

CableFAX Daily™

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What the Industry Reads First

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Are You Experienced? CTHRA Reports Digital Skills Top Cable's Hiring List

Good news, techies: Digital experience now tops the list of skills sought by cable industry employers, according to CTHRA's recent Human Capital Metrics Survey. And it's "not just having it, but having a track record of successfully utilizing digital to increase revenue, subscribers, etc.," said **Carlsen Resources** founder/CEO *Ann Carlsen*. In 2008 "we were all worrying about the recession and not necessarily watching the incredible change and innovation happening right before our eyes," she said, noting that since then "competition has gone to an entirely different level." To be sure, familiarity with TV Everywhere and new customer care tools are key, with multiplatform trends prompting MSOs to use customer analytics to understand consumer behavior. And in case it's not obvious, cable and telecom employers report that retaining top talent remains top of mind even "just to maintain consistency in all your practices and continuity with all your processes and your content and your brand ultimately and look," said CTHRA vp/pres-elect *Sheryl Anderson*. Of course, "companies don't necessarily own their talent anymore," said Carlsen. "They borrow it by hiring experts who know how to get results... and who have the flexibility to parachute in and out for the mission." Anderson added that techies especially will "come in and build the project for 3 or 4 years and then go away and build something else." Other desirable hiring traits include knowledge of international cultures and language to fuel global brand expansion, and creative thinking, consultative sales and storytelling skills that can generate new ad revenue ideas as the market evolves. In addition to upgrading their tool belts, interviewees also expect more from MVPDs and MSOs, Anderson said, noting that interviewees "are asking an awful lot of questions about budgets, about costs, controls, and things like that. They want to know more operationally where their limitations are going to be." In other words, they want to be a part of the next big thing and not a company slowly fading into the analog abyss. "We all need to take a page from Darwin: adapt or become extinct, see the world around you with fresh eyes, speed matters," said Carlsen.

At the Portals: As expected, the **Media Bureau** OKed the \$1.5bln **Gannett/Belo** and \$2.73bln **Tribune/Local TV** mergers. Gannett and Belo reached a deal with the **Justice Department** earlier this week regarding a St Louis station, which would require divestiture. The bureau emphasized it will pay close attention, on a case-by-case basis,

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to the economic effects of the deals. The **Sinclair/Allbritton** and **Media General/Young Broadcasting** merger proposals are still pending at the Commission. -- The **FCC** granted **DISH**'s petition to waive some technical rules on its use of spectrum, clearing the way for the company to bid on H Block spectrum. The agency also denied **Sprint**'s request to impose a specific cost-sharing obligation on **DISH** should it win the spectrum auction. The order was expected as **DISH** had made its H Block bid offer contingent on FCC approval of its waiver requests at least 30 days before the Jan 22 auction. No other national players applied to participate. The auction is the 1st of 3 auctions the FCC is conducting to free up more spectrum for mobile broadband.

No Ducking Controversy: **AETN** pres/CEO *Nancy Dubuc* may want to set up the eggnog I.V. this holiday season. Not only have various pundits encouraged listeners to call her office to protest the suspension of "Duck Dynasty" star *Phil Robertson* after his anti-gay comments, but the family is now suggesting it won't do the top-rated show without him. "We have had a successful working relationship with **A&E** but, as a family, we cannot imagine the show going forward without our patriarch at the helm," the family said in a statement. "We are in discussions with **A&E** to see what that means for the future of Duck Dynasty." The family called some of Robertson's comments "coarse" but said they were "grounded in the teachings of the Bible... Phil would never incite or encourage hate. We are disappointed that Phil has been placed on hiatus for expressing his faith, which is his constitutionally protected right." We of course should note that many LGBT groups and other gay rights supporters have praised **AETN**'s decision to suspend Robertson as courageous and enlightened. But you know what? Keep those egg-nogs coming anyway...

Winter Olympics: **NBCU**, the exclusive Winter Olympics rights holder, will bring a record 539 hours of coverage of the games in Sochi, 103 hours more than the '10 Games. Including digital platforms, the net will offer more than 1539 hours of coverage. *Bob Costas* will host primetime and late night, becoming the 1st 10-time Olympic prime-time host. The schedule is divided into 3 dayparts—daytime, primetime, and late night—over 18 days starting Feb 6.

Carriage: **Time Warner Cable** has decided to continue carriage of **The New England Cable Network**. **NECN** subs will retain access after Jan 1 with no disruption. MA lawmakers recently pressured the MSO to keep the Boston-based net on its systems (**Cfax**, 12/16). "NECN has now agreed to work with our leadership at Time Warner Cable News to improve the quality of their local programming for our customers," **TWC** said in a statement. -- **Time Warner Cable** is now making **TV Asia** available throughout Southern CA as part of its South Asian programming packages.

