

# CableFAX Daily™

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What the Industry Reads First

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## View from NAB: Broadcast Regulation, Spectrum Auctions and Future of 4K

Broadcasters have descended on Vegas this week to talk about spectrum auctions, emerging tech and regulation. During his keynote address, **NAB** pres/CEO *Gordon Smith* asked federal regulators to develop a national broadcast plan—in the vein of the national broadband plan—that ensures the medium is not disadvantaged in the marketplace. He complained that the broadband plan is a roadmap for innovation for cable and wireless, while the **FCC** has continued to regulate broadcasters as if it's stuck in the 1970s. It's obvious the industry is still smarting over last week's FCC defeat on joint sales agreements. "On one hand, government can treat us as if we are dinosaurs and does what it can to encourage TV stations to go out of business," Smith said in prepared remarks. "On the other hand, the FCC says we are so important and powerful that two TV stations can't share advertising in the same market, while it's okay for multiple cable, satellite and telecommunications operators to do so." Smith complained that the FCC ruled against such broadcast sharing arrangements, while at the same time pushing stations to share in efforts to reclaim more spectrum. "In light of the FCC's recent action, it's not surprising that broadcasters are finding it hard to trust that the FCC will follow through on its commitments during the incentive auction," he said. While broadcasters and cable don't see eye-to-eye on retrans or spectrum, one area they're both increasingly interested in is 4K. At a NAB panel Mon afternoon focused on what experiences will most excite consumers, moderator *Jimmy Schaeffler* of **The Carmel Group** highlighted a **CEA** study that found about 2/3 of those surveyed want to watch movies and regular TV shows in 4K. "Surprisingly, only about half think it's the mode for watching sports," he said. Of course, the main issue now is the overall lack of Ultra HD content—but that's not necessarily killing consumer interest. "Even in the short term as we're waiting for content... consumers are embracing 4K," **LG Electronics'** *John Taylor* said, pointing to the upscaling that LG's televisions offer current programming. With HDTV basically at 100% recognition by Americans, CEA svp, research and standards *Brian Markwalter* said it's pretty impressive that "Ultra High Definition" is already at 64% familiarity "If you can get them the experience, they really appreciate the picture quality," he said. **Technicolor** sr evp *Vince Pizzica* expects OTT players to lead the 4K charge, something **Netflix** has already started. **Disney** is producing **Marvel** shows for Netflix in Ultra HD. "Past that, there's not a lot in the pipeline that would be specifically for Ultra HD," said Disney/ABC CTO *Vince Roberts*. For a full-time 4K network to hit critical mass and be well-supported by the ad

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community, it would need to be in around 40mln homes, he said. "I think the rollout that we're going to see is more in the niche markets," Roberts said. "That said, we have heard some MVPDs and **DirecTV**... talking about launching some full-time UHD channels." He said Disney will pounce on the right business opportunity, but there is no immediate plan to put a full-time network together. What about 3DTV? Is it dead? "I wouldn't at all say that 3DTV is dead. Starting with a genre specific approach to 3D... is probably where you need to start," said **Vubiquity** CEO *Darcy Antonellis*. CEA's Markwalter said 3D probably got positioned too much as "the next-generation of TV" as opposed to a special experience.

**Merger Watch:** The **FCC** Media Bureau has adopted procedures in the review of the **Comcast-Time Warner Cable** merger to limit access to proprietary and confidential info and to more strictly limit certain particularly competitive sensitive info. Comcast is expected to file its public interest statement for the combo this week. **C-SPAN 3** and c-span.org will broadcast Wed's **Sen Judiciary** hearing on the transaction live at 10am ET.

**Carriage:** **Verizon FiOS** is now carrying **One America News Network** in SD, with it available in Prime, Extreme and Ultimate packages on channel 116 (approx 5mln HHs). The HD version of the **Herring Net** will be available to all subs with access to the Ultimate HD package, effective Apr 9 (channel 616). One America News sr CEO *Robert Herring* said he expects the net to reach 11mln subs in the next 30-60 days. FiOS also carries sister net **AWE (A Wealth of Entertainment)**, formerly known as **WealthTV**.

**TWC News Plans Launch:** **Time Warner Cable News** will launch a new 24-hour local news net in San Antonio, TX on June 2, offering live news, weather, sports and political programs. Starting on April 8, prior to the full-launch, the net will offer a preview of programming by airing 2 TWC News shows Mon through Fri: "Capital Tonight" and "Sports Night."

**WWE's Million Milestone:** Some 42 days after launching its own OTT network, **WWE** said it has more than 667K subs and should reach its goal of 1mln subs by year-end. The announcement comes after "WrestleMania 30," which aired live on the net as well as on PPV through satellite and cable. The OTT net costs \$9.99/month and requires a 6-month commitment. WWE said the current sub number does not account for potential failures to comply with subscription terms and the 6-month commitment.

