

CableFAX Daily™

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What the Industry Reads First

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Energy Savings: Set-Top Boxes Show Big Progress in Meeting New Standards

A voluntary agreement for energy conservation seems to be paying off, with an initial report showing the industry is making inroads on set-top box energy conservation. A new report released Thurs found that 85% of set-tops purchased by pay-TV providers in 2013 met the US EPA's Energy Star 3.0 efficiency levels. That means the industry is well on its way to meeting a commitment for 90% of set-tops procured after Dec 31, 2013 to meet the Energy Star standards. The improved set tops represents a savings of nearly 842K metric tons of carbon dioxide this year, the report said. This report is required by a 2012 voluntary agreement between NCTA and CEA, but energy efficiency advocates didn't sign off on it until Dec 2013 when more aggressive standards became part of the agreement. Companies taking part include **Comcast, DirecTV, DISH, Time Warner Cable, AT&T, Verizon, Cox, Charter, Cablevision, Bright House and CenturyLink**, as well as manufacturers **Cisco, Arris and EchoStar**. After 2016, 90% of set-tops procured must meet more efficient standards, with service providers reporting that 42% of 2013 boxes already meet those standards. However, the report noted that boxes purchased closer to Jan 2017 will likely have increased functionality (more features will use more energy), making the requirement "challenging." The report, prepared on behalf of the initiative's steering committee, found the agreement led to a 4.4% reduction in national energy consumption by set tops. "With these improvements the national energy used to power these devices is now going down," said *Noah Horowitz*, senior scientist at the **Natural Resources Defense Council**. "The great news is that the more efficient boxes save consumers money on their electric bill, reduce pollution, and work even better than the old ones used to." The report said the energy savings is even larger when compared to national energy use projections without the voluntary agreement. Against those projections, the improved energy efficiency of the set-top boxes procured in 2013 saved American consumers almost \$350mln in energy bills and saved nearly 1.75mln metric tons of carbon dioxide, equivalent to the output of one large (500MW) power plant.

FCC Keeps AT&T-DirecTV Timeline: The FCC Media Bureau rejected a request from **Public Knowledge, Community Broadband Networks Initiative** and others to extend the deadline for filing comments and petitions related to AT&T's proposed \$48bln acquisition of **DirecTV**. Citing the proximity of the deadline to the Aug 25 deadline for

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Comcast-Time Warner Cable comments, the groups were hoping the FCC would extend the Sept 16 deadline by 30 days and give similar extensions for deadlines on filing replies. The Bureau said it already had established a “relatively lengthy” 3-month pleading cycle because of the complexity of the transaction and because it’s often the case that potential commenters have interest in multiple proceedings at the FCC.

College Football Kick-Off: **DISH** subs won’t miss out on college games on **Fox Sports 1** after all. A few days ago the satellite provider warned customers they would miss 4 games this weekend, including Thurs’ Rutgers-Washington St match, because it was unwilling to pay Fox a “significant additional charge.” Something changed, with **DISH** telling customers Thurs that all 4 games would now be available to customers with America’s Top 200 and above packages. -- **Verizon** FiOS subs got **SEC Net** in time for Thurs’ kick-off games, but turns out only those in FL and TX could see the action in HD. It seems most distributors, including **DirectTV**, **DISH** and **Cox**, are carrying the net in HD even outside of SEC markets, but Verizon has taken a different approach. A spokesperson said FiOS is looking at the possibility of offering HD in the future, but for now is starting with SD in non-SEC markets.

JD Power: **Cox** and **Verizon** ranked the highest in business wireline customer satisfaction, according to the latest **JD Power** customer satisfaction study. While overall customer satisfaction averages 700 on a 1K-point scale this year, **Cox** ranked highest in the large enterprise business segment with an overall score of 782. **Verizon** scored the #1 seat in both the small/medium (759) and very small business segments (727), respectively. The industry overall has seen fewer outages since 2011. Nearly 16% business customers indicate they might switch their current service provider in the next 12 months, with small/medium size businesses having the highest future switching intent at 20%. These companies cited better pricing as the top reason for switching, followed by new features or service plans, favorable pricing options and better or more reliable service performance. The annual study, conducted in May, was based on responses from 4,220 business customers of data and voice services in the US.

