

# CableFAX Daily™

Friday — March 14, 2014

What the Industry Reads First

Volume 25 / No. 050

## Bright House: Gigabit Broadband Community Planned

As AT&T and Google Fiber ready to deploy their gigabit broadband services, **Bright House** is looking to be one of the first cable operators to launch a fiber service offering speeds up to 1Gbps. Late last year, Alaska cable provider **General Communications** said it will offer a 1Gbps Internet service in Anchorage by 2015. Unlike the telco and Google, the Bright House gigabit project was initiated by real-estate developer **Metro Development Group** (MDG) and targets 6,000 homes in the developer's Tampa, FL communities (home price starts at lower \$200Ks). The developer issued an RFI, and **Verizon FiOS** was among interested parties, **Greg Singleton**, pres of MDG told us. First homes wired for the service will be available for occupation this summer, with the entire deployment completed in 3 years. The service could potentially expand to additional MDG communities, and Singleton said he wants to work with Bright House again. As part of the deployment plan, every new home in a MDG community will be pre-wired and include home automation, security services and access to up to 1G WiFi in the community's common areas. Bright House will provide smart home services. Other applications would feature IPTV, 4K TV, and education services. In addition, the developer is about to release an RFI for a community app that will tout community-specific info like trail maps, location services and internal social media platforms, Singleton said. "As long as the infrastructure is there, the apps will come along," he said. The developer is still working on pricing plans, but Singleton said tier pricing is preferred and will be competitive. MDG plans to offer 6 months of free trials to home owners with symmetrical speeds of 100Mbps. Bright House will deliver the service using EPON (Ethernet Passive Optical Network), a technology used by some MSOs to serve business customers. Bright House has "designed a fiber-to-the-home network solution for MDG because of the very specific applications the Developer has planned for its communities," the MSO's pres **Nomi Bergman** said in a statement. Just weeks ago, Google announced plans to expand its gigabit service to 34 cities in 9 metropolitan areas across the county. And on Thurs, San Antonio City Council approved Google's fiber project, allowing the company to build about 40 network huts on city properties such as libraries, fire and police stations. The company already pulled nearly 6K miles of fiber cables throughout Kansas City, one of Google's

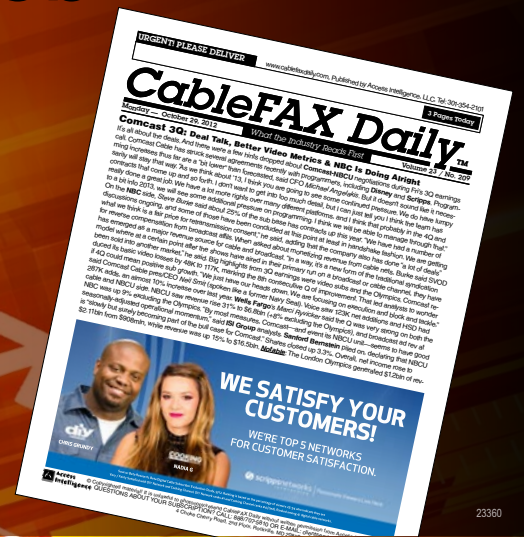
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first fiberhoods, and aims to lay down even more. **AT&T** isn't sitting around: *chmn/CEO Randall Stephenson* recently said the telco's Gigapower service, with speeds of 300 Mbps and plans to reach 1Gbps later, will expand to Dallas. Meanwhile, *President Obama's* 2014 Farm Bill provides funding for eligible ISPs to build gigabit networks in rural areas where ultra-fast broadband services aren't available.

**Rebranding: Hallmark Movies & Mysteries** is the new **Hallmark Movie Channel** starting in 4Q. The rebranding, which also includes new tagline and logo across platforms, came as the net ups the stakes in the mystery genre with plans to launch its 1st "Mystery Wheel" in 2015, featuring a rotation of 3 movie franchises, each consisting of 3-4 movies following the same primary characters and playing out over the course of several months. The rebranding isn't necessarily a programming overhaul but rather an opportunity to provide better brand recognition, parent **Crown Media** pres/CEO *Bill Abbott* told us. "It [rebranding] will define us better," he said. The company used the "Mystery Wheel," originally a program under **Hallmark Channel**, as a platform for the movie channel to migrate into the mystery genre. Another net getting into crime and mystery programming is **Oxygen** (think its "Snapp" series). Hallmark's rebranded net won't be as dark. "Movies and the lighter side of the mystery genre exemplify what Hallmark Movie Channel has always represented... We want to stay true to who we are..." Abbott said. The movie net's first Mystery Wheel includes *Garage Sale Mystery*, a series of movies that continue the storyline from the original Hallmark Channel movie of the same name (debuted in Sept '13). There's also "The Gourmet Detective" based on the book series by *Peter King*. A 3rd film series will be announced shortly.

