

CableFAX Daily™

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What the Industry Reads First

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Marc Juris: WE tv Rebranding and Beyond

AMC Nets' WE tv officially drops the word "women" from its on-air graphics and logo Tues—part of its focus on the broader and universal implications of the word "WE" as it seeks to significantly expand its audience with a new programming approach featuring increased scripted content and edgier reality shows. It's just the latest step in a rebrand that saw the net legally change its name months ago, dropping the word "women" from the moniker. "Where we are today in terms of TV as a catalyst of building communities, is a great opportunity. The real definition of 'WE,' which means 'us,' really reflects the shift in culture that's created by the online universe," pres/gm *Marc Juris* told us. The former evp/COO of **truTV** is coming up on his 1-year anniversary at the net in Oct. One of the first things he did was begin rebranding the net to mean "WE" vs "Women's Entertainment." With the rebranding, "we want to re-create a brand that's programmed to women, but doesn't alienate men... The original name... is a bit limiting to a very large potential audience," Juris said. The new WE tv has entered the scripted world with *Tony Goldwyn* and *Richard LaGravenese's* legal drama series "The Divide," which premiered July 16. And it's not stopping there, with scripted supernatural thriller "South of Hell" to premiere next year. The gist? It follows a "demon hunter for hire" in Savannah, GA, who has her own demon that she wrestles with. Does WE tv, in which female-friendly reality shows have a strong presence, want to be known for its scripted programming post-rebranding? Maybe, but Juris said the mission is to do great shows first. "We are just trying to tell great stories to as large of an audience as possible," he said. With shows like "Mary Mary" and "Braxton Family Values," WE tv had a strong African American viewership prior to rebrand. Post-rebrand, with *The Divide*, the net still seems to hit that particular audience but perhaps in a softer way. However, Juris said it's really just about putting out great shows and broadening the viewer base: "I am really led by shows and not demographic." That said, the net continues looking to draw a strong African American audience on Thurs night. Fri nights on WE now feature original programming including "Marriage Boot Camp: Reality Stars" and "*David Tutera's* CELEBrations." Meanwhile, more scripted doesn't mean the new WE is giving up on unscripted. Just edgier. Juris noted the net booked its 1st-ever "extreme relationship" therapy series "Sex Box" for 2015 premiere. Based on a UK format, the show features couples receiving relationship counseling from a panel of experts, after they have been intimate in a camera-free box.

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Retrans and Raycom: DirecTV and Raycom made nice before Sun's 1pm ET NFL kickoff, with all 43 local broadcast stations returning to the satellite provider's lineup Sun. DirecTV took a swat at the broadcaster for the retrans blackout, saying that broadcasters who "ransom their content back into the communities as exorbitant fees" deserved FCC and local congressional scrutiny. Raycom sent out its own press release Mon, dubbed "just the facts." It noted that DirecTV has removed stations at least 12 times in the last 3 years, while Raycom has only had blackouts with distributors 3 times in its history. "Raycom Media looks forward to working with DirecTV to turn our agreement in principle into a final, fully-binding document. We fully support the terms both parties agreed to Sunday and hope DirecTV will too," the broadcaster said.

Local Choice Ads: The brouhaha over Sen Commerce leadership's Local Choice proposal continues, with MusicFIRST asking the FCC to investigate reports that CBS TV stations refuse to air ads in support of Local Choice, which would let consumers decide whether to purchase broadcast channels on an a la carte basis. What stake does MusicFIRST, a group that works to ensure music creators get pay for their work, have in this? Five years ago, the group supported legislation to establish a performance right for AM/FM radio. MusicFIRST said NAB radio members refused to sell the Coalition ad time for ads in favor of the legislation. Meanwhile, several advertising groups, including the American Advertising Federation and the 4A's, warned the FCC Mon that the Sen Commerce version of STELA that includes the Local Choice proposal could have a negative impact on the ad revenue. "A radical transformation of this system in order to implement the option of 'local choice' could erode the entire national system for audience measurement that is essential to the economics of the current system. We would encourage you to proceed with caution before reaching agreement on this proposal and specifically to invite the views of the national and local advertising and media buying organizations to better understand how they and the system for providing financial support for programming would be affected," they wrote.