**Digital:** **Xbox Entertainment Studios** is teaming with UK's **Channel 4** to co-produce 8-ep drama "Humans," which will share a broadcast premiere window with the Xbox platform in North America and the broadcaster in the UK in 2015. It's an English-language adaptation of sci-fi robot tale "Real Humans" from **Svergies TV** and **Matador Films**. -- **MLBAM** said its At Bat mobile app saw 5mln downloads during the 1st week of baseball, 25% higher than last season's comparable. The app and **MLB.TV** delivered 94mln total video streams combined, 88% higher than the 1st week of the '13 season.

**Deals:** Hays, KS-based **Eagle Comm** has purchased **USA Comm**'s broadband operations in 28 communities in NE and 1 in Eastern CO at Burlington. "This is a huge opportunity for our company and our 270 Employee-Owners," said *Travis Kohlrus*, Eagle Communications Broadband Division gm. "The additional communities are very similar to our existing towns—rural, small towns with hard-working people. We strive to bring the latest in technology to those communities."

**Hilton Taps DirecTV:** **DirecTV** scored a deal with **Hilton Worldwide** to offer in-room entertainment services at the company's properties. The contract includes access to DirecTV programming and continued rollout of DirecTV's residential experience platform. The 2 also plan to offer a promotion for members of guest loyalty program Hilton HHonors: They earn free stays or HHonors points when signing up for qualifying DirecTV service at home.

**Mobile Measurement:** **Syncbak** integrated **Nielsen**'s proprietary Software Development Kit for its clients apps, allowing clients in local markets that are encoding with Nielsen Watermarks to measure audiences across mobile platforms. Later this year, the SDK will allow clients to include that viewing in their television ratings when streaming the same program and same advertising as the live television program. Syncbak's technologies aim to let broadcasters stream an exact Internet simulcast of broadcast TV to viewers using mobile devices; Nielsen will have the ability to capture that viewing. Syncbak has over 150 television stations across the US using their platform today.

**Ratings:** The season 4 premiere of **HBO**'s "Game of Thrones" Sun night drew 6.6mln viewers, making it the net's most watched program since "The Sopranos" finale in 2007 (11.9mln). As with the "True Detective" finale, heavy demand of "Game of Thrones" crashed the HBO Go app. Meanwhile, the series premiere of "Silicon Valley" averaged

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2mln viewers, the largest debut for a half-hour on HBO in 5 years. Another 534K viewers over 2 replays bring the night's total gross audience to 2.5mln. The 3rd season of "Veep" on the same night averaged 955K viewers. With an additional 539K viewers across 2 replays, the series' gross viewership reached 1.5mln.

**Programming:** Showtime is offering a sneak peek of new docuseries "Years of Living Dangerously" across multiple platforms, including **You-Tube**, MVPD's free VOD channels and the net's website. The climate change series premieres Sun at 10pm. -- **Syfy** debuts "Z Nation," a 13-ep zombie series, in the fall. Separately, the net booked new mythological drama series "Olympus." The 13-part series of 1-hour eps will premiere in 2015. -- **A&E** picked up a 3rd season of "Bates Motel." Season 3 of the series will start production this fall on 10 eps.

**People:** Former **Comcast**, **Charter** and **Bell Atlantic** exec **Jim Henderson** was named pres of **Pace Intl.** He replaces **Shane McCarthy**, assuming responsibility for Pace's business in EMEA and APAC. -- **Condé Nast Entertainment**, which provides digital content, named **Lesley Nadler** exec dir of digital video sales, responsible for developing sales and marketing partnerships across the company's digital video network. Nadler worked at companies including **Crackle** and **Disney Interactive**.

## CableFAX Daily Stockwatch

Company	04/07 Close	1-Day Ch	Company	04/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	76.73	(0.63)	CONVERGYS:	21.61	0.03
DISH:	59.51	(2.73)	CSG SYSTEMS:	25.67	0.02
ENTRAVISION:	5.96	(0.25)	ECHOSTAR:	46.59	(0.86)
GRAY TELEVISION:	9.34	(0.55)	GOOGLE:	538.15	(4.99)
MEDIA GENERAL:	15.89	(1.12)	HARMONIC:	6.89	(0.11)
NEXSTAR:	35.21	(2.03)	INTEL:	26.48	0.33
SINCLAIR:	25.12	(0.92)	INTERACTIVE CORP:	70.03	0.04
<b>MSOS</b>			JDSU:	13.51	(0.2)
CABLEVISION:	17.20	(0.13)	LEVEL 3:	38.26	(0.22)
CHARTER:	118.94	(3.78)	MICROSOFT:	39.80	(0.07)
COMCAST:	49.08	(1.1)	NIELSEN:	43.20	(1.29)
COMCAST SPCL:	48.07	(1.2)	RENTRAK:	53.87	(0.78)
GCI:	10.66	(0.1)	SEACHANGE:	10.24	(0.16)
GRAHAM HOLDING:	701.10	(6.9)	SONY:	19.05	0.02
LIBERTY GLOBAL:	38.49	(2)	SPRINT NEXTEL:	8.84	(0.42)
LIBERTY INT:	28.97	(0.31)	TIVO:	12.42	(0.41)
SHAW COMM:	23.71	0.03	UNIVERSAL ELEC:	36.04	(1.67)
TIME WARNER CABLE:	136.24	(2.93)	VONAGE:	4.10	(0.03)
<b>PROGRAMMING</b>			YAHOO:	33.07	(1.19)
21ST CENTURY FOX:	32.00	(0.87)	<b>TELCOS</b>		
AMC NETWORKS:	70.64	(3.35)	AT&T:	35.49	(0.06)
CBS:	60.45	(1.11)	VERIZON:	48.12	0.08
CROWN:	3.68	(0.05)	<b>MARKET INDICES</b>		
DISCOVERY:	80.69	(2.35)	DOW:	16245.87	(166.84)
DISNEY:	79.13	(1.3)	NASDAQ:	4079.75	(47.97)
GRUPO TELEVISA:	33.05	(0.82)	S&P 500:	1845.04	(20.05)
HSN:	58.28	(0.9)			
LIONSGATE:	25.71	(1.08)			
MADISON SQUARE GARDEN:	55.17	(2.27)			
SCRIPPS INT:	74.73	(1.59)			
STARZ:	32.03	(1.06)			
TIME WARNER:	64.79	(1.72)			
VALUEVISION:	4.56	(0.13)			
VIACOM:	83.06	(1.94)			
WWE:	23.90	(4.12)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	3.08	(0.01)			
ALCATEL LUCENT:	3.86	(0.09)			
AMDOCS:	45.78	0.19			
AMPHENOL:	91.47	(1.25)			
AOL:	40.58	(2.47)			
APPLE:	523.47	(8.35)			
ARRIS GROUP:	26.28	(1.04)			
AVID TECH:	6.56	0.21			
BROADCOM:	30.63	(0.05)			
CISCO:	22.85	0.14			
CONCURRENT:	8.30	(0.1)			



