

# CableFAX Daily™

Wednesday — February 5, 2014

What the Industry Reads First

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## ConnectED Program: Cable's Take on Bringing Broadband to Schools

Following the FCC's Mon announcement to allocate \$2bln in E-Rate funding, telecom/tech companies committed more than \$750mln in computers, services and software to support *President Obama's* push to expand ConnectED, the public/private partnership program aimed at connecting 99% of schools to HSD in 5 years. The participating companies seemed wireless/tech heavy, with **AT&T, Verizon, Sprint, Microsoft** and **Apple** among the contributors. Specifically, AT&T and Verizon have each pledged to provide \$100mln in services, while Apple is donating \$100mln worth of iPads, MacBooks and other products. The expanded ConnectED initiative also includes \$10mln in funding from the **Agriculture Dept** for distance learning in rural schools. Cable might be missing on the list of companies acknowledged by the White House, but the industry isn't new to connecting schools through programs like **Cable in the Classroom** (founded in 1989). As the program's exec dir *Frank Gallagher* wrote on **NCTA's** official blog Tues, "cable is no stranger to digital learning at the speed of broadband. You might even say we helped invent it." He noted that cable nets provide everything from **Discovery Education's** digital "techbooks" to **C-SPAN Classroom's** digitized archive of government in action, to **History's** webcasts and **Ovation's** Arts Education Toolkit. And in addition to connecting schools and libraries since 1989, initiatives like Internet Essentials and Connect to Compete provide home broadband services to low-income families, he said. As for the FCC's \$2bln from E-Rate, it will be targeted to address the most urgent Internet upgrade needs of schools and libraries. The migration of E-Rate from deployment to speed upgrades, established in 1996 to provide \$2.4bln annually for communications services for schools and libraries, is part of the Commission's effort to modernize the program. Cable wants the FCC to include WiFi in the overhaul, with **Comcast** stating in a Jan filing that the majority of connections to outside broadband infrastructure likely will be through WiFi. **NCTA** wants to ensure funding can be used on existing high capacity services. "Cable operators generally offer schools the same type of fiber-based services that are offered to commercial customers," NCTA said in an FCC filing, calling WiFi far more cost-efficient than using Priority 1 wireless service. The problem is that internal connections and WiFi are currently classified as Priority 2 services and therefore have received limited funding. The trade group asked regulators to eliminate the distinction between Priority 1 and 2. **ACA** is more or less on the same page, asking that FCC orient E-Rate support to target the most low-income students and the highest cost areas. Some schools may not need E-Rate

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Entry Deadline: March 21 | Final Entry Deadline: March 28

23400

# Congratulations Jim Cantore 2014 Weatherperson of The Year



**The  
Weather  
Channel**

In honor of National Weatherperson's Day, the Federal Alliance for Safe Homes (FLASH) recognizes Jim Cantore as the 2014 Weatherperson of the Year. Through excellence in communication, he has played an essential role of sharing critical information with our viewers when they need it most. The Weather Channel salutes Jim for his more than 27 years of tireless dedication to protecting communities during severe weather.



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support because other sources such as Cable in the Classroom are providing assistance, ACA said. **Cox** wants the FCC to make cloud services that store educational material eligible for E-Rate funding and to retain support for voice services.

**On the Hill:** As promised, Sen *Dean Heller* (R-NV) introduced the **FCC Process Reform Act of 2014**, which aims to streamline the agency and make it more transparent and efficient. The bill is “the product of bipartisan collaboration in the House of Representatives,” Heller said in a statement. **House Commerce** passed similar legislation earlier this year, and the topic was discussed at the FCC’s Open Commission meeting last week. Heller has been a big advocate of FCC reform: In July, he introduced the FCC Consolidated Reporting Act along with Reps *Greg Walden* (R-OR), *Steve Scalise* (R-LA) and *Anna Eshoo* (D-CA). The bill would combine 8 annual reports into a single biennial Communications Marketplace Report, and repeals the annual Telegraph Report, which was signed into law in 1934.

