

CableFAX Daily™

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What the Industry Reads First

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Wheeler Thursday: Broadband Needs New Definition

The FCC has realized that its current definition of broadband, which is any Internet service that delivers download speeds of 4Mbps or higher, isn't going to cut it, especially as more video content is being streamed online. The speed isn't adequate when a single HD video delivered to home or classroom requires 5Mbps of capacity, chmn *Tom Wheeler* said during an event at DC tech incubator **1776** Thurs. This is why the agency proposed updating the broadband speed required for universal service support to 10 Mbps, he said. But even 10 Mbps might not be fast enough since many Internet HHs have 6 or more connected devices. When all devices are used at the same time, "it's not hard to overwhelm 10 Mbps of bandwidth," said Wheeler. While he acknowledged the importance of expanding connections of 25 Mbps or higher, he stopped short of citing that as the definition of broadband today. That could be a positive for **Comcast-Time Warner Cable** merger approval, **BTIG** analyst *Rich Greenfield* wrote in a research note. At 25 Mbps, "there is simply no competitive choice for most Americans" and that includes almost 20% who have no service at all, Wheeler said. And "things only get worse as you move to 50 Mbps where 82 percent of consumers lack a choice." The remarks came as comments on the agency's inquiry on broadband measurement, something that could impact key FCC policies including mergers and competition, are due. Wheeler didn't offer any hint on Title II, the focus of the net neutrality debate as reply comments on the issue are due in less than 2 weeks. However, he talked about the need to eliminate last-mile barriers and laid out his agenda for broadband competition: The Commission will protect where competition exists, encourage where greater competition can exist, and work to create where meaningful competition isn't available. More importantly, it will promote the deployment of broadband where competition can't be expected to exist. "It sounds like there may be some tough conditions related to peering and interconnection as part of the Comcast/Time Warner Cable approval but it does not sound like blocking the deal is a key part of the agenda," Greenfield said. Meanwhile, cable got plenty of mention in Wheeler's speech. Cable provides "the overwhelming percentage of high-speed broadband connections in America" and its advantage over DSL will continue, according to the chmn. In order to meet the competitive threat of satellite services, cable TV companies upgraded their facilities and when the Internet went mainstream, "they found themselves in the enviable position of having greater network capacity than telephone companies," he said.

Cablefax's

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THE EARLY BIRD RATE ENDS SEPT. 5!

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NCTA took the chance to continue to urge a light-touch regulatory approach which includes staying away from Title II regulation. **Public Knowledge**, on the other hand, believes the chmn “needs all the tools available to the FCC,” including Title II, svp *Harold Feld* said. “Allowing any kind of paid prioritization is an invitation for broadband providers to act as Internet gatekeepers and toll collectors.”

About those Broadband Speeds: **NCTA** doesn’t support raising the broadband speed benchmark of 4Mbps downstream and 1Mbps upstream at this time, saying in comments filed at the agency this week that the connection is still sufficient to perform the primary functions identified in section 706—high-quality voice, video and data. The FCC is soliciting input on its 10th notice for its report on broadband in America pursuant to the Telecom Act. **NCTA** argued that raising the baseline speed might have an effect on universal service subsidies. **Public Knowledge**, however, wants the threshold raised to 25Mbps downstream. “The average HD video stream requires 5Mbps of capacity, and the average American home has 3 television sets. A 25Mbps threshold ensures that viewers can watch television while still having sufficient leftover capacity for mobile devices, online backup services and other applications,” PK said. **CWA** supports taking the benchmark speed to the Commission’s proposed 10Mbps/1.5Mbps, saying that would be sufficient for households that are moderate users and would come close to satisfying heavy-using households. The FCC issued its 9th notice on broadband in Aug 2012, but never issued a report. That’s the crux of the matter, according to **NCTA**. The trade group argued that the report can be a useful policy tool but it is “more important than ever that the Commission make the most of this reporting requirement by providing a thorough, timely and accurate portrayal of the broadband marketplace.”

