

CableFAX Daily™

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What the Industry Reads First

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5Qs with Univision: A Look at the Programmer's World Cup TVE Campaign

When it comes to TV Everywhere consumer education, cable MSOs have led much of the effort so far. But some programmers, including Univision, are taking a front seat when it comes to spreading the word. We caught up with Jennifer Ball, Univision's evp of marketing & content partnerships, to discuss the net's authentication initiative as it leverages World Cup as the perfect platform to promote TVE. Tell us about Univision's World Cup authentication initiative. Univision has engaged in a number of cross-platform tactics to raise consumer awareness around TVE. These efforts have included: in-show integrations, on-air/in-game mentions and promos, email blasts to subscriber base, social media, MVPD partner support and bilingual toll-free customer service phone numbers. UCI [Univision Communications Inc] made a massive investment in TV Everywhere earlier this year by making "first window" digital content available to pay television customers, both on UCI-owned apps and websites and on the apps and websites of our participating television providers. As the leading media company serving Hispanic America, UCI has a unique responsibility to educate our viewers, and we knew that the World Cup was the perfect opportunity at the perfect time to educate our audience about TV Everywhere. Rather than offer "free passes" for partial games, we are offering the Group Matches and Round of 16 Matches without requiring users to sign in to make sure that they have the opportunity to download the app, understand how to use it and learn how the sign in process works via educational videos and how-tos. Then, starting with the Quarter Finals on July 4th, games will require users to sign in with their pay TV credentials, and we have a process in place to show them how to authenticate. **What do you want to achieve?** We want to use this monumental event to reinforce the value of TV Everywhere and the unprecedented multi-platform access that comes with a pay television subscription. We are confident that once users have had a chance to experience the service, they will love it and see the value in subscribing. **Why is Univision taking this into its own hands?** We would be doing our partners a disservice if we did not leverage the special trust relationship we have with our audience to introduce new industry products and services, just as we did during the broadcast "digital transition" and VOD. We have undertaken a massive communication effort in our own media, including digital, TV and radio, incorporating our partners' messaging, and we have offered educational materials to them as well. **What have you learned?** We have found

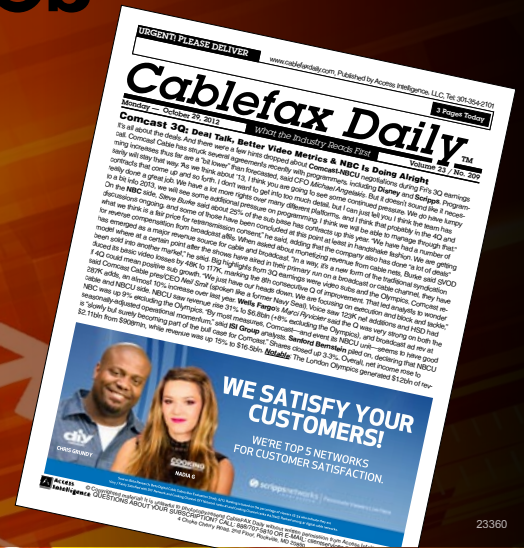
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that you need a big programming event like the World Cup to get people to take that extra step to want to authenticate. We also noticed that while as an industry we have coined the term TV Everywhere, it doesn't resonate with consumers. I think that the goal should be more about consistency with how we talk about the benefits versus a specific product name. We hope our initiative helps viewers overcome any confusion they may have had and can also help the industry overall. **What's your recommendation for other programmers looking to launch their own initiatives?** Be consistent and don't stop educating. It helps to have a major event like the World Cup, but the efforts must be ongoing if we are going to achieve the kind of behavioral shift we all hope for in the industry.