4K: **Samsung Electronics** is stepping up its 4K efforts, offering 4K content from **Amazon** globally in Oct. That includes Season 2 of **Netflix** original “House of Cards,” which was shot in 4K. The streaming service is beefing up its 4K content library with shows such as “Breaking Bad” and movies, including “Ghostbusters.” **Samsung** announced its initial 4K partners earlier this year, which include Netflix, **DirectTV** and Amazon. Samsung also scored agreements with several EU ops to deliver 4K content, including German provider **Maxdome**, Italian service **Chili** and **Wuaki.tv**, which is available in the UK and Spain.

Verizon vs Cablevision Advertising: The **National Advertising Division** has recommended that **Verizon** modify some of its ad claims after **Cablevision** challenged statements that appear in some commercials and print ads. The NAD examined express and implied claims that included “FiOS’ download speeds are twice as fast as Cablevision’s,” “FiOS is ‘Rate #1’ for ‘speed, customer satisfaction and reliability,” and “FiOS is ‘the fastest Internet service provider in the nation’ by a wide margin.” NAD said that Verizon provided adequate support for claims that its 500/100mbps tier is 4 times faster than Cablevision’s 101/35 tier (each company’s top tier of service), but said it was concerned Verizon didn’t clearly communicate that the 500mbps service is its top tier of service. NAD also recommended that Verizon modify its claims that it was Rated #1 in speed, reliability and customer satisfaction to make it clear the claim is based on customer satisfaction ratings of consumers’ own ISPs’ performance. NAD recommended that Verizon modify its “2X Faster” claims or its “Fastest Internet Service Provider in the Nation” claims to disclose that the claim is based upon aggregating speed results over tiers of service or a comparison of the fastest speed tiers of Verizon against its cable competitors. Verizon said it’s pleased NAD determined its claims that the FiOS 500/100 Mbps service is superior to Cablevision for uploading data and other claims are substantiated, but “respectfully disagrees with NAD’s recommendation that Verizon modify the disclosures provided in connection with these claims.” Verizon said it will take the recommendations into consideration.

Research: Easily beating last quarter’s record, combined upstream and downstream DOCSIS channel shipments reached 1.2mln in 2Q, the 1st time total channel shipments exceed the 1mln mark in a single quarter, according to **Infonetics Research**. Combined revenue for CCAP (converged cable access platform), CMTS (cable modem termination system), edge QAM and CMC (coaxial media converter) equipment hit \$411mln worldwide in 2Q, up

BUSINESS & FINANCE

24% YOY. The shift to CCAP is most acute in North America, which saw revenue in the segment rise 39% YOY. During the quarter, **Arris**, **Casa Systems** and **Cisco** are the top vendors in the combined CCAP, CMTS and CMC market.

Multiplatform: More cable nets are using multiple platforms to debut their new shows. **Starz** is making the first 5 eps of its original filmmaking experiment "The Chair" available for subs on Starz Play and Starz on Demand starting Sept 6. The 1st ep of the net's 1st unscripted series will debut on linear on the same day. -- **Fox Sports** will live stream more than 140 college football games this season through its TVE app **Fox Sports Go** and **BT-N2Go**. Upon authentication, all college football games on **Fox** broadcast net, **Fox Sports 1**, **Fox Sports Regional Networks**, **Fox College Sports** and **Fox Deportes** can be streamed live across platforms. BTN2Go opens its college football schedule with Eastern Illinois vs Minnesota Thurs night, while Fox Sports Go's coverage kicks off the same night with Rutgers vs Washington St.

Programming: ESPN2 will televise live the 12-round **IBF** eliminator fight between Middleweight contenders **Hassan N'Dam** of France and NY's **Curtis Stevens** as part of an **ESPN** Boxing Special on Oct 1. The show will also be available via live streaming through Spanish-language **ESPN Deportes+** and WatchESPN.