**RDK: RDK Management**, a joint venture between **Comcast** and **Time Warner Cable**, is getting a new partner: **Liberty Global**. The company will take a stake in the venture, providing technical, financial, and management oversight resources. RDK is a pre-integrated software bundle created to support a common framework for powering IP or hybrid set-tops and gateway devices. It has been licensed by more than 120 companies, including MVPDs, worldwide.

**Hopper Add-on: DISH** launched an add-on to its Hopper DVR platform, Super Joey, which aims to increase the tuner capacity. The feature adds 2 network tuners to the Hopper's 3 native tuners, allowing a HH to record up to 8 shows simultaneously. The service was 1st introduced at the 2014 CES earlier this year.

**Upfronts: Nick** will up its live action series lineup with new original programs. It will also extend its Kids Choice Awards franchise into sports with the launch of the Kids' Choice Sports 2014 awards show in July. Digitally, the net will launch the **Nick Jr.** app offering content featuring Nick Jr. characters. -- **Travel Channel's** added to its 2014 programming lineup with 1 freshman series and 3 returning series. "Man Finds Food," the new original series featuring *Adam Richman*, will premiere on July 2. The net also renewed production on shows including "Hotel Impossible," "Monumental Mysteries," and "Mysteries at the Museum."

**OTT: TAPP**, a startup led by former **NBCU Television Entertainment** *chmn Jeff Gaspin* and former **CNN** CEO *Jonathan Klein*, will launch an online video service soon, the execs said on **Bloomberg TV** this week. The service will be available for about \$10 per month per channel, Gaspin said. The company aims to launch dozens of channels over the next few years, he said. The execs said the net will be a personality-based platform for celebrities and other content creators and the company is looking for personalities that have a core group of followers. "This is a very specific channel for very a specific fan base," Gaspin said. The initiative is backed by investors including **Discovery Comm** and **Google** *chmn Eric Schmidt*. -- **DreamWorks Animation** and **Netflix** inked a deal to launch 3 new original series to debut in late this year: "King Julien," "Puss in Boots," and "Veggie Tales in the House." In addition new eps from the 1st season of "Turbo Fast," Netflix's 1st original series for kids, launched on Christmas last year, will be available for streaming on April 4. -- **Amazon** raised the price of Amazon Prime streaming service for US subs by \$20 to \$99 a year.

**Digital: NCAA** March Madness Live is now available on **Amazon** Appstore for Android and Kindle Fire tablets. It's the 1st time the app can be accessed on those platforms, allowing subs to access this year's games upon authentication. The app's already available on **Apple** App Store, **Google** Play and the Windows Store.

**Programming: Showtime** ordered "Billions," a contemporary drama pilot. It's the 1st pilot pickup for the net this year. --

# BUSINESS & FINANCE

After a 19-month hiatus, FX's "Louie" makes its season 4 debut on May 5. -- Syfy booked 6-hour series "Ascension." The original drama is slated to launch in Nov and air through Dec.

**People:** truTV named *Puja Vohra* svp, marketing and digital, reporting to *Chris Linn*, pres, head of programming for truTV. She was most recently svp, marketing at **Oxygen Media**. -- VH1 named *Nina Diaz* as svp, east coast production and development. -- *Jane Latman* was promoted to gm, **Discovery Fit & Health**, reporting to *Henry Schless*, group pres, ID, **Destination**

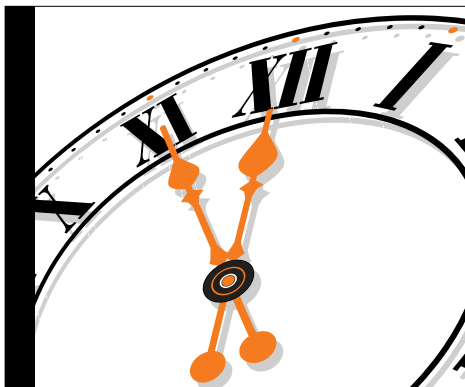
**America, American Heroes Channel** and **Discovery Fit & Health**. She will retain responsibilities as svp, development, ID and will continue to work for *Kevin Bennett*, gm, ID and **American Heroes Channel**. -- IFC named *Peter Aronson* evp, original programming and production, reporting to *Jennifer Caserta*, IFC's pres.

