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What the Industry Reads First

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SCTE Day 1: Cloud to Shape Cable Customer Experience

It's a cloudy day here in Denver, and we aren't talking about the weather. With customer service being a top focus at this year's **SCTE Cable Tec-Expo**, a big part of the discussion has centered on cloud computing. Every industry faces "a new bar for service," with companies like **Uber** constantly raising consumer expectations, said **Comcast** CTO *Tony Werner* at Tues' general session. "We as an industry haven't lived up to the old bar when there's already a new bar... We are a long ways from where we should be." Meanwhile, OTT players satisfy customers by leveraging cloud technology, virtual workforces, open source platforms, agile product developing and social-crowd sourcing for both talents and funds. "We need to embrace these same tools and techniques," Werner said. Cloud, in particular, is critical to providing a more sophisticated customer experience, driving new customer expectations and scaling the latest multiplatform applications, said *Mark Muehl*, svp of platform technologies at Comcast. The MSO has built its internal cloud infrastructure but also has "a significant relationship" with cloud vendors such as **Amazon**. "We use [Amazon's cloud service] as an insurance policy and also to do quick prototyping," Muehl said. During the 2014 Olympics, Comcast worked with affiliated **NBC** to create cloud-based applications to improve efficiency. "In the past we would have made a bunch of equipment available. Now we have 10 times efficiency," Muehl said. Comcast has deployed open-source cloud platform OpenStack throughout its infrastructure to support large-scale, media-rich consumer applications such as X1. Meanwhile, a hybrid cloud model—combining both Internet-based public cloud administered by 3rd parties and private cloud using a company's traditional data infrastructure—is becoming the norm, said *Geoff Arnold*, cloud architect at **Cisco**. A cloud model lets cable ops like Comcast "make difference choices for the moment," Muehl said. And OpenStack's open source nature helps actualize a real open hybrid cloud, said *Nick Barcet*, vp of products and presales at **Red Hat**, an open source software provider.

Comcast's Merger Pitch: Tues marked the deadline for **Comcast** to file reply comments at the **FCC** in its planned merger with **Time Warner Cable**. It was still in the process of finalizing its several-hundred page response Tues afternoon, but evp and chief diversity officer *David Cohen* promised comments would be supported by detailed economist and engineering declarations. In a blog post, Cohen telegraphed where this is headed, writing: "Our reply comments will respond to the arguments made by competitors like **DISH** (which is able to reach almost 100% of American video homes),

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by large programmers like **Discovery Communications** (the self-proclaimed “#1 Pay-TV Programmer in the World” and a \$25 billion company, that has grown by \$10 billion in market capitalization in just three years), **Netflix** (the country’s largest subscription video provider with 36 million domestic customers and controller of a third of Internet traffic), advertising aggregating competitor **Viamedia** (which takes a position that contradicts the strong support of the only advertisers who have filed in the transaction docket), and the usual ‘big is bad’ groups (whose predictions of doom and gloom for every large transaction in the cable space since the 1990s have never come to pass).”

Tech It Out: It’s rare to see a room full of women at **SCTE Cable-Tec Expo**, unless it’s the Tech It Out conference that **WICT** organized in collaboration with SCTE and **NAMIC**, and designed to offer leadership training for women and people of color. Taking risk. That’s one piece of advice from keynote speaker *Yvette Kanouff*, svp/gm of service provider video software and solutions group at **Cisco**. “We are at the next era of evolution of cable” and regardless of changes, “you take risks... Sometimes you fall but you get back up and take another risk... Live a little.” Meanwhile, getting a mentor is important. “Ask your boss. Ask your boss’ boss ‘would you be my mentor.’” To be a real leader, “you need to change your mindset and make it about others rather than yourself... A real leader is someone who helps others... Having a sense of team is key to leadership,” she said. The conference includes a SCTE-guided tour of select exhibits on the exhibit floor.

