

# Cablefax Daily™

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What the Industry Reads First

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## Diversity Week: Female Powerhouses Talk Innovation and Culture

As the rate of change in the marketplace continues to accelerate, it's critical for organizations to foster a culture of innovation and diversity of thought in order to keep pace. And that requires having a dialogue and culture of feedback within companies—not just top-down—execs said at the 2014 **WICT Leadership Conference** in NYC Mon. Take **HBO**, which over the past 2-3 years has been working to create an organization that empowers employees and creates transparency and connectivity, according to *Bernadette Aulestia*, evp, domestic network distribution. “The ‘speak up’ culture is what’s changed most dramatically,” she said. “The best ideas don’t always come from the top.” To keep the creative ideas flowing, “you have to intentionalize creating forums” where people can talk about business ideas outside of their purview, she said. At **Univision**, the philosophy is “everybody owns innovation,” said *Jennifer Ball*, evp, marketing & content partnerships. The company has implemented a “passion project” initiative, where employees are encouraged to embrace a business idea they’re passionate about. Over at **Time Warner Cable Media**, *Joan Gillman*, evp and COO, urges her team to attend conferences and report to others on what they learned. They’ve also added “salons” every other week, where employees talk about a hot topic—without PowerPoints (gasp!). “We’re trying to break down the barriers to communication,” she said, but in a way that’s organic and creates “the opportunities for feedback” without employees becoming defensive, she said. Execs also noted that thinking outside the money box can encourage creativity. “We literally have no budget,” said *Val Boreland*, evp, head of programming & production, **Revolt TV**. “It’s true life for us.” But she’s found that if the idea’s good enough, it will pan out. “The really good ideas, you somehow figure it out,” she said. Still, it’s important to “find that executive sponsor” from the ground up, added *Molly Battin*, **Turner’s** chief media & business insights officer, since a higher up with influence will help usher it through the system. Another prevalent idea making its way through the day’s panels was the notion of not only accepting failure and learning from it, but actually embracing it. Battin said one positive trend in the industry is something called “FailCon,” a conference where failure is actually celebrated. “At Turner we talk about building a culture that empowers people to take risks,” she said. “It’s important to build that into your culture.” “Be OK to fail” is Boreland’s advice—something that not-yet-rated Revolt TV is able



**DEVOTED TO THE LIGHTER SIDE OF MYSTERY, ORIGINAL MOVIE PREMIERES,  
THE MOST WONDERFUL MOVIES OF CHRISTMAS AND THE HALLMARK HALL OF FAME LIBRARY**

**MYSTERY  
MOVIE  
SERIES**

**Hallmark  
Hall of Fame  
COLLECTION**

**MOST WONDERFUL  
MOVIES  
OF CHRISTMAS**

**ORIGINAL  
MOVIE  
PREMIERES**

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to do. Of course that's easier said than done for some companies—and executives. *Mary Meduski*, evp, CFO of **Suddenlink**, warned against letting “inertia” prevent you from stopping a bad idea. In the end, admitting failure and knowing when to course correct makes you a stronger leader.