CTAM Tracks TVE: The good news: Nearly half of MVPD subs aged 18-64 are aware of their providers' TVE features, according to a survey conducted in April by **CTAM** and **Hub Entertainment Research**, the 1st in a series to track TVE awareness and usage. These subs have watched TV shows on multiple devices upon authentication online or on secondary platforms. In addition, some 44% of MVPD subs have verified at least once to view TV content in the past 6 months. Meanwhile, TVE service is helping providers create a positive perception with subs. Some 49% of customers said the availability of TVE makes them feel more positive about their providers, while 61% said TVE makes a subscription to a premium network a better value. The not-so-good news? Consumers are still unfamiliar with the term "TVE," though it becomes much more familiar when the concept is explained to them. Among those who don't use TVE now, only 10% said they are likely to try it in the next 6 months. In terms of usage (the percentage among each MVPD's customers using TVE), **AT&T U-Verse** (31%), **Comcast** (26%), **Verizon FIOS** (26%) and **DirectTV** (25%) led the way in site or app use. **DISH** and **Time Warner Cable** followed, scoring 23% and 20%, respectively. At 17%, **HBO** was the most widely used premium channel TVE source, followed by a distant 2nd **Showtime** (8%). **Starz** placed 3rd, with 4% of all subs using TVE. For cable sports nets, **ESPN** took the lion's share (10%), followed by **NBC Sports** (5%), and **Fox Sports** (4%). Beyond TVE, **Netflix** was the most popular online video site, with 41% of those surveyed saying they have used it to watch full length content. **YouTube**, which has its own subscription-based video services, was runner up at 29%, surpassing **Hulu** (17%), **Amazon Prime** (15%) and **iTunes** (15%).

FCC Friday: The **FCC** will hold its July open meeting on Fri, July 11. In addition to a report and order to modernize the E-rate program to expand WiFi support, the agency will revisit the issue of captioning video clips that use Internet protocol as part of the 21st Century Communications and Video Accessibility Act of '10.

Cablevision's Boardwalk WiFi: **Cablevision** keeps expanding its WiFi network, with the latest coming in the form of nearly 60 newly installed hotspots along the 2.2-mile boardwalk in Long Beach, NY. The boardwalk was rebuilt after Superstorm Sandy, reopening fully last year.

Breaking Ground: Things are moving along on the 59-story **Comcast** Innovation & Technology Center, with the related agreements for development completed. It's expected to be finished in 1Q18. The joint venture is 80% owned by Comcast and 20% by Liberty Property Trust. Project costs are expected to be about \$933 mln (\$40mln is from grants from the state and city of Philadelphia for funding of infrastructure improvements and public spaces). Liberty's investment in the project is expected to be approximately \$185mln. The building will include 1.3mln sq ft of rentable office space.

Intel Fined for Prototypes: **Intel** will pay \$144K to resolve an **FCC** Enforcement Bureau investigation into whether it broke the rules for importation, operation and advertisement of prototype smartphones and tablets. Intel manufactured and imported functioning prototypes of smartphones and tablets that its business customers could use to develop their own devices for potential sale to the general public. Intel admitted that its employees operated the prototypes before the company had obtained equipment authorization for them, the FCC said. Intel also acknowledged that it exceeded import limits and displayed a device model at a trade show without the required notice that it had not yet been authorized by the FCC. As part of the probe, Intel also will implement a 3-year compliance plan.

Programming: **Disney Channel** ordered a 2nd season of comedy "I Didn't Do It," starring *Olivia Holt*.

People: **Alticast**, which develops end-to-end, multiscreen solutions for service providers to deliver TVE services, hired **Time Warner Cable** vet *Bill Helms* as chief architect and svp, technology. Helms, who has more than 30 patents to his name, was previously vp, subscriber engineering and technology at TWC.

Editor's Note: Your next issue of **Cablefax Daily** will arrive Mon because of the holiday. Have a fantastic Fourth of July!

CableFAX Week in Review

Company	Ticker	7/06 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	85.93	1.56%	24.43%
DISH:	DISH	66.37	1.11%	14.59%
ENTRAVISION:	EVC	6.42	2.56%	5.42%
GRAY TELEVISION:	GTN	13.75	7.51%	32.59%
MEDIA GENERAL:	MEG	22.47	9.88%	(0.58%)
NEXSTAR:	NXST	52.10	4.33%	(6.51%)
SINCLAIR:	SBGI	35.90	3.70%	0.48%

Company	Ticker	7/06 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	18.29	2.98%	2.01%
CHARTER:	CHTR	162.42	4.90%	18.76%
COMCAST:	CMCSA	54.90	1.42%	5.64%
COMCAST SPCL:	CMCSK	54.43	1.32%	9.12%
GCI:	GNCMA	11.30	4.34%	1.35%
GRAHAM HOLDING:	GHC	736.43	2.33%	11.02%
LIBERTY GLOBAL:	LBTYA	44.70	1.80%	(29%)
LIBERTY INT:	LINTA	29.85	2.61%	1.70%
SHAW COMM:	SJR	26.06	2.32%	7.07%
TIME WARNER CABLE:	TWC	150.51	1.81%	11.08%