Carriage: While Comcast subs who don't have RFD-TV continue to complain, the rural-focused net has reached a deal with AT&T U-verse. It launched Mon on channel 568 in the U200package in SD (HD will launch later this year).

Net Neutrality Forum: Rep Doris Matsui (D-CA) will host on forum on net neutrality in Sacramento, CA, on Sept 24. FCC commissioners Mignon Clyburn and Jessica Rosenworcel both plan on traveling to participate. Matsui and Sen Patrick Leahy (D-VT) introduced legislation earlier this year that would require the FCC to ban so-called "paid prioritization" agreements between a broadband provider and a content provider.

Digital Video Research: Nielsen's Q2 Cross-Platform Report found that younger viewers are watching less traditional video, but they're consuming more overall video content. For 18-34s, daily time spent with the TV screen has decreased 10 minutes since 2Q12, but daily digital video consumption among the demo is up 16 minutes over that time period. Among 35-49s, the amount of time in front of a TV screen has dropped by 8 minutes, while the amount of digital video viewing is up 13 minutes. Even the 50-64 demo has seen traditional viewing dip 5 minutes compared to 2Q12, while digital viewing is up 10 minutes over the period.

Faster Wireless Gateways at Comcast: Comcast took to its blog to tout the rollout of the DPC3941T Xfinity Wireless Gateway, which it boasts as one of the fastest on the market. With 802.11 WiFi tech, 256-QAM modulation and 80 MHz wide of WiFi channel support, it claims increased range and wireless throughput. "Third party lab tests demonstrated more than 700 Mbps of actual throughput, providing the fastest speeds for our customers and beating our competitors and many high-end retail products," wrote Jill Formichella, dir of home network product development for Comcast Cable.

Programming: VH1 is bringing Nicole Richie's "Candidly Nicole," based on the AOL series of the same name, back for a 2nd season next spring.

Big East: The Big East Conference has a home on Fox Sports' live streaming app. The 2 announced the creation of the Big East Digital Network, a conference-specific, year-round HD digital channel offering free live streaming of 80-100 events annually through FoxSportsGo. The digital service launches Sept 25 with a women's soccer match between Georgetown and DePaul at 5pm ET. With most Big East men's basketball games set to be televised on FOX Sports 1, FS2, Fox RSNs or Fox broadcast during the 2014-15 season, the Big East Digital Network will supplement scheduled television coverage while expanding exposure of additional athletic contests.

Cable Goes to College: The 2nd annual One Day Immersion in TV, Cable & Digital Entertainment conference for col-

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lege students is set for Oct 24 at the McGraw Hill Building in NY. Students, faculty and recent grads can register for free for the conference, presented by **Dolly Wolf Ent**, at www.onedayimmersion.com. Speakers include **ION Media's Doug Holloway** and **Pivot's Evan Shapiro**. The conference also will be made available for live streaming to students across the US and internationally.

Excellence in HR: Turner's Global Technology and Operations HR team is the recipient of this year's Team Innovator of the Year honor in **CTHRA's Excellence in HR Awards**. *Beth Biggs*, senior director of benefits for **Charter**, was chosen for the Aspiring Leader award, while *Kerri St. Jean*, svp, HR for **Comcast Cable** Northeast, was selected as the 2014 recipient of the Leadership Excellence award. The honorees will be recognized during CTHRA's symposium in Philly on Oct 14.

People: Ex-Republican **FCC** commish *Robert McDowell* has joined **Wiley Rein** in DC as a partner in its Communications Practice. His hiring now means that 4 former FCC commissioners are part of Wiley Rein's communications practice, including chmn *Richard Wiley*. -- *Loretha Jones* is leaving her post as pres, original programming at **BET Nets**. *Darrell Walker*, evp, gen counsel, will assume day-to-day operations for programming until a replacement is found. Jones will remain a creative consultant to BET Nets.