**Business Boot Camp:** Kudos to our guest training ninjas and their eager students who attended **CableFAX's** 1st Business Boot Camp in NYC Thurs. We came, we saw, we learned, we networked—and we did it all before lunch. For a few highlights, go to [www.cablefax.com](http://www.cablefax.com).

**Digital & Tech Awards:** We hereby salute all the winners and finalists in this year's **CableFAX** Digital & Tech Awards. Click [here](#) to learn more about the results announced in NYC on Thurs.

## CableFAX Daily Stockwatch

Company	03/13 Close	1-Day Ch	Company	03/13 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	32.11	(0.58)	HARMONIC:	6.49	(0.14)
DIRECTV:	78.07	(0.42)	INTEL:	24.57	(0.19)
DISH:	60.70	(1.34)	JDSU:	13.98	(0.03)
DISNEY:	79.93	(1.45)	LEVEL 3:	37.22	(0.75)
GE:	25.34	(0.42)	MICROSOFT:	37.89	(0.38)
<b>MSOS</b>					
CABLEVISION:	17.00	(0.27)	NIELSEN:	44.14	(0.95)
CHARTER:	125.72	(1.55)	RENTRAK:	63.97	(0.56)
COMCAST:	50.46	(0.52)	SEACHANGE:	10.14	(0.06)
COMCAST SPCL:	49.36	(0.46)	SONY:	17.63	(0.21)
GCI:	10.52	(0.11)	SPRINT NEXTEL:	8.62	(0.16)
LIBERTY GLOBAL:	43.44	(0.87)	TIVO:	12.77	(0.18)
LIBERTY INT:	28.86	(0.36)	UNIVERSAL ELEC:	40.90	(1.32)
SHAW COMM:	23.27	(0.12)	VONAGE:	4.40	(0.03)
TIME WARNER CABLE:	137.49	(1.07)	YAHOO:	37.23	(0.27)
<b>PROGRAMMING</b>					
AMC NETWORKS:	73.75	(1.75)	<b>TELCOS</b>		
CBS:	64.96	(0.94)	AT&T:	32.35	(0.03)
CROWN:	3.72	(0.18)	VERIZON:	46.03	(0.33)
DISCOVERY:	84.09	(0.8)	<b>MARKET INDICES</b>		
GRUPO TELEVISA:	31.03	(0.23)	DOW:	16108.89	(231.19)
HSN:	60.21	0.19	NASDAQ:	4260.42	(62.91)
INTERACTIVE CORP:	73.20	(3.04)	S&P 500:	1846.34	(21.86)
LIONSGATE:	32.20	(1.06)			
MADISON SQUARE GARDEN:	57.48	(0.23)			
SCRIPPS INT:	78.36	(1.35)			
STARZ:	32.66	0.33			
TIME WARNER:	66.69	(0.57)			
VALUEVISION:	5.47	(0.2)			
VIACOM:	87.19	(0.89)			
WWE:	29.75	0.08			
<b>TECHNOLOGY</b>					
ADVANTAGE:	3.05	0.01			
ALCATEL LUCENT:	3.90	(0.18)			
AMDOCS:	45.26	0.04			
AMPHENOL:	90.23	(0.33)			
AOL:	41.69	(1.25)			
APPLE:	530.65	(5.96)			
ARRIS GROUP:	28.63	(0.46)			
AVID TECH:	6.70	(0.09)			
BROADCOM:	30.16	(0.45)			
CISCO:	21.52	(0.3)			
CONCURRENT:	8.30	(0.12)			
CONVERGYS:	20.50	(0.2)			
CSG SYSTEMS:	27.28	(0.64)			
EHOSTAR:	49.70	(0.25)			
GOOGLE:	1189.06	(18.24)			