Company	Ticker	7/06 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	36.21	2.72%	2.96%
AMC NETWORKS:	AMCX	62.91	4.64%	(7.63%)
CBS:	CBS	64.30	5.01%	0.88%
CROWN:	CRWN	3.81	5.83%	7.93%
DISCOVERY:	DISCA	76.57	3.39%	(15.32%)
DISNEY:	DIS	86.84	1.81%	13.66%
GRUPO TELEVISIA:	TV	35.70	3.24%	17.98%
HSN:	HSNI	59.95	2.04%	(3.77%)
LIONSGATE:	LGF	29.19	2.78%	(7.8%)
MADISON SQUARE GARDEN:	MSG	62.29	0.68%	8.18%
SCRIPPS INT:	SNI	81.56	1.48%	(5.61%)
STARZ:	STRZA	29.90	1.36%	2.26%
TIME WARNER:	TWX	71.39	2.37%	2.40%
VALUEVISION:	VTV	5.15	16.52%	(26.32%)
VIACOM:	VIA	87.68	1.52%	(0.1%)
WWE:	WWE	12.00	3.54%	(27.62%)

Company	Ticker	7/06 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.74	(1.08%)	1.86%
ALCATEL LUCENT:	ALU	3.70	2.49%	(15.91%)
AMDOCS:	DOX	47.00	1.51%	13.97%
AMPHENOL:	APH	97.82	1.61%	9.69%
AOL:	AOL	41.41	4.89%	(11.18%)
APPLE:	AAPL	94.03	2.23%	(83.24%)
ARRIS GROUP:	ARRS	32.48	0.87%	33.44%
AVID TECH:	AVID	7.59	1.88%	(6.87%)
BLNDER TONGUE:	BDR	0.93	9.40%	(7.01%)
BROADCOM:	BRCM	37.73	2.36%	27.25%
CISCO:	CSCO	25.19	1.98%	12.30%
CONCURRENT:	CCUR	7.45	(7.68%)	(8.81%)
CONVERGYS:	CVG	21.68	1.93%	2.99%
CSG SYSTEMS:	CSGS	26.99	5.80%	(8.2%)
ECHOSTAR:	SATS	52.47	(2.09%)	5.53%
GOOGLE:	GOOG	584.73	1.30%	(47.83%)
HARMONIC:	HLIT	7.54	0.67%	2.17%

Company	Ticker	7/06 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	31.14	0.68%	19.95%
INTERACTIVE CORP:	IACI	69.00	0.07%	0.51%
JDSU:	JDSU	12.63	2.27%	(2.77%)
LEVEL 3:	LVL	44.46	1.07%	34.04%
MICROSOFT:	MSFT	41.80	(1.07%)	11.73%
NIELSEN:	NLSN	49.51	2.25%	7.89%
RENTRAK:	RENT	54.99	4.96%	45.13%
SEACHANGE:	SEAC	8.23	4.44%	(32.32%)
SONY:	SNE	16.84	0.48%	(2.6%)
SPRINT NEXTEL:	S	8.60	1.06%	(20%)
TIVO:	TIVO	13.24	5.75%	0.91%
UNIVERSAL ELEC:	UEIC	50.05	5.06%	31.33%
VONAGE:	VG	3.82	1.60%	61.18%
YAHOO:	YHOO	36.14	5.52%	(10.63%)

Company	Ticker	7/06 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	35.84	1.21%	1.93%
CENTURYLINK:	CTL	36.08	0.84%	13.28%
TDS:	TDS	26.32	1.23%	2.09%
VERIZON:	VZ	49.71	0.65%	1.16%

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	DJI	17068.26	1.28%	2.97%
NASDAQ:	IXIC	4485.93	2.00%	7.41%
S&P 500:	GSPC	1985.44	1.25%	7.42%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	5.15	16.52%
2. MEDIA GENERAL:	22.47	9.88%
3. BLNDER TONGUE:	0.93	9.40%
4. GRAY TELEVISION:	13.75	7.51%
5. CROWN:	3.81	5.83%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CONCURRENT:	7.45	(7.68%)
2. ECHOSTAR:	52.47	(2.09%)
3. ADVANTAGE:	2.74	(1.08%)
4. MICROSOFT:	41.80	(1.07%)
5. INTERACTIVE CORP:	69.00	0.07%

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