**Neutrality Wars:** Mon was the deadline for filing reply comments at the **FCC** in its Open Internet proceeding, and if you thought that things would quiet down then, well, you have selective memory! **Free Press, Fight for the Future** and other net neutrality advocates are planning a gathering outside the Commission on Tues urging chmn *Tom Wheeler* to “Get out of your Washington bubble and hold hearings on Net Neutrality with the public.” Rep *Doris Matsui* (D-CA) is going ahead with her net neutrality forum in Sacramento on Sept 24, which **FCC** commissioners *Mignon Clyburn* and *Jessica Rosenworcel* are participating in. Witnesses include **CA PUC's Catherine J.K. Sandoval**, *Melissa Rosenberg*, a screenwriter whose credits include **Showtime's “Dexter”** and *Chris Kelly*, founder of **Kelly Investments**, former chief privacy officer & general counsel, **Facebook**. Many of the replies coming in Mon focused on the notion of using Title II. Nonprofit tech think tank **Tech Freedom** urged Wheeler not to impose common carrier regulations on the Internet, declaring that it's a Trojan horse for far more than net neutrality and that rather than banning paid prioritization, it would probably make it more likely. **NCTA's** comments, of course, also focused on the importance of forgoing a Title II approach, systematically attacking **Free Press** claims. “Free Press and its allies simply cannot overcome the substantial record evidence of the demonstrated harms of a Title II-based approach,” **NCTA** wrote. **Comcast** said it supports new rules, but opposes Title II and applying them to exchanges of Internet traffic. “The FCC has separately indicated it is studying these arrangements and we think that is the proper path,” Comcast evp *David Cohen* wrote in a blog post Mon. As a condition of the NBCU transaction, Comcast continues to be bound by the 2010 Open Internet rules that were thrown out by a federal court earlier this year. It has pledged to extend those protections to **Time Warner Cable** subs when that transaction closes.

**TWC Plays Ball:** Those without the **Dodgers** RSN won't have to miss the final week of ball games as the team tries to win the pennant. **Time Warner Cable** said it has secured an agreement to broadcast the final 6 games on **KDOC**, an indie broadcast station carried by every cable, satellite and telco provider in S CA (also available OTA with an antenna). **TWC** and **Bright House** are the only major MVPDs to carry **SportsNet LA**, which **TWC** manages. “Time Warner Cable is part of this community and we're Dodger fans too,” Dinni Jain, **TWC's** COO, said in a statement. “Right now, we can't change the fact that other area TV distributors won't carry the channel, but we don't want anyone to miss this exciting pennant run.” The **SportsNet LA** and **KDOC** simulcast kicks off Sept 22 at 7:10pm and continues through Sept 28.

**Tempest in a Tor Pot:** **Comcast** reacted swiftly Mon to a report that it has discouraged customers from using the Tor Browser, which is designed to allow users surf the web with greater anonymity. The reports seem to stem from anecdotal chats with customer service reps, which the MSO said “is not accurate.” “Comcast is not asking customers to stop using Tor, or any other browser for that matter. We have no policy against Tor, or any other browser or software. Customers are free to use their Xfinity Internet service to visit any website, use any app, and so forth,” *Jason Livingood*, vp, Internet & Comm Engineering, wrote on Comcast's blog. He added that the ISP doesn't monitor customers' browser software, web surfing or online history. **The Tor Project**, which is behind the browser, even tweeted out Comcast's blog, adding, “From that post, we also learned that a Comcast VP has used or is using Tor Browser. Welcome aboard.”

**WICT Notebook:** **WICT's** Woman of the Year *Christine Driessen*, **ESPN's** evp and CFO, was deeply humbled by the honor, noting that “women have never had a more vital role” in the industry. She encouraged young people that it's never too early get on board with **WICT**. “Age is of no importance. Unless you are a cheese, or maybe a wine,” she said. Later in the lunch, special guest *Maggie Gyllenhaal*, star of **SundanceTV's “Honorable Woman,”** mused on what's different about television today and why so many more strong female characters exist. “I think it's you,” she said, addressing a room full of powerful female execs. “I'm thinking about the people who are producing, and paying for and organizing and programming for television now in a way that I think [they] didn't used to... Let's toast this change.”

**STAVRA On Deck:** **NCTA** says it's OK with the version of the Satellite TV Access and Viewer Rights Act (**STAVRA**) that was introduced by Sen Commerce leadership. It especially likes that the legislation sunsets the **FCC** set-top integration ban and address “anticompetitive harm” in retrans negotiations, by barring coordination among broadcast stations not commonly owned. The cmte is slated to vote on the bill Wed. **NAB** has concerns about the retrans provisions, but is

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thankful the Local Choice proposal was dropped and other revisions have been made that would not give the FCC more authority during disputes.

