

# CableFAX Daily™

Wednesday — February 26, 2014

What the Industry Reads First

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## CTAM Check-In: Lansing Talks Education, Consolidation & Role of Association

Earlier this month, we reported how **CTAM** is readying a set of recommendations for the industry on TV Everywhere, including a new name (*Cfax*, 2/7). While TVE certainly keeps the marketing association busy, new CEO *John Lansing* has plenty of other things on his agenda. We recently spoke to the former **Scripps Nets** exec about his first few months on the job, with Lansing joining the organization Nov 1 and longtime pres/CEO *Char Beales* stepping down at the end of '13. **What are some priorities beyond TV Everywhere?** We're going to be very active in terms of cooperative marketing with our MSO members and working with them as they further enhance and strengthen the CableMover marketing programming to keep customers when they move from one location to another. We'll be adding a lot of effort and enhancements to our educational forums, like CTAM Think and CTAM Unplugged. In the wake of having come past the time when CTAM Summit was a major part of our educational focus, we're now developing a number of regional and national educational events for our members. We hope to add a great deal of improvement to those this year. Overall, we need to do a better job as a marketing organization marketing ourselves back to the industry and our members for the value we do bring. **Can you talk about your first few months on the job, which included some big events?** Immediately, Char was unselfish and giving of her time, given that she was beginning to wind down. She actually ended up winding up with her and me going all over the industry and touching base with our members. It gave me a chance, frankly as someone who comes from the programming side of the industry, to get to know a lot of my former peers in the industry from a different place—not as programming competitors or a programmer looking for distribution deal with an MSO... And now, we're very busy putting forth our 2014 strategy plan. **Anything at CES strike you? There was a lot coming out about 4K.** Well, I came home—we're redoing our family room—and I immediately bought a 4K TV after going into the showroom intending not to. After CES, I was convinced it was the way to go. My biggest takeaway from CES, as they termed it at the show, is the 'Internet of Things.' The idea that everything, or most things, will be interconnected and wired, and how interesting and complex that becomes when you're a media company or association. **How does the consolidation of operators impact CTAM?** There has been consolidation since the beginning. It's really just a continuation of what's been going on for many years. CTAM has been consistently adjusting to be responsive and fit in where the industry is. Should there be further consolida-

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tion, I think the role of CTAM will be to continue to look for ways to provide growth opportunities for the industry in a way that the industry and individual companies can't accomplish on their own. **CTAM has changed its business model, including the shuttering of local chapters and Summit. Are there things you're still tweaking, or do you feel you're on the right path?** I do think we're on the right path, but the tweaking continues, however... The one key mission of CTAM beyond strategic collaboration and cooperative marketing is really educating our members so they can compete at the highest level.

**In the Courts:** A federal court on Tues granted **Aereo** a 14-day stay from an injunction that requires it to stop operating in Denver and Salt Lake City. During the stay, Aereo can pursue its emergency motion seeking a stay in the 10th Circuit Court of Appeals. Judge *Dale Kimball* denied Aereo's motion for an emergency stay, but did agree to the temporary stay, citing a benefit in allowing Aereo's customers uninterrupted service pending the 10th Circuit's decision. Last week, the US District Court in UT granted a preliminary injunction against Aereo, banning operations in UT, NM, CO, OK, WY, KS and MT.

**Retrans:** Surprise. **Sinclair** and **Buckeye Cablevision** are still fighting. After filing a complaint last week alleging the broadcaster is negotiating in bad faith, Buckeye filed another letter at the **FCC** directing the agency to a Sinclair press release that said negotiations had ended (and that **WNWO** would be off Buckeye for the foreseeable future). The broadcaster said the release had nothing to do with its obligation to negotiate in good faith, but rather stemmed from "its desire to make the public aware of the status of the retransmission dispute as to carriage of **WNWO** by Buckeye's Toledo cable system so that they may make informed decisions as affected consumers." **WNWO** has been dark on Buckeye since Dec 16.