Google America’s New CTO: The White House tapped **Google** exec *Megan Smith* as the nation’s new CTO. She replaces *Todd Park*, who is taking on a new White House role recruiting technologists. Former **Twitter** gen counsel *Alex Macgillivray* will serve as deputy CTO.

Sneak Peek: **DISH** is offering a free preview of **Outdoor Channel** through Sept 30. The satellite provider is also offering full eps of “Bottom Feeders” and “Jim Shockey’s Uncharted” on its Blockbuster Studio Channel (102). **DISH** and **Outdoor** will celebrate the stunt by giving away a trip to Vegas to attend the net’s 15th Golden Moose Awards.

Remembering Rivers: Sad day at **E!**, which was home to comedienne and red carpet fixture *Joan Rivers* for more than 20 years. “She was unapologetic and fiercely dedicated to entertaining all of us and has left an indelible mark on the people that worked with her and on her legions of fans... Today our hearts are heavy knowing Joan will not be bounding through the doors,” **E!** and **NBCU** said in a statement. Rivers, 81, passed away Thurs. She went into cardiac arrest on Aug 28 while undergoing surgery on her vocal cords. Just 1 week before the surgery, **E! News** was sending around an email of Rivers, who hosted “Fashion Police,” taking the ALS Ice Bucket Challenge. While Rivers is probably best associated with **E!** in recent years, she was well known by many in the industry, including *Henry Schleiff*, group pres for **Investigation Discovery**, **American Heroes Channel** and **Discovery Fit & Health**. “I knew Joan for more than 30 years and while we all recognized her incredible humor and extraordinary work ethic, I can honestly say that her greatest qualities were her loyal friendship and incredible exuberance for life: her intelligence was exceeded only by her genuine warmth,” Schleiff said. “Indeed, Joan broke down so many barriers in her career and had so many projects yet to come.”

FTC Settlement: **Google** will refund consumers at least \$19mIn to settle an **FTC** complaint it unlawfully billed parents for children’s unauthorized in-app charges. The Commission previously announced a settlement with **Apple** for a minimum of \$32.5mIn for the same issue. In July, the **FTC** filed a complaint in federal court against **Amazon** seeking refunds for in-app charges.

Programming: **Travel Channel** gave the thumbs up to 5 new series, including “Hello Goodbye” (wt; the emotional stories of travelers at airports) and “TV Planet,” (wt; explores most popular shows around the world). -- **MTV** picked up reality show “Follow the Rules,” which centers on rapper turned actor *Ja Rule*.

HGTV Heads to Singapore: **Scripps Nets** will launch **HGTV** in Singapore on **StarHub**. Scripps said it’s the 1st dedicated home and lifestyle channel to launch regionally in Asia. It’ll feature shows such as “Property Brothers” and “Kitchen Cousins,” along with some localized original short-form content produced exclusively for the net.

BUSINESS & FINANCE

CTHRA Symposium: CTHRA's Insight & Impact Symposium (Oct 14 in Philly) will feature *Jason Collins*, the **NBA's** 1st openly gay player, and **ESPN** and **CNN** commentator *LZ Granderson* discussing what employers need to consider when building a culture of inclusiveness. Online registration and a complete list of panels are available at: cthra.com/symposium.

Public Affairs: Cartoon's "Stop Bullying: Speak Up" initiative is in its 5th year, and this time around, the net is focused on getting 1mln people to share #ISpeakUp videos online that encourage people to speak up on behalf of kids who need it. "Speak Up Week" is set for the week of Sept 29. Select videos will become part of new campaign spots to appear on Cartoon, its digital platforms and Boomerang through Oct. -- **Discovery Education** and **Science Channel** will launch "Epic Story," an online program designed to teach students the art of storytelling from Science Channel producers and clips of programming. -- **USA** and **Verizon** will host the Characters Unite College Tour to encourage students to use tech and their voices to solve the country's social issues, such as stopping discrimination and preventing dating abuse. College students can enter the competition for a guaranteed spot on the fall tour.