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# CableFAX TECH

by Joyce Wang

## Adobe Upgrades Primetime, Demos 4K

Adobe is stepping up its TV Everywhere game. A year after the launch of the Adobe Primetime TVE platform with **Comcast and NBC Sports Group** as launch partners, the company announced Primetime 2.0, which includes a new streaming feature dubbed Concurrency Monitoring and a new cloud ad-insertion service. In addition, the upgraded platform now supports new MPEG-DASH streaming format and is compatible with Xbox 360 gaming consoles and **Roku** devices, in addition to desktop operating systems, Smart TVs, Android and iOS devices. TV programmers and ops can enforce streaming policies across platforms through Concurrency Monitoring, Adobe Primetime vp *Jeremy Helfand* told us. The new hand-shake capability is in beta today and will launch this summer. The service is also expected to prevent password sharing as it provides a universal count of active video streams per user account in real time, across browsers and devices, Helfand said. Ops and programmers could then decide whether to allow or limit video playback or enable new types of content packages and add-ons, he said. Adobe is touting itself as the 1st company to support the new Open Authentication Technology Committee (OATC) Resource Usage Monitor (RUM) specification, which standardizes the data format and workflow between ops and programmers for subscriber concurrency monitoring across access points. OATC counts companies like **Adobe, Fox, NBCU, Turner, Showtime, Viacom, DirecTV, Cox, Scripps, and Synacor** as members. When it comes to ad-insertion in a multiplatform world, there are two situations in which cloud ad-insertion is needed instead of client-site insertion: Devices with low processing power, such as earlier versions of smart phones, and certain OTT services that don't allow client software on them, Helfand said. The cloud ad-insertion offering aims to enable "maximum device scale" and more ways to monetize content across devices without requiring client code for ad insertion, he said. The service is available today. Mean-

while, like a few other vendors, Adobe wants to get ahead of the 4K wave. It's demonstrating support for 4K at the NAB Show this week and expects the service to be available this summer. Though the TV industry is still a couple of years from mainstream adoption of 4K, it will start to see 4K services in some markets this year, starting with popular sports programming, Helfand said. Adobe counts **MLB** and **WWE** as Primetime customers, helping them offer live and on-demand video content across platforms.

**Clearleap Partners Up:** Clearleap is teaming with live streaming provider **iStreamPlanet** to offer a service that aims to move premium, linear live content to connected multiscreen devices. The service targeting leading sports content providers, TV nets and broadcasters is expected to allow for the capture, management, and retransmission of live video to multiple devices using iStreamPlanet's cloud-based live video streaming platform Aventus and Clearleap's modular platform.

**Harmonic Tackles Transcoding:** Collaborating with **Encoding.com**, which offers video transcoding services, video delivery infrastructure vendor **Harmonic**, which counts cable programmers and MSOs as customers, launched a cloud-based transcoding service that aims to enable feature-rich web application, better video quality and format support. Available as either a pure cloud-based or integrated cloud-burst offering, the new service seeks to offer unlimited cloud capacity for converting video content into any standard media format, including HEVC, using a pay-per-use model for optimizing costs. "Through the virtualization of data centers and cloud-based transcoding, we're able to provide service providers and media professionals with a flexible, scalable and, most importantly, affordable strategy for media processing and multiscreen delivery while offering amazing video quality," said Yoav Derazon, Harmonic dir of product management for cloud services and transcoding.

Got tech news? Reach out to Cablefax Tech editor Joyce Wang at [jwang@accessintel.com](mailto:jwang@accessintel.com)

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