**Sochi Olympics:** Digital viewing of the Sochi Olympics was really the bright spot as average primetime viewership of the Games on **NBC** dropped double digits vs the Vancouver Games. The net's primetime Sochi coverage averaged 21.4mln viewers (P2+), down 12% from the 24.4mln viewers during Vancouver. The average viewership for the closing ceremony was down 29% from Vancouver. The Sochi Games scored a 12.3 HH rating for primetime. More than 76% of US TV homes tuned in to some portion of the Games, with a total TV reach of 178mln American viewers, NBC said, citing **Nielsen** data. Digitally, a Winter Olympics-record 10.8mln hours of video were consumed on **NBC Olympics'** digital platforms, more than triple the hours of video streamed for the Vancouver Games. Approx 80% of the video was viewed via authenticated live streams. The Games saw the largest authenticated streaming audience in US history during the live stream of the Olympic men's ice hockey semi-final between the US and Canada on Feb 21, which generated more than 2.1mln unique users. In total, **NBC Sports Group's** digital platforms saw around 61.8mln unique users, topping the Vancouver Games by 29%.

**TiVo Doings:** **TiVo** scored a deal with service provider **Vyve** to develop advanced video services using Digital Transport Adapters (DTAs) built by **Evolution Digital**. Initial deployment will start in April. As Vyve retires its legacy video services, the DTAs are expected to help its transition to IPTV while competing more effectively in the near term through HD channel expansion. -- TiVo co-founders *Mike Ramsay* and *Jim Barton* unveiled the Qplay TV Adapter, which lets users watch their Internet videos on the biggest screen. The adapter is available now for \$49. Much like **Google's** Chromecast, the Qplay features built-in WiFi and is controlled through an iPad app. Users can separate content into categories, or "Qs."

**Mickey Everywhere:** **The Walt Disney Studios** launched its second screen app, Disney Movies Anywhere. Available for iPhone, iPad, and iPod touch and online, the app allows access to content from **Disney, Pixar, and Marvel** through iTunes. Users can also stream and download movies on Apple TV (through iCloud or using AirPlay).

**Ratings:** February belongs to **USA**, with the net eking out a primetime ratings victory with a 0.9/2.3mln total viewers rating and delivery for the month. Close behind were **History** (0.8/2mln), **Disney** (0.8/2mln) and **Fox News** (0.8/2mln). **Nick** beat out **Disney** for the total day crown for the month among total viewers (0.7/1.8mln vs 0.6/1.5mln). However, Disney was #1 for the 34th consecutive month in kids 6-11 and 46th in tweens 9-14. Feb's top 3 cable shows—all eps of **AMC's** "The Walking Dead," with the Feb 9 premiere averaging 20.3mln viewers. Two eps of **A&E's** "Duck Dynasty" round out the top 5, with **TNT's** **NBA** All-Star game in 6th place (750K).

**At the Portals:** The **FCC** rescheduled next month's open meeting from Mar 19 to Mar 31.

**Philanthropy:** **Comcast NBCU** announced its partnership with **LIFT**, a nonprofit focused on lifting families out of poverty, to create the Comcast NBCU Digital Literacy Learning Hubs in Boston, Chicago, Philly and Washington DC. The initiative aims to help at least 13K low-income adults improve their tech skills. The company also announced a 3-year partnership with **The Arc**, which advocates for rights of the disabilities community, to expand digital education for those with intellectu-

# BUSINESS & FINANCE

al and developmental disabilities. The partnership will enable the creation of 12 Digital Learning Labs in major cities across the country.

**Ovation Goes Independent:** Ovation has teamed with **Film Independent**, the nonprofit arts organization that produces the Film Independent Spirit Awards and the LA Film Festival, on 2 programs to provide behind-the-scenes content of “the artistry of independent filmmaking,” the net said. “The 2014 Film Independent Directors Close-up” series will take place one night a week, over 5 weeks from Feb to March in LA.

