

# CableFAX Daily™

Monday — June 16, 2014

What the Industry Reads First

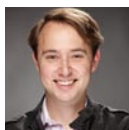
Volume 25 / No. 115

## FCC Friday: Wheeler Reviewing Peering Deals

In the latest twist related to the interconnection debate, FCC staff is studying peering arrangements between Netflix and ISPs, FCC chmn *Tom Wheeler* said during the agency's Open Meeting Fri. And while such arrangements are commercial agreements exempt from FCC regulations, Wheeler's move turned heads as the agency looks to restore net neutrality rules following the court's decision striking down key parts of the Open Internet Order. The chmn emphasized that the agency is simply collecting information. "The bottom line is that consumers need to understand what is occurring when the Internet service they've paid for does not adequately deliver the content they desire, especially content they've also paid for," he said. "In this instance, it is about what happens where the ISP connects to the Internet. It's important that we know—and that consumers know." He cited a consumer e-mail that he said summarizes general confusion over Netflix's recent battle with Verizon over the streaming player's on-screen messages that blame the ISP for slow connections. The e-mail read: "Is Verizon abusing Net Neutrality and causing Netflix picture quality to be degraded by 'throttling' transmission speeds? Who is at fault here? The consumer is the one suffering! What can you do?" The Commission already received Comcast's and Verizon's separate agreements with Netflix and seeks others. "We are looking under the hood," Wheeler said. NCTA said it agrees with Wheeler that interconnection and peering issues aren't net neutrality issues. Comcast supports the review, which it said would give the FCC "full transparency into the entire Internet backbone ecosystem and enable full education as to how this market works." The company has long been open about its peering policies as well as discussions about further disclosures that would benefit consumers, said vp, govt comm *Sena Fitzmaurice* in a statement. Netflix's take: "We welcome the FCC's efforts to bring more transparency in this area. Americans deserve to get the speed and quality of Internet access they pay for." Public interest groups such as Free Press praised the move and took the opportunity to urge Title II reclassification, which ISPs generally oppose. "If the FCC is serious about using transparency to empower consumers, it can't keep the information it unearths to itself," said policy dir *Matt Wood*. "And if the agency is serious about protecting the public, it also needs to stop discriminatory abuses once they're disclosed. The only way the FCC can do that is by reclassifying Internet service providers as common carriers."

## Cablefax Webinar

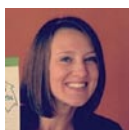
## How to Leverage Facebook to Maximize Your Cable Brand



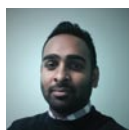
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Facebook



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Entry Deadline: **June 20, 2014**  
Final Deadline: **June 27, 2014**

## IT'S TIME TO ENTER!

The annual **Cablefax Program Awards** honor the best shows and people for providing exceptional cable content. This unique awards program from the industry's most trusted brand raises the bar for outstanding cable programming and honors cable's contribution to this new Golden Age of Television. Now's your chance to win a Cablefax Program Award and get recognized for the incredible value that cable's content brings to viewers.

The winners and honorable mentions will be honored **October 14, 2014** in Los Angeles.

### Platinum/People Categories:

- Best Actor in Cable
- Best Actress in Cable
- Best Cable Program
- Best New Cable Program
- Best Showrunner
- Hall of Fame: Open to actors, writers, directors, producers and programming executives for a body of work

### By Genre: Best Show or Series In The Following Genre:

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education/Instructional
- Faith Based/Religious
- Family Friendly
- Food
- Music
- News
- Public Affairs
- Reality\*
- Reality Competition/Game Show
- Regional Program
- Sci Fi
- Sports
- Talk Shows
- Other: enter your best in a genre (not mentioned above)

### By Genre: Best Actor/Actress/Host In The Following Genres:

- Comedy
- Drama
- Family Friendly
- Food
- Music
- News/Public Affairs
- Reality Competition/Game Show
- Regional Program
- Sports
- Talk Shows
- Other: enter your best in a genre (not mentioned above)

### Special Categories

- Best Opening Sequence
- Best Mini-Series

### Tech Categories:

- Best Online/Mobile Extras for a Linear Show
- Best Online-Only/Mobile-Only Show
- Best Video on Demand Program/Special

Enter by  
June 20!

Questions: Contact Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com) or (301) 354-1851.

Enter online at [www.cablefaxprogramawards.com](http://www.cablefaxprogramawards.com)

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**TWC CTO Retiring:** Time Warner Cable CTO *Michael LaJoie* plans to retire on Dec 31, according to the company's SEC filing Fri. Before then, he will focus on "ensuring an orderly transition of his operating responsibilities" and the Comcast integration. During the transition, *Hamid Heidary*, previously the CTO of NTL and **Insight Communications**, will lead the TWC tech team as a consultant.