**Retrans Pact:** Without disputes and blackouts, **Mediacom** reached retrans pacts with **LIN** and **Vaughan Media**, the MSO said Mon. Earlier this year, Mediacom reached retrans agreements with **ABC** and **Fox**.

**Roku Gets New Channels:** Specialty network operator **Anthem Media Group** has its eyes on **Roku**. The company launched its combat sports channel **Fight Network** and fantasy sports dedicated **FNTSY Sports Network** in the Roku Channel Store. While Fight Network is available to Roku users in North America, FNTSY can be purchased by Roku users in North America, UK and Ireland. Both nets cost \$2.99 a month on Roku, including a 30 free preview, or an annual subscription rate of \$29.99 each.

**Programming: Verizon FiOS** is stepping up its VOD effort for the fall season, making more than 70 full current and catch-up TV series, 2,300 movies and 60 participating nets available from Sept 19-29. The offering is available across platforms. -- **A&E** debuts new nonfiction series "Dead Again" on Oct 2.

**Correction:** In Mon's lifestyle special report, **Esquire Network** should be 60-65% men and "American Ninja Warrior" is produced by the net in partnership with **NBC**.

## CableFAX Daily Stockwatch

Company	09/15 Close	1-Day Ch	Company	09/15 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>CONVERGYS:</b> ..... 19.14 .....(0.01)		
DIRECTV:	86.94	0.09	CSG SYSTEMS:	26.44	(0.16)
DISH:	65.74	(0.22)	ECHOSTAR:	51.12	(0.06)
ENTRAVISION:	4.35	(0.17)	GOOGLE:	573.11	(2.51)
GRAY TELEVISION:	9.09	UNCH	HARMONIC:	6.49	(0.25)
MEDIA GENERAL:	15.08	0.05	INTEL:	34.54	(0.08)
NEXSTAR:	44.00	(0.1)	INTERACTIVE CORP:	69.70	(0.75)
SINCLAIR:	27.90	(0.12)	JDSU:	13.56	0.14
<b>MSOS</b>			LEVEL 3:	44.06	(0.6)
CABLEVISION:	19.12	(0.03)	MICROSOFT:	46.24	(0.46)
CHARTER:	159.89	0.79	NIELSEN:	44.40	(0.65)
COMCAST:	57.02	(0.06)	RENTRAK:	52.53	(3.37)
COMCAST SPCL:	56.75	(0.15)	SEACHANGE:	7.23	(0.3)
GCI:	10.99	(0.64)	SONY:	19.87	0.05
GRAHAM HOLDING:	726.24	17.41	SPRINT NEXTEL:	6.94	(0.06)
LIBERTY GLOBAL:	43.72	(0.19)	TIVO:	13.44	(0.31)
LIBERTY INT:	28.73	(0.19)	UNIVERSAL ELEC:	52.57	(1.02)
SHAW COMM:	25.20	0.01	VONAGE:	3.40	(0.28)
TIME WARNER CABLE:	154.00	(0.31)	YAHOO:	42.55	(0.33)
<b>PROGRAMMING</b>			<b>TELCOS</b>		
21ST CENTURY FOX:	34.91	(0.14)	AT&T:	34.69	0.19
AMC NETWORKS:	62.05	(0.12)	CENTURYLINK:	39.64	0.10
CBS:	56.74	(0.52)	TDS:	25.75	(0.13)
CROWN:	3.19	(0.06)	VERIZON:	48.56	0.16
DISCOVERY:	39.35	(0.31)	<b>MARKET INDICES</b>		
DISNEY:	90.08	0.41	DOW:	17031.14	43.63
GRUPO TELEVISA:	34.90	(0.39)	NASDAQ:	4518.90	(48.7)
HSN:	59.26	(0.18)	S&P 500:	1984.13	(1.41)
LIONSGATE:	33.80	0.51			
MSG:	66.43	(0.33)			
SCRIPPS INT:	78.13	(0.21)			
STARZ:	30.57	(0.2)			
TIME WARNER:	76.20	(0.61)			
VALUEVISION:	5.11	0.08			
VIACOM:	79.32	(0.38)			
WWE:	15.01	(0.18)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.46	0.04			
AMDOCS:	47.47	(0.15)			
AMPHENOL:	103.62	(0.6)			
AOL:	42.28	(0.4)			
APPLE:	101.63	(0.03)			
ARRIS GROUP:	29.61	(0.91)			
AVID TECH:	9.75	(0.29)			
BLINDER TONGUE:	1.30	(0.05)			
BROADCOM:	40.28	(0.1)			
CISCO:	25.06	(0.1)			
CONCURRENT:	7.79	(0.04)			



