

# Cablefax Daily™

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What the Industry Reads First

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## AT&T-DirecTV: Mixed Responses as Comments Due

While opponents blasted the **AT&T-DirecTV** deal in their comments with the **FCC**, due last week, the merger scored some backers, including **Microsoft**. The software company's support centers on broadband. While regulatory reforms to advance broadband expansion are important, it's especially important that the FCC take notice "when industry is willing to implement additional measures to achieve the same public policy objectives of these reforms," Microsoft said. It noted AT&T has plans to boost its fiber to the premises wireline service to 2mln more customer locations and to increase its broadband speeds to 15-20 Mbps to 13mln mostly rural customers currently outside AT&T's footprint. "This commitment clearly advances a critical national broadband objective with respect to investment in and deployment of high-speed broadband access," Microsoft told the FCC. Among the most common concerns from deal opponents are potential incentives for the merged company to enter into anticompetitive deals, possible impact to the bundled service market and potential abuse of Internet traffic. **Cox** requested a list of conditions. To counteract the deal's potential impact on the video market and consumers, the FCC should prohibit the combined company from entering into or continuing any existing exclusive programming deals. And yes, sports is top of mind. "At the very least, the FCC should adopt a condition prohibiting AT&T/DirecTV from entering into exclusive contracts for local or national sports programming," the MSO said. It also wants to make sure the new company has the same requirement as cable ops to provide broadcast stations to all customers (that basic tier buy-through doesn't apply to DBS). Cox wants the FCC to require the merged company to provide all TV broadcast stations to its video customers regardless of distribution platform (DBS or telco video). To address possible incentives to the growing volume discount issue, Cox proposed a condition that would prevent the combined entity from entering into future programming agreements that result in an unreasonable discount for programming, over the rates a programmer charges to any other MVPD. In addition, the MSO argued the agency should require AT&T to commit to compliance with interconnection obligations, in order to protect the bundled service market. **Netflix** worried that the merged company could harm OTT providers, claiming AT&T has already used its market power to throttle Netflix streaming until the SVOD provider agreed to pay for better services. The agency needs to condition the deal to ensure the combined

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company won't slow Internet traffic coming from edge providers, Netflix said. AT&T has argued it makes sense for Netflix, the king of bandwidth usage, to pay for the delivery of its traffic. **TiVo** wants to make sure the merged company complies with Section 629 of the Telecom Act, which deals with CableCARD devices, by affording equal device access to its MVPD signals, channel lineups and VOD programming. Such conditions would assure that the merged company won't be able to require and tout "that competitively-branded devices lack features and functions compared to the MVPD-branded devices solely due to limitations imposed on the competitive device by the MVPD."

**Carriage:** **Adams Cable** is now carrying **BTN** on expanded basic to its PA subs. -- **Fight Network**, the 24/7 channel for combat sports, launched on PA-based **Armstrong Cable**. The net will be available in both SD and HD as part of the MSO's Extra Pack tier.

**Still Filing:** When **TheBlaze** filed its comments last month in the proposed **Comcast-Time Warner Cable** merger, it attached comments from more than 52K Americans that it had collected. Last week, the net filed another 3,730 additional comments from folks opposing the transaction. The **Glenn Beck** channel estimates that the total number of public comments in opposition exceeds 300K when you factor in comments already in the docket and collected comments from **Free Press**, **CREDO Action** and others.

**Business Services:** **Mediacom Business** said it's looking to partner with school and libraries in its service areas under the **FCC's** revamped E-Rate program. The Commission approved a \$2bln plan in July to redirect money to connect wireless Internet in schools and libraries over the next 2 years. "Approximately 1,000 schools in the communities we serve have access to the Internet over our high-capacity fiber network. We have a unique ability to scale broadband to the exact requirements of each individual school, and the expertise to manage and monitor these services around the clock," said **Dan Templin**, svp, Mediacom Business. Mediacom Business is being used by a school in Brewton, AL (pop. 6K), to provide gigabit speeds.

