

CableFAX Daily™

Monday — February 10, 2014

What the Industry Reads First

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Games On: Comcast Showcasing Its Wares in Olympic Fashion

With the Winter Olympics officially kicking off Fri, **Comcast Cable's** mantra for the event is summed up pretty succinctly in its slogan: "Every Medal. Every Minute. Every Screen." It's the MSO's chance to fine tune its coverage after the Summer Olympics in London, which saw 88mln authenticated streams to US viewers (the highest number recorded for a single TV event). This time around, Comcast's X1 platform is allowing subs to view **NBC's** Live Extra app offering live coverage on their TVs. The MSO is the only provider bringing this to the TV for the Olympics, offering customers every live event on ever screen. Comcast is also using the Games to test Instant on Demand in 6 markets—Philly, NYC, Atlantic City, Boston, Portland, ME, and Providence. Using the cloud, it allows X1 customers to start a primetime program over when they come in after it already has begun. To spread the word on these initiatives, "we're sending emails to customers, we're promoting it on X1 with screensavers and in the guide," explained *Dana Wilson*, Comcast exec dir, product strategy and ops. "In the event customers are calling into our call centers, we've placed IVR messaging that describes access as well for the Olympics." Besides marketing, Comcast has done extensive training of frontline employees so they can handle questions and trouble-shoot problems. The MSO has encouraged viewers with a "Get Ready" campaign to make sure they are authenticated and ready to watch live streaming coverage in advance, even offering a 30-min temporary pass so that no one misses out on something while getting log-in credentials. Comcast is showcasing some 4K coverage of the Olympics, but at this point, it's just for special events such as a DC reception for the Opening Ceremonies Fri night. On the other hand, X1 users are being invited to check out the new X2 interface (subs can toggle between the X1 and X2 guide), with all new X1 customers automatically getting X2. Sochi is off to a promising start. Thurs' pre-Opening Ceremony coverage averaged 20mln viewers, marking the best prime viewership on any network on a Thurs since NBC's NFL kickoff game on Sept 5. While the torch has only just been lit, as soon as Sochi wraps, Comcast will start strategizing for 2016. Go Rio!

Aereo: Fox applauded the 10th Circuit Court of Appeals for agreeing to hear on Tues the programmer's preliminary injunction motion. "We have always maintained that Aereo is operating illegally and has no right to retransmit our

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Sales Executive of the Year Awards

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The winners and honorable mentions will be saluted during an awards event in June 2014 in NYC.

Entry Deadline: February 14, 2014
Final Deadline: February 21, 2014
Visit: www.cablefaxsalesawards.com

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copyrighted material,” Fox said in a statement. “We are hopeful that Aereo will be enjoined from operating in the six states covered by the 10th Circuit while this case is pending before the United States Supreme Court.” The 10th Circuit covers CO, KS, NM, OK, UT and WY.

Carriage: INSP went dark on **DirectTV** as of Feb 1, with the programmer making its case on IWantMyINSP.com partly by noting that the free net “doesn’t add one single penny to your monthly satellite bill.” DirectTV is trying to drum up its own support at DirectTVPromise.com. In a statement, DirectTV said INSP “simply decided they no longer wanted to be carried under terms very similar to their previous contract.” This isn’t the only channel drop for DirectTV in recent weeks. Weather Channel has been off the satellite provider since Jan 14 with the 2 unable to come to terms on a new contract.

Consolidation Watch: The *WSJ* reported Fri that **Charter** is hoping to spur talks with **Time Warner Cable**, with plans to nominate a full slate of candidates for TWC’s 13-member board. The waiting game continues...

Competition: Watch out cable, **Verizon FiOS** wants to steal your subs. The telco, which has backed away from promotions somewhat lately, launched a new 2-year price guarantee offer for new customers. If ordering online, the package is priced at \$89.99 with no annual contract, a \$10 monthly saving versus those ordering via phone. It includes free FiOS Quantum 50/25 Mbps upgrade for 2 years. Those getting a 2-year contract receive a \$250 Visa prepaid card.