All3Media Deal: **Discovery Comm** and **Liberty Global** closed their deal to acquire content creator **All3Media**. Under the jv, All3Media will remain independent. All3 CEO *Farah Ramzan Golant* has stepped down, and a new CEO search is underway. COO *Jane Turton* has been promoted to managing dir of All3Media and will oversee the transition period.

Carriage: **Verizon FiOS** launched **Mediaset Italia**, which is part of a \$16.99-month 2-channel Italian package. FiOS is offering a free preview of Mediaset Oct 20-27.

TWC TV Update: **Time Warner Cable** updated its TWC TV authentication app for iOS, Android and Kindle Fire. The 3.6 release offers more recording options, including the ability to prioritize what you want to record. Another new feature: recording conflict alerts with a walkthrough on how to resolve them.

Business Upgrades: **Cox Business** unveiled Internet Gateway and Guest WiFi, a gateway that provides small- and medium-sized businesses with super-fast in-office WiFi. The gateway combines a DOCSIS 3.0 modem with a WiFi-enabled 802.11ac router. The Guest WiFi uses a 2nd device plus a WiFi backhaul connection so that customers can have dedicated wireless without disrupting core business operations. -- **Time Warner Cable Business Class** upgraded its Ethernet Services portfolio for mid-market and enterprise customers. Key enhancements include nationwide coverage, a customer mgmt web portal and the ability for customers to offload network management when Ethernet is purchased. TWC Business also increased the number of speed tiers delivered over HFC (512k-10 Mbps) and fiber (5Mbps-10Gbps).

Content Personalization: Effective cross-platform navigation requires having a capable platform that reflects a holistic understanding of content, viewing context, viewer experience, business goals, and “the right architecture to integrate siloed delivery,” said **ThinkAnalytics’** chief tech adviser *Christy Martin* during an **SCTE Expo** panel discussion Tues. “The shift to multiscreen viewing and algorithmic navigation mandates the need for contextual awareness within the content discovery platform.” Said *Tony Kippinen*, manager of sales engineering at **DigitalSmiths**, a **TiVo** unit: “The fundamental components of personalized video discovery are asset metadata, viewer behavioral data and collaborative filtering.” To achieve real personalized data, it’s important to normalize data from various sources including social media platforms, and to unify data, he said. Martin, meanwhile, urged cable MSOs to adjust recommendations based on viewing context and manage recommended content to promote high value HD, VOD or DAI content and upsell offers.

SCTE Expo Notebook: **Suddenlink** evp, CTO *Terry Cordova* was re-elected as chmn of SCTE’s board for the upcoming 14-’15 term. He’s joined by **Comcast Cable** CTO *Tony Werner* (vice chmn), **Time Warner Cable’s** chief learning officer *Christine Whitaker* (treas) and **Charter** mgr of network engineering *Nick Segura* (sec). -- Congrats to **Full Channel** dir of technology *Jamie Griffin*, who was crowned SCTE IP Challenge Champion, beating out 8 other contestants. Sponsored by Cisco, the SCTE IP Challenge is a blended-style Jeopardy match that included traditional questions, router and CMTS configuration, and hands-on activities. -- *Bob Acheson* of **San Bruno Cable** was presented with SCTE’s Member of the Year Award, with the group recognizing his work organizing and directing SCTE Vendor Days and community outreach events, publishing monthly chapter newsletters and mentoring others. Also at the Annual Awards Luncheon, SCTE in-

BUSINESS & FINANCE

ducted 3 into the SCTE Hall of Fame: *J. Richard "Dick" Beard*, dir of global engineering with **Ervin Cable**; *John T. Kurpinski Sr.*, vp, **Tarpon Comm**; and *Leslie Read*, owner, **Read Broadband Services**. The luncheon also included the presentation of the Women in Technology Award to *Sherita Ceasar*, **Comcast Cable** vp, natl video deployment engineering. The WIT award is sponsored by **Bright House Networks** and made possible through the joint efforts of **SCTE**, **WICT** and **Cablefax**. Other awards: **Time Warner Cable** CTO *Mike LaJoie* got the SCTE Chairman's Award, and *Brian James*, longtime chmn of the SCTE Interface Practices Subcommittee, is set to get the Excellence in Standards award.