**Stork Visit:** Congrats to **Cablevision** media relations exec *Charlstie Veith* and husband *Todd Veith*, who welcomed baby girl *Lillian Mae* (8lbs, 12 oz) into the world last week. Everyone is doing great.

**On the Circuit:** Registration for **WICT’s** Leadership Conference (Sept 15-16 in NYC) opens on Wed. The event includes a lunch honoring the Woman of the Year and Woman to Watch. WICT also will celebrate its 20th anniversary of the Betsy Magness Leadership Institute during the conference. -- **The Cable Show** and **ShortsHD** are teaming up to launch a 48-hour student short film competition during the show April 29-May 1 in LA. The event will feature student teams from 3 LA-based universities to create short films of 7 mins or less. The projects will later be broadcast on ShortsHD.

## CableFAX Daily Stockwatch

Company	02/25 Close	1-Day Ch	Company	02/25 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	33.19	0.02	GOOGLE:	1220.00	7.49
DIRECTV:	75.00	(0.12)	HARMONIC:	6.42	(0.07)
DISH:	57.43	0.06	INTEL:	24.62	(0.01)
DISNEY:	80.21	(0.52)	JDSU:	13.52	0.12
GE:	25.27	(0.02)	LEVEL 3:	37.51	(1.28)
<b>MSOS</b>					
CABLEVISION:	16.62	0.21	MICROSOFT:	37.54	(0.15)
CHARTER:	121.34	(2.24)	NIELSEN:	46.13	(0.58)
COMCAST:	50.77	(0.38)	RENTRAK:	65.38	(0.42)
COMCAST SPCL:	49.14	(0.27)	SEACHANGE:	12.09	(0.18)
GCI:	10.24	0.17	SONY:	17.28	(0.12)
LIBERTY GLOBAL:	85.33	(1.39)	SPRINT NEXTEL:	8.27	(0.13)
LIBERTY INT:	29.53	0.08	TIVO:	13.17	0.15
SHAW COMM:	22.90	0.08	UNIVERSAL ELEC:	41.34	(1.44)
TIME WARNER CABLE:	138.29	(0.87)	VONAGE:	4.46	(0.13)
<b>PROGRAMMING</b>					
AMC NETWORKS:	70.45	0.38	YAHOO:	37.26	(0.16)
CBS:	65.76	(0.7)	<b>TELCOS</b>		
CROWN:	3.32	(0.04)	AT&T:	32.17	(0.3)
DISCOVERY:	81.68	(0.78)	VERIZON:	46.29	0.06
GRUPO TELEVISA:	28.73	(0.58)	<b>MARKET INDICES</b>		
HSN:	57.15	0.06	DOW:	16179.66	(27.48)
INTERACTIVE CORP:	74.77	0.61	NASDAQ:	4287.59	(5.38)
LIONSGATE:	30.96	0.01	S&P 500:	1845.12	(2.49)
MADISON SQUARE GARDEN:	58.81	0.25			
SCRIPPS INT:	80.90	(0.17)			
STARZ:	31.59	(1.23)			
TIME WARNER:	64.78	(0.23)			
VALUEVISION:	5.75	(0.08)			
VIACOM:	86.62	(0.67)			
WWE:	23.71	(0.28)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.91	0.03			
ALCATEL LUCENT:	4.30	0.01			
AMDOCS:	44.15	(0.18)			
AMPHENOL:	88.33	(0.58)			
AOL:	43.80	0.10			
APPLE:	522.06	(5.49)			
ARRIS GROUP:	29.08	(0.61)			
AVID TECH:	6.02	UNCH			
BLNDER TONGUE:	0.97	0.00			
BROADCOM:	30.34	(0.4)			
CISCO:	21.84	(0.28)			
CONCURRENT:	8.35	(0.24)			
CONVERGYS:	20.37	0.19			
CSG SYSTEMS:	27.33	0.02			
ECHOSTAR:	49.52	(0.48)			

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