Clyburn on C-SPAN: Not much of an update on net neutrality from **FCC** commish *Mignon Clyburn* during her appearance on **C-SPAN**’s “The Communicators” (airs Sat and Mon). She simply noted that the court affirmed the FCC’s general authority on broadband and upheld the transparency rules. The court also provided “a significant roadmap for us, which I am happy about,” she said, referring to the agency’s option to reclassify broadband (Many observers don’t expect the FCC to do so). For now, the Commission is still reviewing its options, she said. Meanwhile, Clyburn said “the spirit” of **House Communications** subcmte head *Greg Walden* (R-OR)’s initiative to reform the FCC could improve agency engagement and “make it more robust,” though the Commission is working on its own process reform plans. “We are in the process reform business,” she said. Meanwhile, in the coming weeks, there could be some activities on the overhaul of the media ownership rules. The Dem believes it is critical that the American experience is represented in both programming and media ownership. She is concerned that diversity in media might be affected by the broadband incentive auctions if broadcasters serving minority communities were to give up their spectrum. That said, she stressed the importance of making the auction process open and transparent and that regulators need to incentivize broadcasters to participate.

Ratings: **Bravo**’s “Top Chef” finale Thurs night cooked up 1.7mln total viewers, a 13% increase from the prior week. It scored 1mln P25-54 and 872K P18-49, up 13% and 7% respectively from the prior week.

Research: US TV shipments in ’13 dropped to 34mln units, down sharply from 37.5mln a year ago, according to an **IHS** report. The shipments consisted entirely of LCD and plasma display panel sets, with old analog tube-type TVs “long gone” and the last rear-projection TVs (PDP) having exited the market completely in ’12, the research firm said. Both LCD and PDP segments lost volume in ’13 from a year earlier: LCD TV shipments decreased to 31.9mln units, down 6%, while PDP TV shipments plunged 42% to 2.1mln. The drop was because the US market has reached saturation point following years of “huge growth,” especially as the flat-panel-TV craze set in, said IHS analyst *Veronica Gonzalez-Thayer*.

Programming: **Lifetime** picked up the scripted series “Un-Real.” The 10-ep series will be the 1st scripted series fully financed and controlled by **A+E Studios**. AETN will handle global sales for the show. -- **TNT** added 6 eps to the 2nd season of its real-life crime series “Cold Justice,” which will air this summer. -- **AMC** booked a docu-series focused on the inaugural season of the LA KISS arena football league team. The 10-ep, 60-min series will premiere this summer. Later this month, the net will premiere “Game of Arms,” a new unscripted series on Feb 25. -- **Ovation** launched season 2 of its original music profile series “Music Mavericks.” It airs weekly on Sun nights. -- **Veria Living** will premiere its new, hour-long show “Veria Living Live” on Feb 10, featuring the latest pop culture stories, celebrity interviews and life-style segments.

CableFAX Week in Review

Company	Ticker	2/07 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

21ST CENTURY FOX:	FOXA	32.24	1.32%	(8.33%)
DIRECTV:	DTV	70.28	1.22%	1.77%
DISH:	DISH	56.80	0.74%	(1.93%)
DISNEY:	DIS	75.67	4.21%	(0.96%)
GE:	GE	25.19	0.24%	(10.13%)

MSOS

CABLEVISION:	CVC	16.24	1.25%	(9.43%)
CHARTER:	CHTR	137.50	0.36%	0.54%
COMCAST:	CMCSA	54.64	0.35%	5.14%
COMCAST SPCL:	CMCSK	52.52	0.32%	5.29%
GCI:	GNCMA	9.45	(8.43%)	(15.25%)
LIBERTY GLOBAL:	LBTYA	81.87	2.43%	30.03%
LIBERTY INT:	LINTA	27.44	2.73%	(6.51%)
SHAW COMM:	SJR	23.00	4.31%	(5.51%)
TIME WARNER CABLE:	TWC	135.35	1.56%	(0.11%)