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# PROGRAMMER'S PAGE

## All Roads Lead to Weather

A centerpiece of **Weather Channel's** upfront this year, which it dubbed an "All-Front" to denote its multiplatform approach, was "AMHQ [America's Morning Headquarters] with *Sam Champion*," the net's new morning show bowing Mar 17. Speaking about the show's content, Champion suggested that the strategy will be mobile-first. After all, what device do you wake up with (or for some of us, sleep with)? The phone, not your TV. AMHQ's mobile-first strategy raises a valid point. It's true that most of us wake up with our phones and let the weather dictate everything from our clothes to our work to our diversions. But is the weather enough to hold your attention for three hours every day—and also steal eyeballs away from other morning shows? Yet given the healthy portion of original programming the net announced and the upfront, which loosely falls under the rubric of weather-related programming, I imagine the show will not have an issue cooking up stories that go beyond putting reporters smack in the middle of storms (an opportunity which, barring this relentless East Coast Winter, does not come around much). Coming to the network soon are the danger-seeking spearfishers of "Catching Hell," a fantasy-focused show on weather-inspired legends, "Wicked in the Weather," and a series of Weather Films that tackle hard-hitting journalistic topics like fracking and immigration. As it turns out, weather relates to nearly everything. And it's good drama. Even the gossip hounds at **Gawker** are seeing it as good business and devoting more coverage to it. If only you could crowdsource it. — *Kaylee Hultgren*

**Reviews:** "Requiem for the Big East," Sun, 9p ET, **ESPN**. Score another one for "30 for 30." The ESPN short-film strand continues to impress. This piece about the origins and eventual demise of the Big East Conference may be the best so far. Even if they're not college basketball fans, viewers will stay glued to this film's crystalline storytelling and superior footage, beginning with *Ernie DiGregorio* behind-the-back passes. It deftly combines tales of conference founder **Dave Gavitt's** savvy, great players and the importance of then-fledgling ESPN. Cameos from colorful coaches *John Thompson, Jim Boeheim, Rollie Massimino* and *Lou Carnesecca* add to the fun and cement the oft-made point that college sports now is big business. -- "Dear Viola," Sun, 7p, ET, **Up**. This original about a small-town paper's advice columnist is predictable, sappy sweet and we still enjoyed it. The credit goes mainly to *Kellie Martin*, who's found a niche as a wholesome romantic lead, and the location, Cobourg, Ontario. Some 90 minutes east of Toronto, the lakeside village's gorgeous streets, parks, homes and waterfronts make a perfect setting for this small-town fantasy. -- "Banshee," season 2 finale, Sun, 10p, **Cinemax**. Surely setting records for most shots fired in an episode, this guilty pleasure's thrilling closer appropriately features guns a blazin,' unpasteurized sex and hints about season 3. - *Seth Arenstein*

Basic Cable Rankings (3/03/14-3/09/14) Mon-Sun Prime			
1	USA	1.6	1574
2	HIST	1.5	1465
3	FOXN	1.4	1364
3	DSNY	1.4	1325
5	TBSC	1.3	1302
6	TNT	1.2	1139
6	DSE	1.2	86
8	AMC	1.1	1098
8	ESPN	1.1	1085
8	HGTV	1.1	1054
8	TLC	1.1	1042
8	A&E	1.1	1036
13	NAN	0.9	901
13	ADSM	0.9	880
13	LIFE	0.9	875
13	DISC	0.9	860
17	FX	0.8	817
17	FOOD	0.8	777
17	SYFY	0.8	773
17	BRAV	0.8	729
17	FAM	0.8	722
17	ID	0.8	683
23	MTV	0.7	677
23	TVLD	0.7	668
23	SPK	0.7	660
23	BET	0.7	626
27	MSNB	0.6	597
27	HALL	0.6	521
27	OWN	0.6	473
27	DSJR	0.6	360
31	CMDY	0.5	512
31	APL	0.5	507
31	EN	0.5	492
31	TRU	0.5	466
31	H2	0.5	312
31	HMC	0.5	242
37	CNN	0.4	417
37	TRAV	0.4	374
37	VH1	0.4	374
37	LMN	0.4	354
37	NGC	0.4	350
37	OXYG	0.4	332
37	WE	0.4	309
37	GSN	0.4	288
37	SCI	0.4	277
37	NKJR	0.4	276

\*Nielsen data supplied by ABC/Disney

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