**On the Hill:** And the battle continues... Following broadcaster-backed group **TVFreedom's** recent letter to House and Senate leaders urging a review of cable's billing and pricing practices, **Mediacom** fired back with its own letter to the same crowd. "Contrary to the allegations in the letter, cable companies' prices and policies are easily discoverable," the letter said. "Content owners, on the other hand, hide their 'wholesale' prices and practices that have been the single biggest cause of the increases in pay-TV subscription rates during the last decade." TVFreedom, along with a few other groups, asked legislators to look at pay-TV industry wide practices such as erroneous overbilling, equipment rental fees and early termination fees as they work on updating the Telecom Act. If the groups are serious, "they will persuade their members who own broadcast stations, as well as affiliated cable networks, to provide full disclosure of the prices they charge the various distributors and the details of their policies and practices regarding volume discounting, bundling and other price-affecting contract terms," Mediacom wrote.

**World Cup:** **Univision's** digital results for the 1st day of the tournament are in. Univision Digital reported its best day ever with 5.8 mln visits and its best day for video with more than 4.7 mln video views, including live streaming. Its live stream of the opening ceremony got 1.9 mln views, making it Univision's most watched live stream ever, according to **Adobe Analytics and Distimo**.

**Press Clippings:** **Univision** is apparently in talks with companies including **CBS** and **Time Warner** for a potential sale, the *Wall Street Journal* reported. The price tag reportedly could hit more than \$20bln.

**ESPN Teams with Google:** To help fans keep up with all the latest World Cup excitement, **ESPN** has partnered with **Google** to feature in-progress and post-match video highlights and live matches on Google Search. The partnership marks the 1st fresh in-game video highlights integration for sports on Google Search. The integration allows searchers to access links to ESPN for highlights across platforms. In addition, links to live matches on WatchESPN will be featured in search queries with the intent to watch a live World Cup match.

**VOD Rising at Comcast:** Since 2011, hours spent viewing TV content on **Comcast's** Xfinity On Demand has increased about 75%, from 149mln hours to 259mln hours in 2014, according to a recent survey by *Harris Poll* on behalf of Comcast. More than half of binge-watchers would rather watch current season episodes (55%) than the past season. This was also the case in some of the country's largest cities as binge-watchers in DC (66%), Philly (62%), San Francisco (62%), Houston (61%), LA (59%), Chicago (59%) and Boston (58%) preferred the shows that are being aired now. Comcast has expanded its VOD content to allow its Xfinity TV subs to access all of **Nielsen's** top 100 cable and broadcast shows on demand. Of the 100 shows, 64 can be viewed across platforms via the Xfinity TV Go app and website.

**SCTE Graduation:** A total of 38 senior-level cable execs completed 2014 **SCTE-Tuck** Executive Leadership Program, designed to help C-level execs, vice presidents and senior directors enhance their leadership and critical-thinking skills. The week-long program leverages the faculty and resources of the **Tuck School of Business at Dartmouth**.

**Ratings:** Game 4 of the NBA Finals, in which the San Antonio Spurs defeated the Miami Heat to take a 3-1 series lead, generated nearly 400K unique visitors on **ESPN3**, up 52% from Game 4 last year.

**Programming:** *President Obama* will introduce **Smithsonian Channel's** 1-hour special "A Star-Spangled Story: Battle For America," which was scheduled to debut on Sat. In a video message, the President is expected to invite viewers to reflect on the National Anthem on its 200th Anniversary, and its impact on American history and viewers' lives.

**Editor's Note:** Don't miss out on a one-of-a-kind webinar that will examine those ever-changing **Facebook** algorithms, offer tips on how to integrate Facebook into your overall marketing campaigns and arm you with other skills that could supercharge your cable marketing efforts. It all happens on June 17, 1:30pm ET. More info: <http://tinyurl.com/kdl9xc7>

**CableFAX Week in Review**

Company	Ticker	6/13 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	83.07	(0.32%)	20.29%
DISH:	DISH	58.96	0.77%	1.80%
ENTRAVISION:	EVC	5.36	(2.19%)	(11.99%)
GRAY TELEVISION:	GTN	11.83	(1.66%)	14.08%
MEDIA GENERAL:	MEG	17.38	(3.18%)	(23.1%)
NEXSTAR:	NXST	45.83	(0.8%)	(17.76%)
SINCLAIR:	SBGI	31.23	1.83%	(12.59%)

Company	Ticker	6/13 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION:	CVC	17.02	(2.91%)	(5.08%)
CHARTER:	CHTR	148.21	(0.44%)	8.37%
COMCAST:	CMCSA	52.47	(0.83%)	0.96%
COMCAST SPCL:	CMCSK	52.07	(0.57%)	4.39%
GCI:	GNCMA	10.78	(2.97%)	(3.32%)
GRAHAM HOLDING:	GHC	699.00	0.07%	5.38%
LIBERTY GLOBAL:	LBTYA	43.35	(2.78%)	(31.15%)
LIBERTY INT:	LINTA	29.11	(1.59%)	(0.82%)
SHAW COMM:	SJR	24.78	0.00%	1.81%
TIME WARNER CABLE:	TWC	142.26	(0.97%)	4.99%