**Comcast Extends Internet Essentials:** **Comcast** extended its Internet Essentials offer application deadline to Sept 30. The company announced in Aug that it's offering any family that hasn't yet signed up for the service up to 6 months of free service, if they apply before Sept 20. "We've seen a strong response to this special six month promotion. We're extending it so even more families can take advantage of it," **David Cohen**, evp and chief diversity officer said in a blog post.

**Programming:** **MLB Net** will televise **Derek Jeter's** final regular season home game with the Yankees hosting the AL East division champ Baltimore Orioles on Thurs at 7pm ET. -- **FX** ordered a 13-ep 2nd season of the drama series "Tyrant," which will debut next summer. -- **TNT** booked an untitled pilot exploring the FL drug trade in the 70s.

**On the Circuit:** **Yvette Kanouff**, svp and gm at **Cisco** will keynote **WICT's** Tech It Out Conference as part of **SCTE's** Cable Tec-Expo on Tues in Denver. She was the 1997 Women in Technology Award honoree. The program will also feature **Sherita Ceasar**, vp of national video deployment engineering for **Comcast** and the 2014 Women in Technology honoree. -- **NAMIC's** Mid-Atlantic chapter will host a discussion focusing on leveraging your personal brand through social media at **Discovery Comm's** headquarter Oct 2. The event was initially scheduled for Sept 25.

**People:** **Ovation** named **Jodi Lipe** svp, marketing. She previously was evp, marketing for **PopSugar**. -- **Scripps** upped **Jonathan LaConti** to svp of Eastern region ad sales for **Travel Channel** and **Great American Country**. In addition, the company promoted **Jim Dowdle** to svp of Midwest and Mid-Central region ad sales for **Food and Cooking Channel**. -- **Tracy Lenhart** was named vp, consumer marketing, of **Lifetime**, effective immediately. She will report to **Tim Nolan**, the net's svp, marketing creative and brand strategy.

**Obit:** **Margaret Walson**, cofounder of **Service Electric Cable**, died Wed in Boca Raton, FL. In 1948, Walson and her late husband **John Walson** connected a nearby tower site to their appliance store, creating what the company touts as the nation's 1st CATV system. "Margaret had the opportunity to become a professional singer, and once sang with Frank Sinatra at the Lakewood Ballroom. Although she decided to give up her musical career to devote time to building the Cable TV business and raising her family, she still enjoyed singing and dancing, right up until the time of her death," according to a news release.

**CableFAX Week in Review**

Company	Ticker	9/19 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	87.72	1.00%	27.02%
DISH:	DISH	64.98	(1.49%)	12.19%
ENTRAVISION:	EVC	4.29	(5.09%)	(29.56%)
GRAY TELEVISION:	GTN	8.95	(1.54%)	(13.69%)
MEDIA GENERAL:	MEG	15.07	0.27%	(33.32%)
NEXSTAR:	NXST	44.35	0.57%	(20.42%)
SINCLAIR:	SBGI	27.10	(3.28%)	(24.15%)

<b>MSOS</b>				
CABLEVISION:	CVC	19.17	0.10%	6.92%
CHARTER:	CHTR	162.42	2.09%	18.76%
COMCAST:	CMCSA	56.74	(0.6%)	9.18%
COMCAST SPCL:	CMCSK	56.59	(0.54%)	13.45%
GCI:	GNCMA	11.06	(4.9%)	(0.81%)
GRAHAM HOLDING:	GHC	729.84	2.96%	10.03%
LIBERTY GLOBAL:	LBTYA	44.36	6.07%	(29.54%)
LIBERTY INT:	LINTA	28.99	(3.88%)	(1.23%)
SHAW COMM:	SJR	25.36	(0.2%)	4.19%
TIME WARNER CABLE:	TWC	153.16	(0.75%)	13.03%

