

CableFAX Daily™

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What the Industry Reads First

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Cable on Campus: MSOs Roll out Streaming Services

In light of growing consumption of online video among college students, cable is eyeing the campus market with new IPTV and/or cross-platform video services, which in **Comcast's** case are free with room and board with no set-top required (one piece of on-premise equipment is needed). After months of trialing the service, the MSO officially launched its Xfinity On Campus Thurs, aiming to allow students to watch live TV and on demand content on their IP-enabled devices while on campus. The service will be available this fall at **Bridgewater College, Drexel University, Emerson College, Lasell College** and the **University of Delaware**. Several schools including **MIT** and the **University of New Hampshire** will also trial the program. The package features some 80 live cable channels including major broadcast nets, as well as VOD content. Students can purchase premium channels, including **HBO, Showtime** and **Starz**, as well as the Sports Entertainment Package, which includes nets like **ESPN Goal Line**. Comcast is adding its new cloud-based DVR feature to the mix as it expands into more markets. Off-campus access is part of the offering, allowing students to use their school credentials to authenticate and receive online programming as part of their subscription. Over the past few years, **Northwestern U** and other schools have turned off their on-campus TV service as more students turn to OTT services like **Netflix** and **Hulu**. Some schools even reportedly inked agreements with Netflix to put the company's Open Connect caches within their campus networks to enable a better streaming experience. To prove that cable is still cool for school, other MSOs like **Cox** have rolled out campus-wide IPTV services. Cox currently offers Campus Connects, which lets students stream video across devices without compromising the school's bandwidth. Among clients is **Tulane University**, which trialed Campus Connect last year and is now a full-time customer. The MSO is currently offering a 30-day free trial, which provides a limited lineup of news and information channels. While **Verizon FiOS** doesn't have a formal campus offer, it provides a college-friendly package featuring stand-alone and month-to-month options, a spokesman said. Cable isn't the only one looking at the campus market. Boston-based startup **Philo** (formerly Tivli) uses adaptive bitrate technology to stream video across campus network and has expanded

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to a dozen schools, allowing students to access live, streaming TV as well as DVR services.

Bloomberg Wants Out of the Neighborhood: Remember how the **FCC** found **Comcast** had violated one of the conditions in its **NBCU** transaction by not moving **Bloomberg TV** to news neighborhoods? Well, now Bloomberg wants out of some Comcast news neighborhoods. It has asked the FCC to waive the neighborhooding order so that Comcast can place Bloomberg TV in a channel position near **CNBC**—but outside of an existing news neighborhood—in a small number of Comcast lineups. The request comes as part of a settlement agreement between Comcast and Bloomberg on the whole neighborhooding issue. Comcast supports the waiver. Bloomberg said that in many cases, the agreement results in BTV moving to a news neighborhood that contains CNBC, consistent with the Commission's order.

FiOS SEC Talks: It sounds like an **SEC Network** deal with **Verizon FiOS** could be announced any moment now. Both sides indicated productive conversations are underway, and *Sports Business Daily* quoted sources saying a deal would include expanded basic carriage within the SEC territory (it's unclear what happens outside the SEC footprint). We're told nothing official had been signed Thurs, but things were looking good. Assuming the deal is a go, it will leave **Cablevision** as the only top 10 MVPD without a contract for the net. Next Thurs is the big day to watch, when SEC Net shows its 1st football games (6 pm ET, Texas A&M at South Carolina; and 9:15pm, Temple at Vanderbilt).

Sign of August Doldrums? Rep *Anna Eshoo* (D-CA) launched a contest on **Reddit** Thurs to rebrand net neutrality. The most popular entry on Reddit will be declared the winner—but just what that means is unclear. Do they get to smack someone's hand for using the ubiquitous "net neutrality?" Current contenders include Toll-Free Internet, Internet Equality and Worldwide Digital Freedom. "Internet users know what they want and expect from the Internet, but these days all the jargon about net neutrality rules is making it difficult to know what box to check that advances their best interest," Eshoo wrote on Reddit. "That's why I'm hosting a contest on Reddit to rebrand net neutrality and bring some clarity to an otherwise muddy legal debate before the FCC finalizes its proposed open Internet rules. If Internet users care about their right to uninhibited access to the Internet, this is their opportunity to have an impact on the process, to help put the advantage back in the hands of Internet users, and to ensure that the free and open Internet prevails."