Ratings: **ESPN** handily won the primetime cable race last week, averaging 3.6mln total viewers. Runners-up **TBS** (1.8mln), **USA** (1.8mln) and **Fox News** (1.7mln) weren't even close. **ESPN** also was #1 in total programming day, averaging 1.3mln viewers vs 1.2mln for **Adult Swim** and **Nick**. Its MNF was the most-watched show on cable (14.9mln), followed by **FX's** "Sons of Anarchy" (4.8mln). Also helping **ESPN** was Sun's NA-SCAR Sprint Cup race and college football coverage. **Brag Book:** **GSN**, fresh off its most-watched summer ever, is pretty tickled with "Skin Wars." The body painting competition series is averaging 1mln viewers a week and tripling time-period delivery with women 25-54 and 18-49.

CableFAX Daily Stockwatch

Company	09/23 Close	1-Day Ch	Company	09/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONVERGYS:18.12.....(0.26)		
DIRECTV:.....	86.83.....	(0.44)	CSG SYSTEMS:.....	26.56.....	(0.26)
DISH:.....	63.00.....	(0.47)	ECHOSTAR:.....	50.11.....	(0.31)
ENTRAVISION:.....	4.12.....	(0.1)	GOOGLE:.....	581.13.....	(6.24)
GRAY TELEVISION:.....	8.22.....	(0.18)	HARMONIC:.....	6.41.....	(0.07)
MEDIA GENERAL:.....	14.06.....	(0.2)	INTEL:.....	34.42.....	(0.29)
NEXSTAR:.....	41.10.....	(1.97)	INTERACTIVE CORP:.....	66.72.....	(0.29)
SINCLAIR:.....	25.48.....	(0.73)	JDSU:.....	13.05.....	0.02
MSOS			LEVEL 3:.....	45.65.....	(0.35)
CABLEVISION:.....	18.29.....	(0.3)	MICROSOFT:.....	46.56.....	(0.5)
CHARTER:.....	156.32.....	(4.83)	NIELSEN:.....	44.50.....	(0.25)
COMCAST:.....	54.97.....	(0.89)	RENTRAK:.....	54.08.....	0.54
COMCAST SPCL:.....	54.76.....	(0.89)	SEACHANGE:.....	7.00.....	(0.16)
GCI:.....	11.00.....	(0.09)	SONY:.....	17.37.....	0.01
GRAHAM HOLDING:.....	706.94.....	(5.81)	SPRINT NEXTEL:.....	6.67.....	(0.13)
LIBERTY GLOBAL:.....	43.49.....	(0.23)	TIVO:.....	12.80.....	(0.14)
LIBERTY INT:.....	27.87.....	(0.51)	UNIVERSAL ELEC:.....	49.74.....	(0.64)
SHAW COMM:.....	25.12.....	(0.15)	VONAGE:.....	3.38.....	(0.04)
TIME WARNER CABLE:.....	147.86.....	(2.75)	YAHOO:.....	39.05.....	0.40
PROGRAMMING			TELCOS		
21ST CENTURY FOX:.....	34.22.....	(0.3)	AT&T:.....	35.26.....	(0.24)
AMC NETWORKS:.....	59.06.....	(1.21)	CENTURYLINK:.....	40.46.....	(0.33)
CBS:.....	55.03.....	0.41	TDS:.....	24.52.....	(0.36)
CROWN:.....	3.09.....	(0.06)	VERIZON:.....	49.91.....	(0.27)
DISCOVERY:.....	38.22.....	(1.13)	MARKET INDICES		
DISNEY:.....	88.31.....	(0.98)	DOW:.....	17055.87.....	(116.81)
GRUPO TELEVISA:.....	34.58.....	0.29	NASDAQ:.....	4508.69.....	(19)
HSN:.....	59.02.....	(0.49)	S&P 500:.....	1982.77.....	(11.52)
LIONSGATE:.....	31.23.....	(0.77)			
MSG:.....	67.02.....	1.03			
SCRIPPS INT:.....	77.87.....	0.23			
STARZ:.....	29.58.....	(0.16)			
TIME WARNER:.....	75.27.....	(0.4)			
VALUEVISION:.....	5.27.....	(0.09)			
VIACOM:.....	77.60.....	(2.03)			
WWE:.....	13.77.....	0.08			
TECHNOLOGY					
ADDVANTAGE:.....	2.42.....	0.12			
AMDOCS:.....	46.91.....	(0.56)			
AMPHENOL:.....	101.81.....	(1.76)			
AOL:.....	42.75.....	0.14			
APPLE:.....	102.64.....	1.58			
ARRIS GROUP:.....	29.33.....	(0.19)			
AVID TECH:.....	10.55.....	0.05			
BLNDER TONGUE:.....	1.39.....	0.03			
BROADCOM:.....	39.97.....	(0.3)			
CISCO:.....	24.70.....	(0.27)			
CONCURRENT:.....	7.62.....	(0.17)			

