies**.

## CableFAX Daily Stockwatch

Company	12/10 Close	1-Day Ch	Company	12/10 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	49.77	(0.43)	CONVERGYS:	16.11	0.16
DISH:	37.15	(0.53)	CSG SYSTEMS:	18.33	(0.06)
DISNEY:	49.30	0.06	ECHOSTAR:	33.16	(0.05)
GE:	21.39	(0.07)	GOOGLE:	685.42	1.21
NEWS CORP:	25.58	0.05	HARMONIC:	4.80	0.07
<b>MSOS</b>					
CABLEVISION:	14.32	(0.03)	INTEL:	20.08	(0.07)
CHARTER:	69.76	(0.67)	JDSU:	12.47	0.15
COMCAST:	37.25	0.22	LEVEL 3:	20.01	0.25
COMCAST SPCL:	36.07	0.11	MICROSOFT:	26.94	0.48
GCI:	8.40	(0.08)	RENTRAK:	19.02	0.02
LIBERTY GLOBAL:	60.30	0.25	SEACHANGE:	9.94	(0.36)
LIBERTY INT:	19.14	(0.01)	SONY:	9.98	(0.14)
SHAW COMM:	22.22	0.12	SPRINT NEXTEL:	5.66	(0.03)
TIME WARNER CABLE:	93.92	(0.97)	TIVO:	12.12	0.02
VIRGIN MEDIA:	35.55	(0.01)	UNIVERSAL ELEC:	16.80	0.04
WASH POST:	372.94	0.81	VONAGE:	2.48	0.02
<b>PROGRAMMING</b>					
AMC NETWORKS:	52.84	0.43	YAHOO:	19.43	0.23
CBS:	35.88	(0.06)	<b>TELCOS</b>		
CROWN:	1.84	0.03	AT&T:	33.73	(0.01)
DISCOVERY:	60.52	(0.57)	VERIZON:	44.03	(0.38)
GRUPO TELEVISA:	25.02	(0.1)	<b>MARKET INDICES</b>		
HSN:	52.55	0.57	DOW:	13169.88	14.75
INTERACTIVE CORP:	43.48	(1.43)	NASDAQ:	2986.96	8.92
LIONSGATE:	15.63	0.11	S&P 500:	1418.55	0.48
LODGENET:	0.13	(0.01)			
OUTDOOR:	7.42	(0.02)			
SCRIPPS INT:	57.78	0.95			
TIME WARNER:	46.63	(0.18)			
VALUEVISION:	1.80	UNCH			
VIACOM:	54.71	0.57			
WWE:	8.08	0.07			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.00	0.01			
ALCATEL LUCENT:	1.13	0.01			
AMDOCS:	33.59	0.31			
AMPHENOL:	61.90	0.38			
AOL:	31.59	(0.04)			
APPLE:	529.82	(3.43)			
ARRIS GROUP:	14.36	0.07			
AVID TECH:	6.83	0.13			
BLNDER TONGUE:	1.20	0.10			
BROADCOM:	33.99	(0.24)			
CISCO:	19.79	0.46			
CLEARWIRE:	2.40	0.01			
CONCURRENT:	5.36	(0.09)			

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