Big Little League Ratings: Las Vegas' defeat of Philly Wed to advance to the Little League World Series US Championship game scored a 3.4 overnight rating, making it the highest-rated Little League World Series game ever on **ESPN**. It was up 143% from last year's corresponding game. The series concludes over the weekend on **ABC** with the International Championship game (Sat, 12:30pm), the US Championship game (Sat, 3:30pm) and the World Series Championship (Sun, 3pm).

Programming: **TNT** scored the TV rights to "The Hunger Games" and "Divergent" movie franchises. Under the deal, TNT will become the 1st basic cable net with access to all 4 Divergent films at the same time. "The Hunger Games" will air for the 1st time in winter 2015, with the franchise's 2nd film debuting on TNT in winter 2016. **ABC Family** gets the films first. "Mockingjay - Part 1" will hit TNT in 2017, and it will be able to air all 4 Hunger Games films concurrently in 2018. -- Nets have begun announcing plans for 9/11 programming. **History** will premiere *Marcus Robinson's* doc "Rebuilding the World Trade Center" at 6pm on the anniversary of the attacks. **Discovery** will tell the story of NYPD's elite Emergency Service Unit with "9/11 E-Men Heroes" at 8pm. -- **HBO** will debut 4 docs in its "State of Play" franchise beginning Nov 11 with a look at how the **NFL** is making the game safer. -- **WEtv** greenlit extreme relationship therapy series, "Sex Box." Adapted from a UK series of the same name, it lets couples discuss their issues with experts and then retire to a camera-free/soundproof box on the show's set to have sex. They emerge and immediately discuss their experiences with the panel of experts.

Cable One's Paperless Billing Push: **Cable One** says it will plant a tree on behalf of every customer who adopts paperless billing from Aug 5 through Arbor Day (Apr 25). It's working with the **Arbor Day Foundation** on the initiative. Trees will be planted in Cable One markets and in national forests.

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NAMIC EMMAs: NAMIC announced the winners of its Excellence in Multicultural Marketing Awards (EMMA), who will be recognized at the annual conference Sept 16-17 in NY. A record number of 110 entries were submitted with NAMIC renaming the Cable Distributors category as Media Content Distributors, allowing for entries from a wider cross-section (**Verizon FiOS** picked up a couple wins). **Comcast** received 7 first place awards, leading all contestants in the content distributors category. **HBO** led the Networks/ Industry Suppliers division with 4 first place wins. See the complete list of winners at NAMIC.com. The winners also will be featured in the Sept edition of **Cablefax: The Magazine**.

Business Services: Comcast Business' full portfolio of Ethernet services, with speeds of up to 10 Gbps, are available now across 10 NY towns in Putnam, Dutchess and Westchester counties.

Editor's Note: There's still time to join us for the TV Innovation Summit on Sept 18 in NYC where execs from companies like **Comcast, DirecTV, A+E Networks, NBCU, Scripps Networks Interactive, Discovery Comm, Cablevision, Mediacom** and more will explore every angle of the multiplatform revolution. For more info, check out the agenda at www.cablefaxtvsummit.com/agenda