CableFAX Daily Stockwatch

Company	09/04 Close	1-Day Ch	Company	09/04 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONVERGYS: 18.85(0.27)		
DIRECTV:	86.65	0.14	CSG SYSTEMS:	27.50	0.10
DISH:	65.84	(0.04)	ECHOSTAR:	50.76	(0.3)
ENTRAVISION:	4.47	(0.13)	GOOGLE:	581.98	4.04
GRAY TELEVISION:	9.87	(0.23)	HARMONIC:	6.80	0.16
MEDIA GENERAL:	15.79	(0.09)	INTEL:	34.91	0.34
NEXSTAR:	45.35	(0.62)	INTERACTIVE CORP:	72.96	2.51
SINCLAIR:	29.08	0.12	JDSU:	10.90	(0.27)
MSOS			LEVEL 3:	45.13	0.24
CABLEVISION:	18.73	0.07	MICROSOFT:	45.26	0.30
CHARTER:	158.15	(1.45)	NIELSEN:	46.13	(0.3)
COMCAST:	54.88	0.01	RENTRAK:	49.49	(0.66)
COMCAST SPCL:	54.71	0.06	SEACHANGE:	7.89	0.39
GCI:	11.55	0.08	SONY:	19.62	(0.09)
GRAHAM HOLDING:	724.87	(3.66)	SPRINT NEXTEL:	5.77	0.13
LIBERTY GLOBAL:	42.10	(0.27)	TIVO:	13.41	(0.2)
LIBERTY INT:	29.75	0.18	UNIVERSAL ELEC:	55.20	0.99
SHAW COMM:	25.53	(0.06)	VONAGE:	3.48	(0.02)
TIME WARNER CABLE:	147.38	(0.13)	YAHOO:	39.19	0.32
PROGRAMMING			TELCOS		
21ST CENTURY FOX:	36.13	(0.17)	AT&T:	34.94	(0.03)
AMC NETWORKS:	64.46	(0.61)	CENTURYLINK:	41.06	0.04
CBS:	59.43	0.90	TDS:	26.58	0.07
CROWN:	3.32	(0.03)	VERIZON:	49.72	(0.16)
DISCOVERY:	43.50	0.04	MARKET INDICES		
DISNEY:	90.14	(0.8)	DOW:	17069.58	(8.7)
GRUPO TELEVISA:	36.98	(0.19)	NASDAQ:	4562.29	(10.28)
HSN:	61.28	0.53	S&P 500:	1997.65	(3.07)
LIONSGATE:	32.53	(0.08)			
MSG:	65.24	(0.4)			
SCRIPPS INT:	79.35	(0.01)			
STARZ:	31.37	(0.34)			
TIME WARNER:	77.23	(0.1)			
VALUEVISION:	5.06	0.06			
VIACOM:	81.18	0.22			
WWE:	14.61	0.15			
TECHNOLOGY					
ADVANTAGE:	2.35	(0.01)			
AMDOCS:	48.13	0.11			
AMPHENOL:	103.93	(0.22)			
AOL:	42.83	(0.18)			
APPLE:	98.12	(0.82)			
ARRIS GROUP:	30.55	(0.29)			
AVID TECH:	8.28	0.01			
BLNDER TONGUE:	1.78	0.04			
BROADCOM:	40.12	0.18			
CISCO:	24.91	(0.13)			
CONCURRENT:	7.85	0.19			



