

CableFAX Daily™

Tuesday — May 13, 2014

What the Industry Reads First

Volume 25 / No. 092

Soccer Sunday: ESPN, Fox Sports & Univision Ink 8-Year Deal

The end of the English Premier League season got ya down? Not to worry, there's more Sunday soccer coming your way—U.S. style. **ESPN, Fox Sports** and **Univision** today announced an 8-year deal with **Soccer United Marketing** for the rights to Major League Soccer, beginning in 2015 through 2022, featuring an MLS double header between Fox and ESPN on Sun and Univision airing MLS games on Fri nights. According to *SBJ*, the rights fee totaled \$90mln per year—a huge increase from the current deal's \$18 mln. "I think it's a new day in sports," said ESPN pres *John Skipper* during a press conference Mon in NYC. "We have a lot of competitors but with each individual sport we're becoming aware that sports tend to rise or fall together. And I think you see unprecedented cooperation," he said. On Sundays at 5pm ESPN will air the first match, as part of MLS Game of the Week. Then from 7pm-9pm Fox Sports will bow "Soccer Night in America," a new franchise featuring each MLS club at least once a season. "You will see ESPN turn towards a real emphasis on the domestic game in the next 8 years," Skipper said. "We think this is the right time to drive it through." But a crucial part of the networks' success entails building the league itself—which is easier to do when you have the rights locked down for 8 years and can invest, said Fox Sports pres/COO *Eric Shanks*. "We've already placed a big bet on the future with the World Cup... We know what we can do with this, and we know that this is a deal for the future, not just right now," he said. Skipper, too, admitted it was a "future buy." "We're buying pork bellies. We think they'll become more valuable over time... and I think the national TV ratings will come," he said. The 2 English-language networks will each air 34 regular-season matches, divvy up playoff matches (except for the 2 games on Univision) and alternate airing the MLS All-Star Game and MLS Cup. ESPN3 will air out-of-market games exclusively—a package that's currently only available through MLS Live and MLS Direct Kick—excluding matches carried by Fox Sports and Univision. Fox Sports maintains the digital rights to the games it televises, viewable on FOX Sports GO on mobile and on desktops, and gets digital highlight rights for the out-of-market package.

NAB Wants to Share: NAB filed a petition in the US Court of Appeals for the DC Circuit Mon asking it to overturn the FCC's March announcement that it will have a presumption against broadcast transactions that involve sharing arrangements among local TV stations. NAB had asked the Commission to rescind the public notice by last Thurs. Nothing happened, so litigation is the next step. NAB's lawsuit is not against the joint sales agreement order adopted by the Commission Mar 31 (the text of that order has not been filed in the Federal Register yet).

AT&T-DirectTV Fun Continues: Quoting people familiar with the matter, *Bloomberg* reports that AT&T's alleged talks to acquire **DirectTV** are in "advanced" stages, with AT&T willing to pay some \$100 per share in a \$50bln deal. Time will tell...

Speed Rankings: Guess that interconnection agreement is paying off, with **Comcast's** avg speed for **Netflix** streams increasing to 2.77Mbps in Apr, according to stats released by the streaming service. That puts it in 3rd place on Netflix's list of avg speeds for major US ISPs, behind **Cablevision** and **Cox**. While Comcast jumped 2 spots in the ranking, **Sud-**



AMERICA'S FASTEST GROWING INDEPENDENT TV NETWORK

- Featuring Glenn Beck's daily television broadcast
- 44 hours of original live programming each week
- Expansive multi-platform marketing reach, including TheBlaze.com one of the largest websites in the U.S.



The network your customers have been waiting for.

www.TheBlaze.com

To become an affiliate contact // Blevinson@theblaze.com

Cablefax

As a loyal Cablefax Daily subscriber, you understand the importance of staying on top of the newest innovations and solutions impacting the cable industry. And that's why I want to personally invite you to attend our upcoming Digital & Tech Summit on May 21 at The Yale Club in New York City.

Whether you oversee financial, marketing, technology or business development and sales, I think you'll benefit from the insight and perspective that will come out of this event. We have combed the cable, media and Internet landscape to bring you some of the best thinkers and strategists—all with diverse viewpoints on how to tackle the technology challenges of the future. This is a must-attend event for anyone who needs to understand the massive change affecting all aspects of this industry.

I know you're busy. In fact, that's a bit of an understatement. You're swamped! But this conference is designed with a "speed learning" feel that will cover an enormous amount of subject matter efficiently and effectively. We'll hear from a diverse group of industry veterans and young innovators, all focused on how you can turn this technological revolution to your advantage and ultimately boost your bottom line.