CableFAX Daily Stockwatch

Company	08/21 Close	1-Day Ch	Company	08/21 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	84.82	(0.16)	CONCURRENT:	7.26	0.07
DISH:	65.35	1.04	CONVERGYS:	18.94	0.27
ENTRAVISION:	4.68	(0.04)	CSG SYSTEMS:	28.19	0.59
GRAY TELEVISION:	10.37	(0.06)	ECHOSTAR:	49.58	0.28
MEDIA GENERAL:	17.77	(0.67)	GOOGLE:	583.37	(1.12)
NEXSTAR:	46.43	0.86	HARMONIC:	6.23	0.12
SINCLAIR:	29.77	0.33	INTEL:	35.15	0.65
MSOS					
CABLEVISION:	18.42	0.08	INTERACTIVE CORP:	68.38	(0.03)
CHARTER:	156.75	0.98	JDSU:	11.62	0.50
COMCAST:	54.44	(0.2)	LEVEL 3:	42.30	(0.03)
COMCAST SPCL:	54.30	(0.13)	MICROSOFT:	45.22	0.27
GCI:	11.06	0.05	NIELSEN:	48.27	(0.6)
GRAHAM HOLDING:	725.00	5.05	RENTRAK:	48.50	(0.73)
LIBERTY GLOBAL:	43.74	0.08	SEACHANGE:	7.57	0.16
LIBERTY INT:	29.26	0.33	SONY:	18.83	(0.12)
SHAW COMM:	25.03	0.15	SPRINT NEXTEL:	5.56	0.06
TIME WARNER CABLE:	147.52	(0.48)	TIVO:	13.76	0.21
PROGRAMMING					
21ST CENTURY FOX:	35.73	0.06	UNIVERSAL ELEC:	55.31	0.84
AMC NETWORKS:	63.30	0.47	VONAGE:	3.24	0.02
CBS:	60.36	(0.07)	YAHOO:	37.64	0.14
CROWN:	3.44	UNCH	TELCOS		
DISCOVERY:	44.76	(0.07)	AT&T:	34.64	0.11
DISNEY:	90.38	0.54	CENTURYLINK:	40.91	0.12
GRUPO TELEVISIA:	37.08	(0.1)	TDS:	25.48	(0.02)
HSN:	60.47	(0.43)	VERIZON:	48.87	0.05
LIONSGATE:	32.64	0.01	MARKET INDICES		
MADISON SQUARE GARDEN:	63.63	(1.37)	DOW:	17039.49	60.36
SCRIPPS INT:	81.65	0.15	NASDAQ:	4532.10	5.62
STARZ:	30.20	0.55	S&P 500:	1992.37	5.86
TIME WARNER:	76.76	(0.26)	TECHNOLOGY		
VALUEVISION:	4.68	(0.02)	ADDVANTAGE:	2.37	0.02
VIACOM:	80.90	(0.34)	ALCATEL LUCENT:	3.31	0.06
WWE:	14.44	(0.07)	AMDOCS:	46.01	0.35
MARKET INDICES					
DOW:	17039.49	60.36	AMPHENOL:	104.38	2.13
NASDAQ:	4532.10	5.62	AOL:	43.65	(0.11)
S&P 500:	1992.37	5.86	APPLE:	100.58	0.01
TECHNOLOGY					
ADDVANTAGE:	2.37	0.02	ARRIS GROUP:	30.81	(0.55)
ALCATEL LUCENT:	3.31	0.06	AVID TECH:	7.70	0.01
AMDOCS:	46.01	0.35	BLNDER TONGUE:	1.50	(0.09)
AMPHENOL:	104.38	2.13	BROADCOM:	39.16	0.25
AOL:	43.65	(0.11)	CISCO:	24.89	0.18
APPLE:	100.58	0.01			
ARRIS GROUP:	30.81	(0.55)			
AVID TECH:	7.70	0.01			
BLNDER TONGUE:	1.50	(0.09)			
BROADCOM:	39.16	0.25			
CISCO:	24.89	0.18			



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PROGRAMMER'S PAGE

A New Kind of Creepiness...