Company	Ticker	6/13 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	35.52	(1.44%)	1.00%
AMC NETWORKS:	AMCX	59.99	(2.01%)	(11.92%)
CBS:	CBS	60.45	1.41%	(5.16%)
CROWN:	CRWN	3.56	(0.28%)	0.85%
DISCOVERY:	DISCA	77.72	(3.66%)	(14.05%)
DISNEY:	DIS	82.80	(2.14%)	8.38%
GRUPO TELEVISIA:	TV	34.33	(0.26%)	13.45%
HSN:	HSNI	56.13	(2.99%)	(9.9%)
LIONSGATE:	LGF	26.90	0.90%	(15.03%)
MADISON SQUARE GARDEN:	MSG	57.78	0.80%	0.35%
SCRIPPS INT:	SNI	77.39	(0.77%)	(10.44%)
STARZ:	STRZA	28.59	(6.05%)	(2.22%)
TIME WARNER:	TWX	67.84	(4.56%)	(2.7%)
VALUEVISION:	VVTV	4.42	(0.9%)	(36.77%)
VIACOM:	VIA	85.94	(2.05%)	(2.08%)
WWE:	WWE	11.40	1.97%	(31.24%)

Company	Ticker	6/13 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.78	5.88%	3.52%
ALCATEL LUCENT:	ALU	3.79	(5.49%)	(13.86%)
AMDOCS:	DOX	48.47	0.00%	17.53%
AMPHENOL:	APH	96.82	(0.79%)	8.57%
AOL:	AOL	36.96	2.07%	(20.72%)
APPLE:	AAPL	91.28	(85.86%)	(83.73%)
ARRIS GROUP:	ARRS	32.71	(1.36%)	34.39%
AVID TECH:	AVID	7.41	(0.67%)	(9.08%)
BROADCOM:	BRCM	38.35	0.87%	29.34%
CISCO:	CSCO	24.70	(0.52%)	10.12%
CONCURRENT:	CCUR	7.75	(3.97%)	(5.14%)
CONVERGYS:	CVG	21.37	(4.04%)	1.52%
CSG SYSTEMS:	CSGS	25.56	(2.14%)	(13.06%)
ECHOSTAR:	SATS	52.01	0.97%	4.61%
GOOGLE:	GOOG	551.76	(0.82%)	(50.77%)
HARMONIC:	HLIT	7.54	(0.66%)	2.17%
INTEL:	INTC	29.87	6.03%	15.06%

Company	Ticker	6/13 Close	1-Week % Chg	YTD %Chg
INTERACTIVE CORP:	IACI	68.65	2.19%	0.00%
JDSU:	JDSU	11.59	5.65%	(10.78%)
LEVEL 3:	LVLTL	44.09	1.97%	32.92%
MICROSOFT:	MSFT	41.23	(0.6%)	10.21%
NIELSEN:	NLSN	46.39	(2.71%)	1.09%
RENTRAK:	RENT	50.05	4.84%	32.09%
SEACHANGE:	SEAC	8.17	(5.55%)	(32.81%)
SONY:	SNE	16.22	0.75%	(6.19%)
SPRINT NEXTEL:	S	8.73	(8.59%)	(18.79%)
TIVO:	TIVO	12.15	2.10%	(7.39%)
UNIVERSAL ELEC:	UEIC	44.30	(2.19%)	16.24%
VONAGE:	VG	3.47	(1.7%)	46.41%
YAHOO:	YHOO	36.94	2.84%	(8.65%)

Company	Ticker	6/13 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	35.03	0.03%	(0.37%)
CENTURYLINK:	CTL	36.95	0.11%	16.01%
TDS:	TDS	25.35	(4.2%)	(1.67%)
VERIZON:	VZ	49.18	(0.49%)	0.08%

Index	Value	% Chg	YTD %Chg
<b>MARKET INDICES</b>			
DOW:	DJI	16775.74	(0.88%) 1.20%
NASDAQ:	IXIC	4310.65	(0.25%) 3.21%
S&P 500:	GSPC	1936.16	(0.68%) 4.75%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	0.93	9.41%
2. INTEL:	29.87	6.03%
3. ADVANTAGE:	2.78	5.88%
4. JDSU:	11.59	5.65%
5. RENTRAK:	50.05	4.84%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. APPLE:	91.28	(85.86%)
2. SPRINT NEXTEL:	8.73	(8.59%)
3. STARZ:	28.59	(6.05%)
4. SEACHANGE:	8.17	(5.55%)
5. ALCATEL LUCENT:	3.79	(5.49%)



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