## Millennial Targeted Cutting Edge Social Television

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- TV Everywhere Rights
- Patented 2nd screen app
- Unique revenue opportunities for affiliates

more info: david@havoc.tv.com

## Cablefax TECH by Joyce Wang

### Ericsson Heats up TVE Game with Mediaroom Upgrades

As more viewing occurs across platforms, TV Everywhere continues to be an area with increasing competition from vendors. **Ericsson**, a relatively new player in the TVE space, launched its MediaFirst TV Platform last week, looking to use cloud-based technology to enable large-scale video services despite platforms. The service is currently in trials with “a targeted set of operators,” said *Ben Huang*, head of Ericsson Mediaroom global marketing. No further details are available at this time, but the company will make additional announcements. Ericsson entered the TVE space with the acquisition of Mediaroom from **Microsoft** in 2013. Microsoft originally launched the platform as Microsoft TV. While MediaFirst-powered services will be initially offered through a cloud service model, cable ops will still need to integrate it with their existing OSS/BSS systems, Huang said. On the devices side, cable MSOs will have devices that they manage (e.g. set-top boxes, gateways) and others that consumers will bring themselves, such as tablets and mobile devices. The platform was designed to have a universal client approach that aims to let ops quickly deploy their TV services across all devices, according to Huang. It also seeks to enable ops to work with partners to innovate on those experiences. In addition, cable ops considering a specific broadcast technology such as DVB-C or QAM are expected to be accommodated by the universal client, he said. The exec sees MediaFirst as more than just a TVE platform. “Its strength is that it is an end-to-end TV platform, enabling Pay TV providers to deliver consumers a complete TV experience [e.g. live TV, VOD, DVR, time-shifted content]. There is a broad range of technical challenges that must be addressed when powering the TV experience, but unless you can deliver live TV at scale, you will not be the TV experience of choice for consum-

ers.” In addition, the platform aims to offer personalized service leveraging data about the content and the user and incorporating contextual data around where and when the service is being used and the operator data around those services, Huang said. The platform’s built on open standards, meaning it can be configured through a unified backend that would allow for release cycles to all devices. Delivery of service is achieved through a shared operational model in partnership with the operator, enabling deployment of new features. “An operator still controls when and how a consumer gets the service or specific features,” said Huang. “Most people today still talk about cloud technology and cloud services as if they are all that matter, and while important, they are really enablers in our view. High velocity innovation and bringing that innovation to market just as quickly is the key. We call this Pay TV at web speed,” he said.

**More on Ericsson TVE:** Ericsson is adding 4K and HEVC features to its Mediaroom TVE platform. The new Mediaroom client for ARM-based system-on-a-chip (SoC) set-top boxes will be available in the 2nd half of 2015. The company will also offer Mediaroom Reach, a service born out of the company’s acquisition of **Azuki Systems** earlier this year. The service seeks to enable quick and cost-efficient deployment of OTT video to any device.

**TiVo Scores ONO Contract:** Spain’s broadband and video service provider **ONO** expanded its contract with **TiVo** to continue to use TiVo’s cloud service APIs to deliver service across screens. As part of the deal, the provider will integrate TiVo’s platform into its TVE mobile and web applications, including search and discovery features as well as remote video recording management capability.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at [jwang@accessintel.com](mailto:jwang@accessintel.com)

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