CableFAX Daily Stockwatch

| Company | 09/08 Close | 1-Day Ch | Company | 09/08 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| BROADCASTERS/DBS/MMDS | | | | | |
| DIRECTV: | 86.82 | (0.44) | CONVERGYS: | 18.54 | (0.25) |
| DISH: | 66.10 | (0.34) | CSG SYSTEMS: | 27.34 | (0.07) |
| ENTRAVISION: | 4.59 | 0.09 | ECHOSTAR: | 51.14 | 0.02 |
| GRAY TELEVISION: | 9.54 | (0.16) | GOOGLE: | 589.72 | 3.64 |
| MEDIA GENERAL: | 15.61 | (0.01) | HARMONIC: | 7.02 | 0.14 |
| NEXSTAR: | 45.17 | (0.79) | INTEL: | 35.33 | 0.33 |
| SINCLAIR: | 28.69 | (0.43) | INTERACTIVE CORP: | 73.02 | 0.25 |
| MSOS | | | | | |
| CABLEVISION: | 19.13 | (0.01) | JDSU: | 11.75 | 0.58 |
| CHARTER: | 157.74 | (0.59) | LEVEL 3: | 45.91 | 0.28 |
| COMCAST: | 55.88 | 0.18 | MICROSOFT: | 46.47 | 0.56 |
| COMCAST SPCL: | 55.64 | 0.19 | NIELSEN: | 46.67 | (0.04) |
| GCI: | 11.19 | (0.1) | RENTRAK: | 50.23 | 1.94 |
| GRAHAM HOLDING: | 709.00 | (13) | SEACHANGE: | 7.97 | 0.13 |
| LIBERTY GLOBAL: | 41.38 | (0.44) | SONY: | 19.21 | (0.06) |
| LIBERTY INT: | 29.87 | (0.29) | SPRINT NEXTEL: | 5.78 | (0.11) |
| SHAW COMM: | 25.17 | (0.24) | TIVO: | 13.48 | (0.05) |
| TIME WARNER CABLE: | 150.75 | 0.55 | UNIVERSAL ELEC: | 55.67 | 0.34 |
| PROGRAMMING | | | | | |
| 21ST CENTURY FOX: | 35.88 | (0.27) | VONAGE: | 3.50 | UNCH |
| AMC NETWORKS: | 65.15 | 0.32 | YAHOO: | 41.81 | 2.22 |
| CBS: | 59.06 | (0.19) | TELCOS | | |
| CROWN: | 3.40 | 0.05 | AT&T: | 35.01 | (0.14) |
| DISCOVERY: | 42.44 | (1) | CENTURYLINK: | 40.58 | (0.89) |
| DISNEY: | 90.56 | (0.38) | TDS: | 26.76 | 0.03 |
| GRUPO TELEVISIA: | 36.67 | (0.49) | VERIZON: | 49.53 | (0.41) |
| HSN: | 60.62 | (0.42) | MARKET INDICES | | |
| LIONSGATE: | 32.71 | (0.06) | DOW: | 17111.42 | (25.94) |
| MSG: | 65.69 | 0.74 | NASDAQ: | 4592.28 | 9.38 |
| SCRIPPS INT: | 79.69 | (0.8) | S&P 500: | 2001.54 | (6.17) |
| STARZ: | 31.32 | (0.2) | | | |
| TIME WARNER: | 77.20 | 0.24 | | | |
| VALUEVISION: | 5.10 | (0.05) | | | |
| VIACOM: | 80.99 | (0.35) | | | |
| WWE: | 14.90 | 0.14 | | | |
| TECHNOLOGY | | | | | |
| ADVANTAGE: | 2.33 | (0.03) | | | |
| AMDOCS: | 48.31 | (0.08) | | | |
| AMPHENOL: | 104.08 | 0.21 | | | |
| AOL: | 43.07 | 0.21 | | | |
| APPLE: | 98.36 | (0.61) | | | |
| ARRIS GROUP: | 31.53 | 0.73 | | | |
| AVID TECH: | 8.50 | UNCH | | | |
| BLNDER TONGUE: | 1.47 | (0.05) | | | |
| BROADCOM: | 41.04 | 0.33 | | | |
| CISCO: | 24.95 | (0.05) | | | |
| CONCURRENT: | 8.03 | 0.21 | | | |