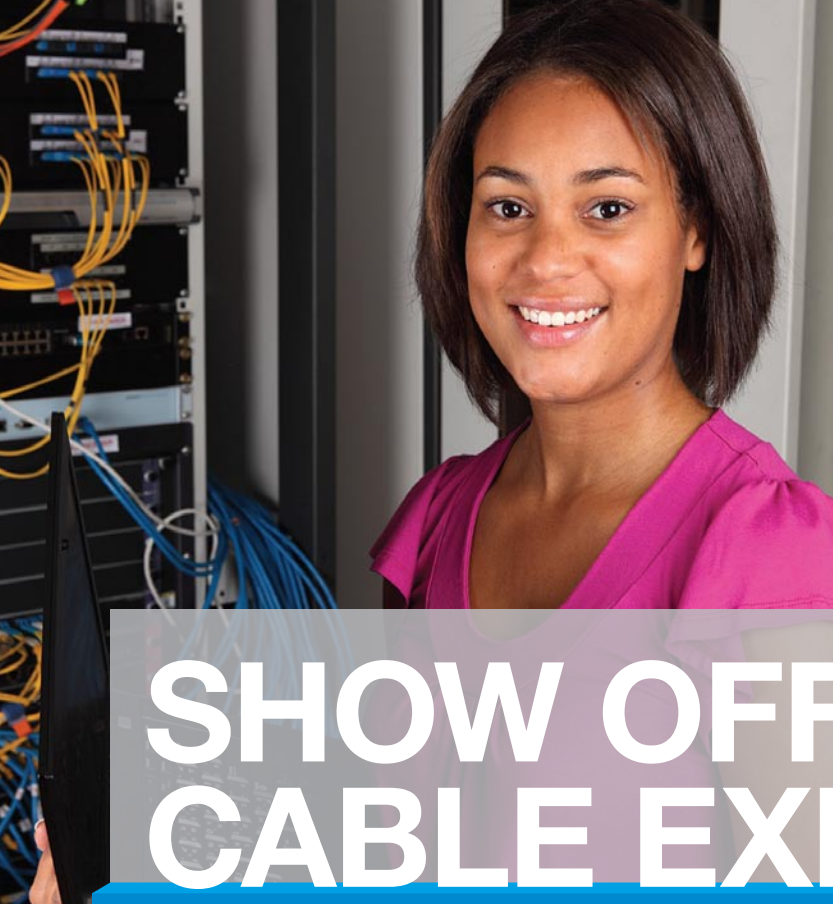
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