Deals: **USA Communications** closed the sale of its cable TV systems in NE and CO to Kansas-based **Eagle Communications**. **Waller Capital** was the exclusive financial advisor to USA Comm for the transaction.

In the States: Alaska MSO **GCI** is looking to deploy the state's 1st gigabit Internet service in Anchorage by '15. And like **Google Fiber**, the company is asking subs to go to its website to express their interest in the service, which will determine which community gets it. The company will also increase its existing speeds as it works on the gigabit initiative.

TWC Doings: The latest stipend from **Time Warner Cable**'s research program on digital communications is \$20K in funding to support the "Older Adults and Broadband Adoption: Where Do We Go From Here?" initiative. It seeks to identify trends in broadband and technology adoption among older adults.

Programming: **Sundance Channel**'s original non-fiction series "Loredana, ESQ," tracing the life of the former LAPD officer turned lawyer, debuts in Mar with 6 eps. -- **NatGeo Channel**'s "Brain Games" returns for new season Jan 13. -- **Nick** booked a 2nd season of superhero comedy "The Thundermans" with 20 eps.

People: **FCC** appointed *Sara Morris* as acting dir of the Office of Legislative Affairs, effective Jan 2. Current acting dir *Patrick Halley* will be associate chief of the wireline bureau. -- *Katharine Linke* was promoted to vp, multiplatform programming for **Disney Channels US**.

Editor's Note: **CableFAX Daily** is taking a break for the holidays. Your next issue will be dated Dec 30. May your days be merry and bright. We'll keep you abreast of any big, breaking news via CableFAX.com.

CableFAX Week in Review

| Company | Ticker | 12/20 Close | 1-Week % Chg | YTD %Chg |
|---------|--------|-------------|--------------|----------|
|---------|--------|-------------|--------------|----------|

BROADCASTERS/DBS/MMDS

| | | | | |
|-------------------|------|-------|---------|--------|
| 21ST CENTURY FOX: | FOXA | 34.30 | 4.16% | 0.00% |
| DIRECTV: | DTV | 66.28 | (0.53%) | 32.14% |
| DISH: | DISH | 56.49 | 6.00% | 55.19% |
| DISNEY: | DIS | 72.40 | 3.99% | 45.41% |
| GE: | GE | 27.36 | 1.94% | 30.35% |

MSOS

| | | | | |
|--------------------|-------|--------|---------|--------|
| CABLEVISION: | CVC | 17.21 | 5.58% | 15.19% |
| CHARTER: | CHTR | 130.02 | (1.16%) | 70.54% |
| COMCAST: | CMCSA | 50.94 | 3.94% | 36.35% |
| COMCAST SPCL: | CMCSK | 49.12 | 3.37% | 36.75% |
| GCI: | GNCMA | 10.12 | 2.33% | 5.53% |
| LIBERTY GLOBAL: | LBTYA | 86.02 | 1.83% | 36.63% |
| LIBERTY INT: | LINTA | 28.15 | 1.77% | 43.04% |
| SHAW COMM: | SJR | 23.87 | 1.53% | 3.87% |
| TIME WARNER CABLE: | TWC | 132.46 | 0.80% | 36.29% |

PROGRAMMING

| | | | | |
|------------------------|-------|-------|---------|---------|
| AMC NETWORKS: | AMCX | 64.57 | 0.08% | 30.44% |
| CBS: | CBS | 60.70 | 3.90% | 59.53% |
| CROWN: | CRWN | 3.47 | 4.83% | 87.57% |
| DISCOVERY: | DISCA | 87.75 | 6.43% | 38.23% |
| GRUPO TELEVISIA: | TV | 29.49 | (0.54%) | 10.95% |
| HSN: | HSNI | 62.50 | 3.07% | 13.47% |
| INTERACTIVE CORP: | IACI | 67.15 | 12.20% | 42.15% |
| LIONSGATE: | LGF | 31.11 | 10.08% | 89.70% |
| MADISON SQUARE GARDEN: | MSG | 25.10 | 55.48 | 1.04% |
| SCRIPPS INT: | SNI | 83.69 | 3.67% | 44.49% |
| STARZ: | STRZA | 28.70 | 4.71% | 0.00% |
| TIME WARNER: | TWX | 68.34 | 4.26% | 42.88% |
| VALUEVISION: | VTV | 6.50 | 2.20% | 261.11% |
| VIACOM: | VIA | 84.29 | 3.61% | 55.32% |
| WWE: | WWE | 15.40 | 7.62% | 95.18% |