PROGRAMMING

AMC NETWORKS:	AMCX	63.64	(1.24%)	(6.56%)
CBS:	CBS	60.50	3.03%	(5.08%)
CROWN:	CRWN	2.97	(2.94%)	(15.86%)
DISCOVERY:	DISCA	82.76	3.74%	(8.47%)
GRUPO TELEVISIA:	TV	29.50	1.51%	(2.51%)
HSN:	HSNI	54.95	0.33%	(11.8%)
INTERACTIVE CORP:	IACI	66.97	(4.38%)	(2.45%)
LIONSGATE:	LGF	33.11	2.41%	4.58%
MADISON SQUARE GARDEN:	MSG	57.39		(1.1%)
(0.33%)				
SCRIPPS INT:	SNI	76.30	5.21%	(11.7%)
STARZ:	STRZA	28.87	3.18%	(1.27%)
TIME WARNER:	TWX	63.91	1.72%	(8.33%)
VALUEVISION:	VTV	5.78	(6.32%)	(17.31%)
VIACOM:	VIA	82.06	(0.39%)	(6.51%)
WWE:	WWE	23.14	(4.34%)	39.57%

TECHNOLOGY

ADDVANTAGE:	AEY	2.93	(10.94%)	8.92%
ALCATEL LUCENT:	ALU	4.48	13.42%	1.82%
AMDOCS:	DOX	43.34	0.18%	5.09%
AMPHENOL:	APH	87.36	0.55%	(2.04%)
AOL:	AOL	47.28	2.60%	1.42%
APPLE:	AAPL	519.68	3.81%	(7.37%)
ARRIS GROUP:	ARRS	26.05	0.58%	7.03%
AVID TECH:	AVID	6.90	(0.58%)	(15.34%)
BLNDER TONGUE:	BDR	0.94	10.59%	(6%)
BROADCOM:	BRCM	30.46	2.35%	2.73%
CISCO:	CSCO	22.67	2.12%	1.07%
CONCURRENT:	CCUR	8.51	0.35%	4.16%
CONVERGYS:	CVG	19.59	(3.83%)	(6.94%)
CSG SYSTEMS:	CSGS	26.88	(10.28%)	(8.57%)
ECHOSTAR:	SATS	47.17	0.30%	(5.13%)
GOOGLE:	GOOG	1177.44	(0.3%)	5.06%
HARMONIC:	HLIT	6.46	(2.12%)	(12.47%)
INTEL:	INTC	24.20	(1.37%)	(6.76%)
JDSU:	JDSU	13.27	(0.15%)	2.16%
LEVEL 3:	LVLT	36.75	14.49%	10.79%
MICROSOFT:	MSFT	36.56	0.49%	(2.27%)

Company	Ticker	2/07 Close	1-Week % Chg	YTD %Chg
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NIELSEN:	NLSN	44.18	4.47%	(3.73%)
RENTRAK:	RENT	64.17	12.42%	69.36%
SEACHANGE:	SEAC	11.56	(4.86%)	(4.93%)
SONY:	SNE	16.82	6.79%	(2.72%)
SPRINT NEXTEL:	S	8.02	(3.02%)	(25.4%)
TIVO:	TIVO	12.03	(7.18%)	(8.31%)
UNIVERSAL ELEC:	UEIC	35.54	(0.56%)	(6.74%)
VONAGE:	VG	4.48	(2.82%)	89.03%
YAHOO:	YHOO	37.23	3.39%	(7.94%)

TELCOS

AT&T:	T	32.30	(3.35%)	(8.13%)
VERIZON:	VZ	46.81	(1.72%)	(4.74%)

MARKET INDICES

DOW:	DJI	15794.08	0.61%	(4.72%)
NASDAQ:	IXIC	4125.86	0.54%	(1.21%)
S&P 500:	GSPC	1797.02	0.81%	(2.78%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LEVEL 3:	36.75	14.49%
2. ALCATEL LUCENT:	4.48	13.42%
3. RENTRAK:	64.17	12.42%
4. BLNDER TONGUE:	0.94	10.59%
5. SONY:	16.82	6.79%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ADDVANTAGE:	2.93	(10.94%)
2. CSG SYSTEMS:	26.88	(10.28%)
3. GCI:	9.45	(8.43%)
4. TIVO:	12.03	(7.18%)
5. VALUEVISION:	5.78	(6.32%)

CableFAX's

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