<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	35.15	0.29%	(0.06%)
AMC NETWORKS:	AMCX	62.61	0.71%	(8.08%)
CBS:	CBS	55.91	(2.36%)	(12.28%)
CROWN:	CRWN	3.28	(4.37%)	(7.08%)
DISCOVERY:	DISCA	40.50	2.12%	(55.21%)
DISNEY:	DIS	90.49	0.91%	18.44%
GRUPO TELEVISIA:	TV	35.31	0.06%	16.69%
HSN:	HSNI	60.04	1.01%	(3.63%)
LIONSGATE:	LGF	33.92	1.89%	7.14%
MSG:	MSG	65.92	(1.26%)	14.48%
SCRIPPS INT:	SNL	78.31	(0.04%)	(9.37%)
STARZ:	STRZA	30.31	(1.49%)	3.66%
TIME WARNER:	TWX	77.80	1.29%	11.59%
VALUEVISION:	VVTV	5.41	7.55%	(22.6%)
VIACOM:	VIA	80.96	1.58%	(7.76%)
WWE:	WWE	14.69	(3.29%)	(11.4%)

<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.34	(0.43%)	(13.01%)
AMDOCS:	DOX	47.45	(0.36%)	15.06%
AMPHENOL:	APH	103.92	(0.29%)	16.53%
AOL:	AOL	42.42	(0.61%)	(9.01%)
APPLE:	AAPL	100.96	(0.69%)	7.75%
ARRIS GROUP:	ARRS	30.01	(1.67%)	23.29%
AVID TECH:	AVID	10.45	4.08%	28.22%
BLNDER TONGUE:	BDR	1.41	(7.24%)	41.00%
BROADCOM:	BRCM	40.89	1.26%	37.91%
CISCO:	CSCO	25.20	0.16%	12.35%
CONCURRENT:	CCUR	7.58	(3.07%)	(7.22%)
CONVERGYS:	CVG	18.56	(3.08%)	(11.83%)
CSG SYSTEMS:	CSGS	27.00	1.50%	(8.16%)
ECHOSTAR:	SATS	51.09	(0.18%)	2.76%
GOOGLE:	GOOG	596.08	3.55%	(46.81%)
HARMONIC:	HLIT	6.60	(2.08%)	(10.57%)
INTEL:	INTC	34.82	0.58%	34.13%
INTERACTIVE CORP:	IACI	68.18	(3.22%)	(0.68%)

Company	Ticker	9/19 Close	1-Week % Chg	YTD %Chg
JDSU:	JDSU	13.34	19.53%	2.69%
LEVEL 3:	LVL3	47.23	5.75%	42.39%
MICROSOFT:	MSFT	47.52	1.76%	27.02%
NIELSEN:	NLSN	45.11	0.13%	(1.7%)
RENTRAK:	RENT	54.76	(2.04%)	44.52%
SEACHANGE:	SEAC	7.38	(5.87%)	(39.31%)
SONY:	SNE	17.69	(10.75%)	2.31%
SPRINT NEXTEL:	S	6.88	(1.71%)	(36%)
TIVO:	TIVO	13.37	(2.76%)	1.91%
UNIVERSAL ELEC:	UEIC	51.42	(4.05%)	34.93%
VONAGE:	VG	3.39	(7.88%)	43.04%
YAHOO:	YHOO	40.93	(4.55%)	1.21%

<b>TELCOS</b>				
AT&T:	T	35.47	0.91%	0.88%
CENTURYLINK:	CTL	40.75	3.06%	27.94%
TDS:	TDS	25.31	(2.2%)	(1.82%)
VERIZON:	VZ	50.35	4.03%	2.46%

<b>MARKET INDICES</b>				
DOW:	DJI	17279.74	1.72%	4.24%
NASDAQ:	IXIC	4579.79	0.27%	9.65%
S&P 500:	GSPC	2010.40	1.25%	8.77%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. JDSU:	13.34	19.53%
2. VALUEVISION:	5.41	7.55%
3. LIBERTY GLOBAL:	44.36	6.07%
4. LEVEL 3:	47.23	5.75%
5. AVID TECH:	10.45	4.08%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SONY:	17.69	(10.75%)
2. VONAGE:	3.39	(7.88%)
3. BLNDER TONGUE:	1.41	(7.24%)
4. SEACHANGE:	7.38	(5.87%)
5. ENTRAVISION:	4.29	(5.09%)

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