**Sochi '14:** The Olympics are TV Everywhere’s moment to shine, and **Comcast NBCU** is doing what it can to get even more people to sample live streaming. All viewers will get a multi-day temporary pass to access live streaming content on NBCOlympics.com and/or on the NBC Sports Live Extra app, without having to verify a cable subscription. These unauthenticated viewers will get a one-time 30-min temporary pass to give them time to gather their credentials for TVE (often times an email or account password). Viewers also will get a subsequent pass for 5 minutes per day thereafter. Some MVPDs (Comcast, **Cox**, **Cablevision** and **Midcontinent**) will verify customers’ devices automatically when used within the home. Customers already authenticated through Adobe Pass on NBCU network websites and applications will not have to re-verify those subscriptions. “We verified nearly 10mln devices during the London Olympics,” said *Rick Cordella*, svp/gm, digital media, **NBC Sports Group**. “With improved tools, including the multi-day temp pass and more providers offering in-home verification, our goal is for temporary pass to really drive usage and adoption of TV Everywhere in a way that hasn’t ever been done before.” There’s also a marketing campaign. Check out the *Ryan Seacrest* spot [here](#).

**TVE:** **Time Warner Cable** and **Bright House** digital subs now have next-day access to **Univision** content via **UVideos**, Univision’s bilingual digital video network, on iOS and Android devices at no additional cost. The UVideos app and website features a time-syncing feature in which viewers can see social and on-site comments played back as they occurred during the original broadcast. The app also has search and recommendation functionality.

**Customer Service:** *Rob Marcus* has made it clear that **Time Warner Cable** is working on changing its image, particularly in terms of the customer experience. So, you have to figure that played a part in the MSO’s decision to give L.A. customers a \$5 gift card as a token of the company’s appreciation following a technical glitch that caused some customers to lose the Super Bowl telecast for about an hour (only the SD feed was affected, leading TWC to say that most customers were not affected). “We didn’t live up to our standards for a quality customer experience. We know there’s no way to undo the inconvenience of last night’s outage, and we want them to know how truly sorry we are for this issue,” said a statement from TWC svp, operations *Deborah Picciolo*. Analog customers will receive the gift card, while digital subs will get a credit for a VOD movie. TWC said the credits/gift cards would be provided automatically, no customer action is needed.

**Patently Speaking:** **Cisco** and **Kudelski Group** announced a multi-year patent cross-license agreement, under which both companies will license their respective patent portfolio to each other (with certain restrictions). The 2 said they have resolved all pending litigation, with Cisco paying Kudelski an upfront, lump sum payment.

**New Toon:** **Turner’s** mixing things up, starting **Adult Swim’s** programming hours at 8pm (instead of 9pm) beginning on Mar 31. **Cartoon**, which will be on from 6am-8pm, may have lost an hour of linear programming, but it will gain a portfolio of original content at CartoonNetwork.com and at its other digital branded platforms. Even bigger changes are planned at **Boomerang**, which will start showing ads as it rebrands as a family co-viewing net. Vintage toon net Boomerang will feature a combo of classic and contemporary cartoons across all of its 13 intl feeds. Adult Swim will launch its new hour of programming with back-to-back eps of “King of the Hill,” followed by “The Cleveland Show” at 9pm.

**Press Clippings:** **Liberty Media** and **Discovery Comm** are in talks to acquire a minority stake in **Formula One**, giving the companies more control of sports rights, according to a *NY Post* report. The story said **Liberty Global**, Discovery and Liberty Media are working to purchase as much as 49% of the racing circuit from **CVC Capital**, but cautioned talks are in the early stages.

**Out of the Ring:** A reminder that while consumers will soon have an OTT option for their **WWE** fix, they lost the pro-

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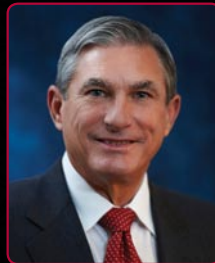
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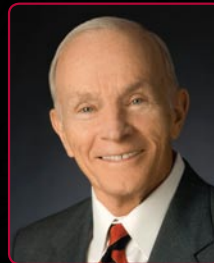
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# BUSINESS & FINANCE

grammer's SVOD service as of Feb 1. "Beginning February 2014, WWE will no longer offer WWE Classics On Demand, our subscription video-on demand content delivered through cable television providers, as we are focusing our resources on other initiatives." Last month, WWE announced plans to launch its streaming net on Feb 24, featuring all 12 WWE live PPV events.