TECHNOLOGY

| | | | | |
|-----------------|------|---------|---------|----------|
| ADDVANTAGE: | AEY | 2.50 | (0.79%) | 25.63% |
| ALCATEL LUCENT: | ALU | 4.37 | (3.32%) | 214.39% |
| AMDOCS: | DOX | 41.02 | 1.48% | 20.68% |
| AMPHENOL: | APH | 87.80 | 3.10% | 35.70% |
| AOL: | AOL | 44.81 | 0.99% | 51.33% |
| APPLE: | AAPL | 549.02 | (0.98%) | 3.17% |
| ARRIS GROUP: | ARRS | 23.48 | 8.10% | 57.16% |
| AVID TECH: | AVID | 8.49 | 4.30% | 12.01% |
| BLNDER TONGUE: | BDR | 0.85 | (8.6%) | (26.09%) |
| BROADCOM: | BRCM | 28.57 | 2.00% | (13.97%) |
| CISCO: | CSCO | 21.13 | 4.40% | 7.53% |
| CONCURRENT: | CCUR | 7.76 | (0.13%) | 35.19% |
| CONVERGYS: | CVG | 21.07 | 5.67% | 28.40% |
| CSG SYSTEMS: | CSGS | 29.30 | 1.14% | 61.17% |
| ECHOSTAR: | SATS | 48.28 | 2.37% | 41.09% |
| GOOGLE: | GOOG | 1100.62 | 3.75% | 55.59% |
| HARMONIC: | HLIT | 7.25 | 8.70% | 43.00% |
| INTEL: | INTC | 25.05 | 0.95% | 21.51% |
| JDSU: | JDSU | 12.56 | 6.26% | (6.96%) |
| LEVEL 3: | LVLT | 32.21 | 5.92% | 39.38% |
| MICROSOFT: | MSFT | 36.80 | 0.30% | 37.78% |

| Company | Ticker | 12/20 Close | 1-Week % Chg | YTD %Chg |
|---------|--------|-------------|--------------|----------|
|---------|--------|-------------|--------------|----------|

| | | | | |
|--------------------|------|-------|---------|----------|
| MOTOROLA MOBILITY: | MMI | 14.80 | 3.79% | (61.86%) |
| NIELSEN: | NLSN | 45.35 | (0.59%) | 48.25% |
| RENTRAK: | RENT | 37.47 | 8.01% | 92.25% |
| SEACHANGE: | SEAC | 11.69 | 2.27% | 20.89% |
| SONY: | SNE | 17.56 | 0.29% | 56.79% |
| SPRINT NEXTEL: | S | 9.86 | 16.96% | 73.90% |
| TIVO: | TIVO | 12.61 | 0.16% | 2.44% |
| UNIVERSAL ELEC: | UEIC | 37.91 | 3.35% | 95.92% |
| VONAGE: | VG | 3.20 | (0.62%) | 35.02% |
| YAHOO: | YHOO | 40.12 | 0.98% | 101.61% |

TELCOS

| | | | | |
|----------|----|-------|---------|--------|
| AT&T: | T | 34.30 | (0.67%) | 1.75% |
| VERIZON: | VZ | 48.08 | 0.50% | 11.12% |

MARKET INDICES

| | | | | |
|----------|------|----------|-------|--------|
| DOW: | DJI | 16221.14 | 2.96% | 23.79% |
| NASDAQ: | IXIC | 4104.74 | 2.59% | 35.94% |
| S&P 500: | GSPC | 1818.31 | 2.42% | 27.49% |

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

| COMPANY | CLOSE | 1-WK CH |
|----------------------|-------|---------|
| 1. SPRINT NEXTEL: | 9.86 | 16.96% |
| 2. INTERACTIVE CORP: | 67.15 | 12.20% |
| 3. LIONSGATE: | 31.11 | 10.08% |
| 4. HARMONIC: | 7.25 | 8.70% |
| 5. ARRIS GROUP: | 23.48 | 8.10% |

THIS WEEK'S STOCK PRICE LOSERS

| COMPANY | CLOSE | 1-WK CH |
|--------------------|--------|---------|
| 1. BLNDER TONGUE: | 0.85 | (8.6%) |
| 2. ALCATEL LUCENT: | 4.37 | (3.32%) |
| 3. CHARTER: | 130.02 | (1.16%) |
| 4. APPLE: | 549.02 | (0.98%) |
| 5. ADDVANTAGE: | 2.50 | (0.79%) |



Got Orange?*

*Coming soon from CableFAX.