

CableFAX Daily™

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What the Industry Reads First

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Spectrum Hearing: Genachowski to Lay out Plans to Free up More Airwaves

It's a busy Wed for the **FCC** as all 5 commissioners are set to testify at the **House Commerce** subcommittee hearing examining the agency's incentive auction proposal before they head back for their open Commission meeting (which would see the approvals of **DISH's** terrestrial use of its satellite spectrum and the **NPRM** to free up more spectrum). According to chmn *Julius Genachowski's* written testimony, the FCC plans to launch an effort to free up 100 Mhz of spectrum in the 3.5 GHz band (the **WiMAX** band) for broadband use. The agency is also on track to initiate a proceeding in early '13 to free "significant amounts of additional spectrum" in the 5 GHz band for unlicensed use. The agency took steps this year to free up some 30 MHz of spectrum for broadband, and it's moving forward with new auctions that will result in about 65 MHz of newly available spectrum by early '15, according to the chmn's testimony. "I expect the Commission to hold the first of those auctions—of H block—in 2013." The comments largely confirmed speculations that the FCC will approve its **NPRM** to auction and set rules for the H Block during its FCC meeting Wed. It's also expected to **OK DISH's** terrestrial use of its satellite spectrum, which would allow **DISH** to proceed with its planned mobile broadband network. Back to the spectrum incentive auction, comments from stakeholders are due 1Q. "We anticipate going to order in 2013 and conducting the auction in 2014," Genachowski said. Part of the FCC's proposal focuses on unlicensed spectrum use, something cable ops are increasingly considering. Cable has extended in-home connections by deploying 100K WiFi hotspots across the country, *James Assey*, **NCTA** evp said in a statement. The trade group called on policymakers to seek 'win-win' solutions that will "enable consumers to benefit from licensed and unlicensed spectrum," he said. CA House members *Anna Eshoo* (D) and *Darrell Issa* (R) on Tues also reminded the FCC that legislation authorizing it to conduct incentive auctions also includes "enhanced access" to unlicensed spectrum. Meanwhile, expect Republican commish *Ajit Pai* to voice his concerns on potential auction structure. Specifically, the limits the Commission might place on auction participation would be a problem. "The more people at the party, so to speak, the better the party will be," his testimony said. But if the FCC tells broadcasters "You may bid this high, but no higher," many may not show up for the reverse auction, he said. Additionally, the agency's Sept **NPRM** appears to envision an auction that will yield no net revenues, meaning no money for **FirstNet**, the nationwide public safety network and no money for deficit reduction. Democratic commish *Jessica Rosenworcel* will

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emphasize next steps. It's time to develop incentives to encourage unleashing more federal spectrum for commercial use, she said: "What if we were to financially reward federal authorities for efficiency use of their spectrum?"

VOD: Time Warner Cable has upgraded its **TWC TV** app for iOS to version 3.0, now offering free and premium VOD content for in-home viewing along with in-home channel live streaming. The new version now has more than 4K TV shows and movies from 91 providers, with subs able to browse by genre or catalog title.

Social Circle: Charter outlined more plans for its decision to nix its social media customer care team (**Cfax**, 12/6). As of Mon, its employees stopped responding to posts discovered while conducting Charter searches. However, the team will continue to respond to @Charter and @CharterCom mentions until Fri at 5pm, according to a **Twitter** post. After that time, all the Umatter2Charter accounts (which includes @Charter and the Umatter2Charter Facebook page) will be removed. The MSO does plan to continue to have a presence in social media via @CharterCom, Facebook.com/CharterCom and Youtube.com/CharterCom. All of Charter's social media team have been offered other jobs, which begin Dec 31.

Business Services: The **Boston Celtics** has opted for **Comcast Business Class Ethernet** and **Comcast Business Class PRI Trunks** for data and voice comm needs. -- **Cycle30**, a provider of hosted order-to-cash billing services owned by **GCI**, has launched a suite of commercial business billing software products for cable operators.