“The X-Files” producer/writer *Glen Morgan* hasn’t lost his edge at all. With “Intruders” (Aug 23, 10pm) on BBC America, he offers an X-Files-esque sci-fi/paranormal twist and the kind of creepiness you probably haven’t felt since Mulder and Scully roamed the airwaves. This adaptation of *Michael Marshall Smith’s* novel of the same name uncovers a secret society whose quest for immortality has led them to inhabit the bodies of others. Morgan noted the emergence of vampire series and films in the past 10 years. “There’s that immortality element,” he told us. “The world is so out of whack that we want to start over? I don’t know... But I am seeing this kind of interest in immortality or giving certain life another try,” he said, noting **A&E’s** pickup of “The Return,” a 10-ep drama set in a French town where local people who have long been presumed dead suddenly reappear. Morgan argues that the exploration of eternity and the mix of detective and horror elements are what make *Intruders* unique, with the idea of having another soul inside of a person letting characters to develop complexity and range. The series attempts to bring together numerous characters with multiple storylines such as a missing wife or a child running away from home. One character, *Madison O’Donnell (Millie Brown)* amounts to a 9-year-old impression of a grown-up psychopath and will probably be the most talked about element of the show thanks to the uncomfortable level of maturity presented. Almost any scene with *Millie* is memorable, Morgan said. Like *The X-Files*, *Intruders* has plenty of suspense to warrant a continued engagement. The difference is it has a lot more creepy, disturbing elements that will chill you to the bones. “Every act you have to have a ‘boo’ scene that people will talk about the next day.” said Morgan. - *Joyce Wang*

Reviews: “The Intruders,” pilot, Sat, 10p ET, **BBC America**. Ready the replay button, although it might not help. This Washington State-based paranormal series from *Glen Morgan* of “The X-Files” is well done, with an excellent cast including *John Simm, Mira Sorvino, James Frain* and *Madison O’Donnell* as a creepy kid with a past. Yet its plot of strange occurrences can be tough to follow. Hang in, ep 2 makes things clearer... slightly. -- “You’re The Worst,” Thurs, 10:30p, **FX**. This fun new series is a hoot of a screwball rom-com. Tasteless *Jimmy (Chris Geere)* and whacky *Gretchen (Aya Cash)* star as 30-something singles who “hang out,” but insist they’re not a couple. Then why is *Gretchen* upset tonight when, as **FX** puts it, “*Jimmy* accidentally sleeps” with a sexy Hollywood celeb? -- “*Ray Donovan*,” Sun, 9p, **Showtime**. We’ve slowly warmed to this series about Boston tough *Ray (Liev Schreiber)* ‘fixing’ problems for well-heeled LA folk as his own vulnerabilities mount. *Ray* largely ignores his wife and kids as dad (Emmy-nominee *Jon Voight*) causes headaches. *Schreiber* directs this pivotal ep, where *Ray* loses control. -- **Notable:** **ESPN’s** fine coverage of The Little League World Series was matched by record offense. The consolation game is Sun (10a ET). -- Our favorite part of Monday’s Emmys? *Joan Rivers* and “The Fashion Police” (Fri, 9p, **E!**). - *Seth Arenstein*

Basic Cable Rankings (8/11/14-8/17/14) Mon-Sun Prime			
1	DSNY	0.9	2149
1	DISC	0.9	2112
3	TNT	0.8	2073
3	USA	0.8	1934
5	HIST	0.7	1735
5	FOXN	0.7	1670
7	TBSC	0.6	1538
7	HGTV	0.6	1360
7	ESPN	0.6	1352
10	A&E	0.5	1211
10	NAN	0.5	1125
12	ADSM	0.4	1021
12	SYFY	0.4	1012
12	FOOD	0.4	1012
12	FAM	0.4	993
12	FX	0.4	982
12	LIFE	0.4	880
12	AMC	0.4	880
12	NFLN	0.4	723
20	SPK	0.3	813
20	TLC	0.3	788
20	CNN	0.3	752
20	ID	0.3	731
20	BRAV	0.3	717
20	TVLD	0.3	690
20	VH1	0.3	682
20	APL	0.3	633
20	MSNB	0.3	630
20	HALL	0.3	628
20	DSJR	0.3	598
20	HMM	0.3	397
20	DSE	0.3	83
33	ESP2	0.2	605
33	CMDY	0.2	578
33	BET	0.2	569
33	TRU	0.2	556
33	MTV	0.2	548
33	WETV	0.2	515
33	EN	0.2	504
33	DXD	0.2	491
33	LMN	0.2	461
33	NGC	0.2	449
33	NKJR	0.2	409
33	H2	0.2	399
33	GSN	0.2	389
33	TRAV	0.2	384

*Nielsen data supplied by ABC/Disney

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