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PROGRAMMER'S PAGE

Cable Tells 9/11 Story in New Light

The story of 9/11 has been told many times, but there are always new and insightful ways to examine the events of that tragic day. Commemorating the 13th anniversary of the terrorist attacks, cable nets are taking a look at the world before and after with new documentaries. **Smithsonian Channel's** "Crowning New York," premiering Sun, looks at the engineering and construction feats of One World Trade Center. "We wanted to move beyond the utter tragedy of 9/11," *David Royle*, evp of programing and prod, told us. The 1-hour event is "a celebration of the triumph of the human spirit" as represented by the engineering of the building, he said. The special is an evolution from the channel's earlier programs like "9/11: Day That Changed the World" which tells the chilling story of that day, or "9/11: Stories in Fragments" that explores the poignant meaning behind objects from that day. "This year we felt it was important to share a story of endurance and regeneration," Royle said, adding that many nets are moving from hour-by-hour historical countdowns to stories that are broader ranging. Also premiering Sun is **Nat Geo's** "9/10: The Final Hours," which documents the day before everything changed with interviews and original footage looking at both NY and the path of the hijackers. The "horrific events of that day and the aftermath have been relived through the media — so much so that it's hard to remember a time before September 11," *Heather Moran*, the net's programming/strategy evp, told us. "We wanted to focus on September 10, a day like any other, but it was much more than that, as told by the people who were a part of that last day..." Elsewhere, nets zoomed in on the post-9/11 world. **Discovery Channel's** "9/11 e-Men Heroes" centers on the 9/11 **NYPD** rescue cops, while **American Heroes Channel's** "The Hornet's Nest" is a tribute to the efforts of US Armed Forces following the attacks. - *Joyce Wang*

Reviews: "I Am Evel Kniewel," Wed, 11pm, **Spike TV**. A quality original doc on Spike? This short film about the 1970s-era motorcycle daredevil is just that. And like *Evel*, it's hugely entertaining. The footage of his jumps and crashes keeps you watching...and wincing. Excellent commentary, too. Yet there's little digging into why Kniewel became an icon or TV's role in it. And while Evel's bad habits are discussed, *Matthew McConaughey's* praise seems like overkill. Still, it's a heckuva ride. -- "The Chair," premiere, Sat, 11pm, **Starz**. A doc about two rookie directors each making an indie film from the same script; the winner gets \$250K. Great inside material if you're a film person. If not, the contrast between mature, experienced *Anna* and young, inexperienced *Shane*, a **YouTube** sensation, sets up as a fascinating case study. Early eps were talky, but interesting. -- "Sons of Anarchy," final season premiere, Tues, 10pm, **FX**. If you wanted more blood during the final season of "The Sopranos," you're in luck. Outrageous lies, family murder and entangled alliances combine for effluent blood baths in these early "SOA" eps. Last season's finale was FX's most-watch telecast ever (9mln total views). -- "Boardwalk Empire," final season premiere, Sun, 9pm, **HBO**. Terrific opening to the final season as Nucky (*Steve Buscemi*) flashes back and tries to go legit. - *Seth Arenstein*

Basic Cable Rankings (8/25/14-8/31/14)			
	Mon-Sun Prime		
ESPN	1	1.0	2360
USA	2	0.7	1828
FOXN	2	0.7	1638
FXX	2	0.7	1414
DSNY	5	0.6	1598
TNT	5	0.6	1534
HIST	5	0.6	1513
TBSC	5	0.6	1485
HGTV	9	0.5	1339
NAN	10	0.4	1056
DISC	10	0.4	1027
FX	10	0.4	1021
FOOD	10	0.4	997
SYFY	10	0.4	982
LIFE	10	0.4	937
AMC	10	0.4	922
ADSM	10	0.4	914
A&E	10	0.4	912
FAM	10	0.4	885
ESP2	10	0.4	872
SPK	10	0.4	863
DSE	10	0.4	100
TLC	23	0.3	726
VH1	23	0.3	710
ID	23	0.3	696
EN	23	0.3	662
CMDY	23	0.3	660
NFLN	23	0.3	639
MTV	23	0.3	631
HALL	23	0.3	603
BET	23	0.3	603
DSJR	23	0.3	540
BRAV	33	0.2	594
APL	33	0.2	587
TVLD	33	0.2	563
CNN	33	0.2	529
MSNB	33	0.2	528
LMN	33	0.2	495
NKJR	33	0.2	462
WETV	33	0.2	437
OXYG	33	0.2	427
NGC	33	0.2	422
TRU	33	0.2	402
GSN	33	0.2	400
TRAV	33	0.2	362
CMT	33	0.2	358

*Nielsen data supplied by ABC/Disney



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