As a subscriber, I want to offer you or anyone on your team \$200 off the registration rate using the code "Join".

View the full agenda and register at www.cablefaxdigitalsummit.com.

I hope to see you and your team at The Yale Club on May 21. I believe this industry is poised to scale unimaginable heights in the coming years, taking the content and broadband ecosystem to levels of success that I can't even imagine today. Please join us as we tackle the future!

Sincerely,



Michael Grebb
Executive Editor, Cablefax

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Sr Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Scott Gentry, Dir of Business Development, sgentry@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,599/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

denlink and **Charter** each dropped one place to 4th and 5th, respectively. When smaller ISPs are included in the ranking, Comcast is in 16th place. **Google Fiber** is #1, followed by **San Juan Cable**, **Midcontinent** and several others.

Occupy FCC: With the **FCC** set to consider chmn *Tom Wheeler's* Open Internet order Thurs, **Free Press** declares that "hundreds" will rally outside the agency's DC HQ the day of the meeting to protest the proposal. It might get loud. A call to action says, "bring pots, pans or whatever else you can bang on so the FCC hears our message loud and clear." On the same day, a nationwide online protest seeks to drive calls and emails to the FCC and Congress. Details are at may15.savetheinternet.com, which is trying to raise \$50K for its campaign. At OccupytheFCC.com, **Fight for the Future** and **PopularResistance.org** promise to camp out on the FCC's doorstep day and night until May 15. The FCC's response has been to open the comment period up until 11:59pm on Wed. On Tues, *Gigi Sohn*, Wheeler's special counsel for external affairs, will host a **Twitter** chat on the proposed net neutrality rules from 2-3pm ET (#FCCNetNeutrality).

Pole Debate: **NCTA** is supporting a **FCC** petition for declaratory ruling requested by **Mediacom** that comes after a fatal accident involving a utility pole. Mediacom wants the FCC to clarify that an indemnification clause in pole attachment agreements is not "just and reasonable" as it imposes asymmetric and non-reciprocal indemnification liability for negligence on the attaching party. A Mediacom employee fell and later died from a pole that is owned by **Interstate Power** and **Light Company/Wisconsin Power and Light**, which has filed a 3rd party petition against Mediacom alleging the pole attachment agreement requires Mediacom to defend and indemnify it without regard to fault. Mediacom said an investigation by counsel for the deceased employee found the pole was rotted and in a state of disrepair and that the accident indicated the pole broke from where it was flush to the ground. Granting the petition would help resolve litigation now pending and reaffirm precedent that would eliminate similar disputes in the future, NCTA said. **Bright House**, **Suddenlink**, **Charter** and **ACA** also have filed in support of Mediacom. **Alliant Energy**, the parent to IPL/WI Power and Light, said an FCC ruling was not sought by IA court and will not expedite litigation. It also contends the petition Mediacom seeks contradicts FCC precedent, public policy and "decades of common law precedent... There is nothing unjust or unreasonable about requiring attachers to indemnify pole owners for claims arising from their use of utilities' poles," Alliant said.

Tech Swap: *Ken Klaer*, former **Cisco** sr dir, business dev and connected devices, has joined **Comcast** as svp, premises technology. He'll lead tech strategies, working closely with product dev and engineering teams. Meanwhile, Cisco confirmed that it has hired **Cablevision** evp, corp engineering and tech *Yvette Kanouff* to lead the company's service provider video software and solutions organization. She starts the new gig on June 16.

Patent Win for Penthera: **Penthera** scored 3 additional key patents, addressing advertising on mobile devices, background downloading and monitoring along with managing downloads on mobile devices.

Fusing Together: **NUVotv** CEO *Michael Schwimmer* used the net's pre-upfront press call to discuss its recent acquisition of **Fuse**, calling it a "perfect complement" because music is central to its English-speaking Latino audience. But while "we will take advantage of the synergies" between the 2 nets, Schwimmer said "we currently [plan] to run both networks side by side independently. As time goes on, we'll explore all our options" and possibly combine them. He said the net has increased national advertisers from 35 to 70 YOY and attracted new categories like banking, pharma and high-end electron-

WOMEN ADD VALUE TO THEIR **COMPANIES**

WICT ADDS VALUE TO **WOMEN**

Join **WICT**, renew your membership or learn more about sponsorship opportunities today at www.wict.org



BUSINESS & FINANCE

ics. In addition to doubling its investment in originals, the net is embracing a new programming concept dubbed Nu America, which Schwimmer described as “topical storytelling with social commentary.” The first under the umbrella is “Los Jets” (premieres July 16, 10pm), a doc series following a boys’ high school soccer team with immigration as a background.