Sports Costs: Looks like **DirecTV's** deal for **Time Warner Cable SportsNet** prompted the *L.A. Times* to take a closer look at its satellite bill. Reporter *Joe Flint* notes DirecTV started levying a \$3/month sports surcharge in Sept for new customers in areas with more than 1 RSN. The surcharge started before DirecTV reached a deal for the **Lakers** RSN last month. A spokesman told the Times only about 20% of markets have more than 1 RSN. But that number could always grow...

SCTE 2013: *Kevin Hart*, evp/CTO of **Cox**, will keynote **SCTE Smart Energy Management Initiative Forum 2013** in April, SCTE said. Cox has adopted strategies for reduced energy consumption and increased sustainability throughout the business. Hart is expected to present the "Cox Conserves" program and address how cable operators can reflect modern energy and sustainable thinking.

Ratings: "Dexter's" 2.6mln viewers at 9pm Sun marked the biggest audience ever for a **Showtime** original series, topping the long-held record of the Season 4 finale in '09 (2.57mln). "Homeland" also performed well, with its 2.36mln viewers at 10pm exceeding last week's record 2.2mln. -- With a nightly average of 1.1mln total viewers, 2012 has been **Food Network's** most-watched year. -- **Nickelodeon** original "It's a SpongeBob Christmas!" on Sun drew 4.8mln total viewers. The animated special posted double-digit gains over last year with 2-11 (7.8/2.6mln, +30%), 6-11 (7.7/1.5mln, +45%), 9-14 (5.7/1.2mln, +84%) and 18-49 (1.2/1.3mln, +33%). -- **Syfy's** "12 Disasters of Christmas" devastated 2.1mln total viewers during its premiere Sat, becoming the channel's most watched Sat original movie since Feb. It scored 759K 25-54 and 586K 18-49 while averaging a 1.5 HH during the 9—11 pm time period.

Programming: Discovery Channel will co-produce its first scripted mini-series "Klondike" (working title). Production of the mini-series, based on *Charlotte Gray's* novel "Gold Diggers: Striking it Rich in the Kondike," will start in March. -- **Travel Channel** greenlit production on 6 new original unscripted series in '13. The series include "All Forked Up," "Burger Land," "DigFellas," "Fortune Diggers," "Gem Hunt," and "Monumental Mysteries."

Online: IFC is gearing up for the return of "Portlandia" (Jan 4) with Web series "Kumail Tours Portlandia." Comedian *Kumail Nanjiani* stars as tour guide to some of the idiosyncratic real-life Portland locations and residents that serve as the show's biggest influences. The 1st webisode debuted Tues, with addition eps posting weekly through Dec and Jan.

People: A number of appointments in **NBCU's** ad sales division. *Scott Schiller*, evp, digital ad sales and *Krishan Bhatia*, evp, digital strategy and ops have taken on expanded roles. *Barry Fischer* has been appointed to the new role of evp, sales analytics. *Earl Marshall* has been named evp and CFO, ad sales. *Mike Mayer* has been appointed svp, sales solutions. Each of these execs will report to NBCU Ad Sales pres *Linda Yaccarino*. Additionally, *John Shea*, evp and NBCU's Chief Marketing Officer, Integrated Media, will join the ad sales division and jointly report to Yaccarino and *Lauren Zalaznick*, NBCU's chmn, Entertainment & Digital Networks and Integrated Media. -- **Hasbro** has combined

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all of its content initiatives (TV, film, short-form, commercial) under **Hasbro Studios** pres *Stephen Davis*. -- The **TX Cable Assoc** promoted *Jeff Burdett* to vp, govt relations and hired *Lucas Meyers*, recently sr policy adviser for Lt Gov *David Dewhurst*, as dir, governmental relations.

Public Affairs: Nine NJ schools will receive \$75K in grants from **Lightpath** for tech-driven education programs. Since starting its Transforming Education With Technology grant program in '10, Lightpath has awarded \$325,000 to local schools.