CableFAX Daily Stockwatch

Company	08/28 Close	1-Day Ch	Company	08/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONCURRENT: 7.49 0.56		
DIRECTV:	86.09	(0.06)	CONVERGYS:	18.93	(0.08)
DISH:	64.73	0.15	CSG SYSTEMS:	27.66	0.03
ENTRAVISION:	4.70	0.01	ECHOSTAR:	49.82	0.32
GRAY TELEVISION:	9.89	(0.17)	GOOGLE:	569.20	(1.8)
MEDIA GENERAL:	15.95	0.05	HARMONIC:	6.50	0.03
NEXSTAR:	45.66	(0.84)	INTEL:	34.65	(0.14)
SINCLAIR:	28.88	(0.39)	INTERACTIVE CORP:	69.27	0.98
MSOS			JDSU:	11.51	(0.15)
CABLEVISION:	18.29	(0.02)	LEVEL 3:	44.52	(0.22)
CHARTER:	156.01	(0.82)	MICROSOFT:	44.88	0.01
COMCAST:	54.52	(0.04)	NIELSEN:	46.72	(0.04)
COMCAST SPCL:	54.38	(0.04)	RENTRAK:	51.04	(2.26)
GCI:	11.22	(0.05)	SEACHANGE:	7.70	0.11
GRAHAM HOLDING:	702.51	(7.1)	SONY:	18.90	0.07
LIBERTY GLOBAL:	44.10	0.35	SPRINT NEXTEL:	5.66	(0.03)
LIBERTY INT:	29.29	(0.16)	TIVO:	13.85	(0.21)
SHAW COMM:	25.16	0.02	UNIVERSAL ELEC:	54.56	(0.32)
TIME WARNER CABLE:	147.14	0.03	VONAGE:	3.38	UNCH
PROGRAMMING			YAHOO:	38.31	0.13
21ST CENTURY FOX:	35.60	(0.25)	TELCOS		
AMC NETWORKS:	62.94	(0.51)	AT&T:	34.74	(0.01)
CBS:	59.55	(0.87)	CENTURYLINK:	40.86	0.10
CROWN:	3.38	(0.06)	TDS:	25.72	(0.3)
DISCOVERY:	43.76	(0.02)	VERIZON:	49.41	(0.02)
DISNEY:	90.23	(0.14)	MARKET INDICES		
GRUPO TELEvisa:	36.45	(0.58)	DOW:	17079.57	(42.44)
HSN:	60.86	(0.13)	NASDAQ:	4557.69	(11.93)
LIONSGATE:	32.31	(0.25)	S&P 500:	1996.74	(3.38)
MSG:	66.22	(1.02)			
SCRIPPS INT:	80.11	(0.38)			
STARZ:	31.47	0.45			
TIME WARNER:	76.95	0.10			
VALUEVISION:	4.68	(0.07)			
VIACOM:	80.81	(0.18)			
WWE:	14.47	(0.17)			
TECHNOLOGY					
ADDVANTAGE:	2.38	(0.01)			
ALCATEL LUCENT:	3.41	0.05			
AMDOCS:	46.73	0.63			
AMPHENOL:	103.39	(0.12)			
AOL:	42.79	(0.23)			
APPLE:	102.25	0.12			
ARRIS GROUP:	30.40	(0.02)			
AVID TECH:	8.32	0.07			
BLNDER TONGUE:	1.69	0.04			
BROADCOM:	39.20	0.70			
CISCO:	24.85	0.05			



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PROGRAMMER'S PAGE

The Legacy of Arthur Ashe

As part of **Tennis Channel's** "Signature Series," a collection of docs about some of the sport's most celebrated athletes, the net is airing a televised biography of *Arthur Ashe* at the conclusion of its US Open coverage Sun, Aug 31, 11pm ET. An activist and humanitarian as well as a best-in-class player, Ashe was the first man to win the US Open in 1968, in its very first year. With that result, he became the first African-American man to win the singles title at the US Open or as it was known at the time, the U.S. National Championships. Ashe died of AIDS in 1993, which he contracted from a blood transfusion during heart surgery. We caught up with Tennis chmn and CEO *Ken Solomon* to chat about the doc and Arthur Ashe, as the exec played a significant role in its production.