Upfronts: **beIN Sports** held its 1st-ever upfront Mon, with soccer the word of the day. Highlights for beIN’s ’14-’15 season: exclusive coverage of the 2015 Copa America and Spain’s La Liga soccer league. Also primed is the SBK Superbike FIM World Championship and the European Handball Federation’s Champions League.

Piracy Problem: **CEG Tek International** found that in 1 week, 3.7mln unique users illegally shared 175 cable, bcst and OTT shows using the **BitTorrent** peer-to-peer file-sharing network. **HBO** saw the most piracy, with 381,952 users worldwide, followed by **AMC** (301,601) and **FX** (138,084). Check out our interview with CEG TEK COO *Kyle Reed* at *Cablefax.com*.

NAMIC EMMAs: **NAMIC** announced the call for entries of its Excellence in Multicultural Marketing Awards, setting June 13 as the entry deadline. The EMMAs are presented in partnership with **Cablefax**. In addition to being honored at the 28th Annual NAMIC Conference, winners will be featured in *Cablefax: The Magazine’s* fall edition. More info at *emmacompetition.com*.

CableFAX Daily Stockwatch

Company	05/12 Close	1-Day Ch	Company	05/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	87.16	(0.85)	CONCURRENT:	8.14	0.02
DISH:	60.97	0.34	CONVERGYS:	22.00	0.42
ENTRAVISION:	5.77	0.52	CSG SYSTEMS:	26.83	0.62
GRAY TELEVISION:	10.95	0.41	ECHOSTAR:	50.09	2.93
MEDIA GENERAL:	16.91	0.58	GOOGLE:	529.92	11.19
NEXSTAR:	42.41	2.22	HARMONIC:	7.30	0.23
SINCLAIR:	28.50	1.03	INTEL:	26.37	0.07
MSOS					
CABLEVISION:	17.31	0.49	INTERACTIVE CORP:	65.05	1.36
CHARTER:	137.07	(0.88)	JDSU:	11.06	0.19
COMCAST:	50.65	(0.35)	LEVEL 3:	43.92	(0.1)
COMCAST SPCL:	50.04	(0.3)	MICROSOFT:	39.97	0.43
GCI:	11.32	(0.03)	NIELSEN:	47.22	0.37
GRAHAM HOLDING:	677.51	10.60	RENTRAK:	59.26	1.88
LIBERTY GLOBAL:	43.35	(0.02)	SEACHANGE:	9.30	0.27
LIBERTY INT:	28.79	0.69	SONY:	17.45	0.07
SHAW COMM:	25.03	0.23	SPRINT NEXTEL:	8.97	0.16
TIME WARNER CABLE:	138.14	(0.74)	TIVO:	12.09	0.32
PROGRAMMING					
21ST CENTURY FOX:	35.19	1.04	UNIVERSAL ELEC:	41.14	0.76
AMC NETWORKS:	58.68	0.68	VONAGE:	3.89	0.09
CBS:	57.40	0.66	YAHOO:	34.45	0.69
CROWN:	3.64	0.20	TELCOS		
DISCOVERY:	73.43	0.37	AT&T:	36.57	0.13
DISNEY:	82.42	0.47	CENTURYLINK:	36.74	0.18
GRUPO TELEVISIA:	33.61	0.51	TDS:	27.41	0.39
HSN:	55.89	0.43	VERIZON:	48.16	(0.32)
LIONSGATE:	26.40	0.68	MARKET INDICES		
MADISON SQUARE GARDEN:	50.00	0.27	DOW:	16695.47	112.13
SCRIPPS INT:	75.55	0.14	NASDAQ:	4143.86	71.99
STARZ:	30.05	0.68	S&P 500:	1896.65	18.17
TIME WARNER:	69.44	1.07			
VALUEVISION:	5.05	0.01			
VIACOM:	84.62	1.11			
WWE:	18.22	0.96			
TECHNOLOGY					
ADDVANTAGE:	2.71	(0.13)			
ALCATEL LUCENT:	4.06	0.21			
AMDOCS:	47.35	0.17			
AMPHENOL:	96.63	0.63			
AOL:	37.97	0.23			
APPLE:	592.83	7.29			
ARRIS GROUP:	29.24	1.42			
AVID TECH:	7.30	(0.03)			
BLNDER TONGUE:	0.88	(0.04)			
BROADCOM:	29.94	0.20			
CISCO:	23.19	0.17			

CableFAX

Join our Social Networking Groups!

Share ideas, connect with colleagues and be the first to hear about important industry events and deadlines.

www.cablefax.com

facebook cablefax.com/facebook

twitter cablefax.com/twitter

LinkedIn cablefax.com/linkedin