Honors: **ABC** and **CBS** led the **NAACP** Image Awards nominees in the TV categories with 20 and 12, respectively. They're followed by **HBO** and **Lifetime**, with 10 each. Lifetime is a lock in the "Outstanding Actress in a TV Movie, Mini or Dramatic Special," taking all 5 nomination spots (mostly occupied by the cast of its "Steel Magnolias" remake). **BET** received 6 nods, including a nomination for "The Game" in "Outstanding Comedy Series." **TV One** received 5 nominations, including 3 of the 5 noms in the "Outstanding News/ Information Series or Special" for "Unsung," "Washington Watch with *Roland Martin*" and "Save My Son." Other nets with noms: **OWN** (6), **Showtime** (5), **GMC** (4), **TNT** (3), **Disney** (3), **TV Land** (2), **Nick** (2), **TBS** (2), **FX** (2), **Nick@Nite** (2), **USA** (1), **MTV** (1), **Style** (1) and **TeenNick** (1).

CableFAX Daily Stockwatch

Company	12/11 Close	1-Day Ch	Company	12/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	50.29	0.52	CSG SYSTEMS:	18.53	0.20
DISH:	37.02	(0.13)	ECHOSTAR:	33.47	0.31
DISNEY:	49.48	0.18	GOOGLE:	696.88	11.46
GE:	21.51	0.12	HARMONIC:	4.85	0.05
NEWS CORP:	25.63	0.05	INTEL:	20.65	0.57
MSOS					
CABLEVISION:	14.27	(0.05)	JDSU:	12.80	0.33
CHARTER:	69.59	(0.17)	LEVEL 3:	20.58	0.57
COMCAST:	37.40	0.15	MICROSOFT:	27.32	0.38
COMCAST SPCL:	36.23	0.16	RENTRAK:	19.17	0.15
GCI:	8.67	0.27	SEACHANGE:	10.00	0.06
LIBERTY GLOBAL:	60.60	0.30	SONY:	9.89	(0.09)
LIBERTY INT:	18.95	(0.19)	SPRINT NEXTEL:	5.57	(0.09)
SHAW COMM:	22.40	0.18	TIVO:	12.40	0.28
TIME WARNER CABLE:	93.98	0.06	UNIVERSAL ELEC:	17.00	0.20
VIRGIN MEDIA:	35.51	(0.04)	VONAGE:	2.45	(0.03)
WASH POST:	376.65	3.71	YAHOO:	19.52	0.09
PROGRAMMING					
AMC NETWORKS:	52.76	(0.08)	TELCOS		
CBS:	35.84	(0.04)	AT&T:	34.15	0.42
CROWN:	1.88	0.04	VERIZON:	44.44	0.41
DISCOVERY:	61.51	0.99	MARKET INDICES		
GRUPO TELEVISIA:	25.36	0.34	DOW:	13248.44	78.56
HSN:	53.19	0.64	NASDAQ:	3022.30	35.34
INTERACTIVE CORP:	44.64	1.16	S&P 500:	1427.84	9.29
LIONSGATE:	15.66	0.03			
LODGENET:	0.12	(0.01)			
OUTDOOR:	7.35	(0.07)			
SCRIPPS INT:	58.99	1.21			
TIME WARNER:	47.13	0.50			
VALUEVISION:	1.73	(0.07)			
VIACOM:	54.98	0.27			
WWE:	8.13	0.05			
TECHNOLOGY					
ADVANTAGE:	2.00	UNCH			
ALCATEL LUCENT:	1.11	(0.02)			
AMDOCS:	33.92	0.33			
AMPHENOL:	62.81	0.91			
AOL:	31.20	(0.39)			
APPLE:	541.39	11.57			
ARRIS GROUP:	14.53	0.17			
AVID TECH:	7.01	0.18			
BROADCOM:	34.42	0.43			
CISCO:	19.78	(0.01)			
CLEARWIRE:	2.68	0.28			
CONCURRENT:	5.25	(0.11)			
CONVERGYS:	16.35	0.24			



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