How were you involved with this project? And were you more involved with this than with others in the series? One of the advantages of being a nimble, independent network is that we all get to work on everything without unnecessary bureaucracy. That said, this project was extremely personal for me and began with my discussions with [Arthur's widow] Jeanne Ashe quite some time ago. While I have been closely involved with many of our originals, especially our other Signature Series premiere events like *Agassi*, *Vita*, *Martina* and *Bud Collins*, this was by far the most hands-on for me in working with head of programming *Laura Hockridge*, director *Nitin Varma* and our originals team. **Given that Ashe's civil rights activism is a focus of the doc, what do you think about the timing, in light of what has occurred in Ferguson?** Though we obviously could have never foreseen these events, it is uncanny that this civil and racial unrest is happening now, near the very city of St. Louis that Arthur moved to as a child, just so he could play interracial tennis legally. *For the full Q&A, go to Cablefax.com. - Kaylee Hultgren*

Reviews: "The League," season VI premiere, Wed, 10p, **FXX**. The season 6 opener is downright tasteless at times, yet produces chuckles. Loaded with pigskin personalities like announcer *Rich Eisen* and Texans' star *JJ Watt*, who acquits himself well, there's also a funny bit with players *Cameron Jordan* and *Jordon Cameron*. Much of the ep feels like *Larry David's* "Curb Your Enthusiasm," loaded with gallows humor. You'll laugh, but might hate yourself for it. -- "Houdini," premiere, Mon, 9p, **History**. Considering History's track record with scripted minis shown on holidays, it is little surprise that "Houdini" is a well-made, good-looking 2-part drama (hours 3-4 premiere Tues). *Adrien Brody* does a fine job as the famous prestidigitator, whose trademark escapes are re-created with appropriate bravado, including camerawork showing the trick behind the magic. The film falters somewhat in its lack of an overarching conception and disjointed storyline. In addition, Houdini's role as an international spy, presented as fact here, remains subject to debate. No matter, a new generation will meet an historical figure in an entertaining, fun and interesting way. That's magic Houdini would appreciate. -- "The Believer," Thurs, 10p, **ESPNU**. Singer *Kenny Chesney* admirably profiles Univ of SC football coach *Steve Spurrier*, who's won at every college he's led. And at 69, the ol' ball coach still has the fire. - *Seth Arenstein*

Basic Cable Rankings

(8/18/14-8/24/14)

Mon-Sun Prime

ESPN	1	1.1	2696
FOXN	2	0.8	1944
USA	3	0.7	1824
DSNY	3	0.7	1807
TNT	3	0.7	1751
TBSC	3	0.7	1636
HIST	7	0.6	1575
MTV	7	0.6	1508
HGTV	7	0.6	1432
DISC	10	0.5	1131
A&E	10	0.5	1118
ADSM	12	0.4	1063
FX	12	0.4	1034
NAN	12	0.4	1033
FOOD	12	0.4	985
SYFY	12	0.4	957
ID	12	0.4	780
FXX	12	0.4	703
DSE	12	0.4	91
TLC	20	0.3	834
LIFE	20	0.3	834
CNN	20	0.3	821
SPK	20	0.3	809
VH1	20	0.3	783
AMC	20	0.3	746
FAM	20	0.3	734
HALL	20	0.3	727
BRAV	20	0.3	683
CMDY	20	0.3	663
BET	20	0.3	577
NFLN	20	0.3	575
LMN	20	0.3	529
DSJR	20	0.3	500
MSNB	34	0.2	597
APL	34	0.2	590
TRU	34	0.2	569
TVLD	34	0.2	524
WETV	34	0.2	518
ESP2	34	0.2	476
BBCA	34	0.2	448
NKJR	34	0.2	441
TRAV	34	0.2	432
EN	34	0.2	424
H2	34	0.2	415
NGC	34	0.2	413
GSN	34	0.2	389

*Nielsen data supplied by ABC/Disney

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