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Cablefax TECH by Joyce Wang

Adobe Ups Content Protection for Online Video

As cable and OTT services like **Netflix** and **Amazon Prime** offer more premium content across platforms, digital rights management (DRM) is looking to be more important than ever. To beef up the DRM capability for Adobe Prime, the TV delivery and monetization platform for many major programmers and pay-TV service providers, Adobe is making the Primetime DRM feature available across apps on connected devices, including set-top boxes and major web browsers. “As the only non-browser vendor that offers a cross-platform DRM solution, Adobe enables content owners to protect their premium video content regardless of what browser or operating system viewers are using,” the company said. The upgrade supports emerging HTML5 standards and includes HTML5’s Encrypted Media Extensions and Media Source Extensions on browsers like **Mozilla’s Firefox**. In addition, the company became the 1st vendor to work with **Intel, Broadcom** and **AMD** to enable hardware-based DRM that protects the so called “super” premium HD and even 4K content across tablets, smartphones and desktops. “As resolution of content increases, the concern of protecting that content increases,” *Ashley Still*, senior director, product management of Primetime at Adobe, said in an interview. She said hardware based DRM seeks to offer a maximum level of security for content across platforms. The specifics of DRM features are also tied to content windows and the nature of content. For example, newly released movies have higher DRM requirements than regular TV shows, and movies tend to have higher DRM requirements than live sports content, Still said. In addition, Adobe Primetime DRM is a core component of the pay-TV industry’s Reference Design Kit (RDK), a pre-integrated software bundle that provides a framework for powering set-top boxes, gateways and other devices and enables pay-TV service providers to standardize the deployment of content protection. Since **Comcast** has already

integrated Adobe Primetime with its RDK Media Framework and actively uses Adobe services for full-featured TV features, the latest DRM upgrade is expected to be integrated with Comcast’s X1 platform. In addition to Comcast, Adobe’s content protection platform counts ops and programmers like **HBO, Hulu, Time Warner, Turner, Yahoo** and **Netflix** as customers.

SCTE Goes Global: SCTE is creating a new global brand—the **International Society of Broadband Experts**—with **Liberty Global** stepping up as the 1st MSO to join the SCTE Corporate Alliance Program. The alliance program enables operators of all sizes jointly to address industry issues, to develop solutions and prepare for emerging technologies, and to dramatically expand access to training and education. Liberty Global will access educational material and other resources via the ISBE brand. SCTE said the new global organization should help “eliminate existing brand confusion,” an apparent reference to the UK’s Society for Broadband Professionals, which also goes by the SCTE acronym. “ISBE will bridge gaps in existing training curricula, bringing state-of-the-art content that is fine-tuned to address industry needs to cable engineering and operations professionals in every market,” SCTE pres/CEO *Mark Dzuban* said in a statement.

Speed Rankings: **Netflix** released its Aug data ranking the streaming experience for ISPs. **AT&T U-Verse** speed jumped to 2.61 Mbps from 1.44 last month, rising to #7 in the speed index. **Verizon FiOS** increased to 2.41 from 1.61, and **Time Warner Cable** rose to 2.59 from 2.16 in July. **Cablevision, Cox** and **Suddenlink** kept their spots as 1st, 2nd and 3rd, respectively, on the chart. **Comcast** and **Charter** flip-flopped, with Comcast now 4th and Charter 5th. **Mediacom** rose 2 spots to finish 6th.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at jwang@accessintel.com

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