**Digital: Crown Media Family Networks** inked a video syndication deal with **AOL**, offering **Hallmark Channel** video content to AOL. It also signed a similar deal with Internet media platform **blinkx**. In addition to Hallmark shows and movies, the content offerings include program highlights, behind-the-scenes sneak peeks from original video and more, which AOL and blinkx will distribute to their online partners.

**People: Coleman Breland** was named pres of **Turner Network Sales**, reporting to Turner pres *David Levy*. As part of the move, *Richard Warren* was promoted to evp of negotiations & strategy and associate general counsel, and *Jennifer Mirgorod* was elevated to evp, brand distribution. Both report to Breland.

**On the Circuit: NAMIC** is accepting nominations for the Next Generation Leaders Awards presented during annual NAMIC breakfast at the Cable Show (May 1, 8am, LA Convention Center). For more info, click [here](#).

## CableFAX Daily Stockwatch

Company	02/04 Close	1-Day Ch	Company	02/04 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	31.56	0.68	GOOGLE:	1138.16	4.73
DIRECTV:	68.81	0.70	HARMONIC:	6.32	(0.09)
DISH:	56.58	1.98	INTEL:	23.82	(0.13)
DISNEY:	71.05	1.06	JDSU:	12.79	0.02
GE:	24.57	0.22	LEVEL 3:	31.41	0.40
<b>MSOS</b>					
CABLEVISION:	16.39	0.54	MICROSOFT:	36.35	(0.13)
CHARTER:	138.86	2.74	MOTOROLA MOBILITY:	16.41	0.45
COMCAST:	53.52	0.75	NIELSEN:	42.11	1.07
COMCAST SPCL:	51.47	0.69	RENTRAK:	56.59	0.45
GCI:	9.52	(0.05)	SEACHANGE:	11.55	0.06
LIBERTY GLOBAL:	80.09	1.06	SONY:	16.10	0.85
LIBERTY INT:	26.12	0.20	SPRINT NEXTEL:	7.84	(0.01)
SHAW COMM:	22.03	0.02	TIVO:	11.97	(0.04)
TIME WARNER CABLE:	135.90	1.89	UNIVERSAL ELEC:	34.66	0.46
<b>PROGRAMMING</b>					
AMC NETWORKS:	62.70	1.30	VONAGE:	4.37	UNCH
CBS:	57.87	1.56	YAHOO:	35.66	0.76
CROWN:	2.92	(0.01)	<b>TELCOS</b>		
DISCOVERY:	78.03	(0.01)	AT&T:	32.45	0.50
GRUPO TELEVISA:	28.35	0.49	VERIZON:	46.82	0.41
HSN:	55.10	1.64	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	68.85	1.17	DOW:	15445.24	72.44
LIONSGATE:	30.77	0.24	NASDAQ:	4031.52	34.56
MADISON SQUARE GARDEN:	56.96	(0.51)	S&P 500:	1755.20	13.31
SCRIPPS INT:	72.47	0.58			
STARZ:	27.04	0.54			
TIME WARNER:	62.40	0.88			
VALUEVISION:	6.16	0.26			
VIACOM:	79.85	0.83			
WWE:	22.99	(1.08)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	3.17	(0.04)			
ALCATEL LUCENT:	4.11	0.30			
AMDOCS:	42.33	0.29			
AMPHENOL:	84.96	0.28			
AOL:	49.49	2.62			
APPLE:	508.79	7.26			
ARRIS GROUP:	25.73	0.57			
AVID TECH:	6.87	0.06			
BLNDER TONGUE:	0.98	(0.01)			
BROADCOM:	29.20	0.40			
CISCO:	21.80	0.25			
CONCURRENT:	8.53	0.12			
CONVERGYS:	19.66	0.18			
CSG SYSTEMS:	28.86	0.04			
ECHOSTAR:	47.01	0.40			

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