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What the Industry Reads First

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Rebrand Alert: Oxygen Gets some Fresh Air

The latest network to go in for some rebranding surgery is **Oxygen**, which debuts its new brand, logo and tagline, “very real” on Tues. While some networks have opted for more of a refresh, Oxygen’s *Rod Aissa* believes this is a “big shift,” even though the net will keep its focus on women. Oxygen’s brand has been “very live out loud,” he said. “Be unapologetic. Do you.” That’s encapsulated in shows like “Bad Girls’ Club.” But with the rebrand, the net realized it’s not so much about living out loud, but living as whoever you are. “It’s about living ‘me’—I don’t know if I’m going to live out loud. I don’t know if I’m going to be brave. Sometimes I’m going to not be brave,” explained Aissa, who was elevated to evp, original programming and development as part of the rebrand. “It’s about living me and trying to find the best version of my life for where I am right now.” Oxygen has carved a spot out for itself as a younger skewing women’s network. That will continue with this rebrand, but the change is to better reflect these 18-34s. “It’s not that they aren’t living out loud. It’s that they’re not sure who they are 100%,” Aissa said. Oxygen has found that these young women value authenticity, happiness and experiences, while being aspirational about life—not things. That doesn’t mean “we’re putting ourselves on a pedestal,” he warned, adding that Oxygen viewers will still watch shows like “Keeping up with the Kardashians” and “Real Housewives.” And Oxygen programming will even tackle some of the same subjects as other networks, but Aissa promised it would be more about the journey. Hmm.. Doesn’t journey sound like a buzzword for Aissa’s old stomping ground **OWN**? “There is a difference. When I was at OWN, we were looking at people who wanted to self-improve—people who were at a certain stage of their life, but looking to have a better relationship or better leisure time,” he said. “Our young audience isn’t at that point. They’re not looking to self-improve, but to just be. They don’t want to be defined by a relationship, a child or work. Therefore, their journey is just what it needs to be... This is about a real journey—how did I get from point A to point B.” Oxygen’s new pick-ups include “Finding my Father,” about men and women who grew up without fathers and are now trying to find them and “The Prancing Elite Project,” about an all-male competitive dance team in the South. The net’s not shedding existing show “Snapped,” a true crime series about women who lose it, even though its audience skews a good bit older. “There’s a very big emotional connection to the show. Is it a little bit of an outlier in where we’re going? Yes

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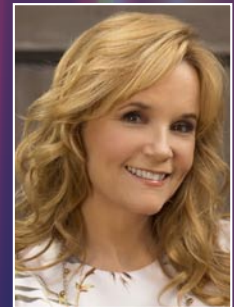
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it is, but it still pulls in a pretty good 18-49 demo for us, but it's not the sweet spot." Could there ever be more of a symbiotic relationship between **Bravo** and Oxygen? It doesn't sound like it, with **NBCU** sibling Bravo focused more on aspirational things. But Aissa didn't rule out the idea of a Bravo star jumping ship. He likes "Real Housewives of Atlanta's" Candy Burruss. "She's also trying to run a business and meet the right guy... She's a good character I could see eventually, if it happens, falling into what our brand is," he said. "There's something very unconventional about her life, but she still has traditional aspects about how she wants to live."

Comcast-TWC Comment Deadline: Oct 29 is the new deadline for the public to file replies to responses and oppositions to the \$45bln **Comcast-Time Warner Cable** merger. The extension, requested by **DISH**, was granted and announced by the **FCC** Fri. It means the agency's 180-day shot-clock will now start on Oct 29 instead of the initial Oct 8 deadline. Pausing the review of significant transactions, which happened in prior Comcast transactions as well, is routine for the FCC, *Sena Fitzmaurice*, vp of govt comm, said. "We will work with the staff to determine the additional information the FCC is seeking (including the document production that the FCC had asked us to delay filing) and will submit supplemental answers and documents quickly thereafter so that the FCC can complete its review early in 2015."

Waxman's Title II Proposal: *Henry Waxman* (D-CA), the ranking member of **House Commerce**, believes that a combination of Section 706 and Title II can "establish a truly robust framework for open Internet protections that will withstand judicial scrutiny." He made the point in a 15-page letter to **FCC** chmn *Tom Wheeler* Fri, suggesting the Commission reclassify broadband as a telecom service under Title II and use Section 706 to implement open Internet rules to ensure no blocking, no throttling and no paid prioritization. The problem with using Section 706 exclusively is that the DC Circuit, in the **Verizon vs FCC** case, held that the agency's broad authority under Section 706 is limited by the common carrier prohibition in Section 153 of the Communications Act, Waxman wrote. To address this constraint, the agency needs to go the Title II route, he said. However, ISPs are vociferously opposed to regulation under Title II, arguing utility-type regulation isn't the right framework for the modern Internet. "Rather than choosing between Section 706 and Title II, I encourage the FCC to consider using both authorities at once," Waxman said. He claimed the no blocking rule would prevent ISPs from stopping the transmission of lawful Internet traffic. The "no throttling" rule would prohibit broadband providers from slowing down or degrading lawful Internet traffic on the basis of content, apps, services or devices. And the "no paid prioritization" rule would prohibit ISPs from entering into "pay for play" deals with content providers and bar the use of access charges for the purpose of obtaining preferential treatment, including faster speeds or other favorable terms. Waxman added that both the "no blocking" and the "no throttling" rules should be subject to a "reasonable network management" exception. While the proposal recognizes "the onerous danger of applying backward looking regulation to the Internet," going the Title II route is unnecessary to provide reasonable network neutrality protections and will result in years of uncertainty and legal disputes, **NCTA** said in a statement. "History has shown that forbearance is far from certain or quick and Title II advocates have already indicated their opposition to the type of forbearance that this approach suggests," the trade group concluded.

Marriott's FCC Fine: Attention hotels. No blocking of 3rd-party WiFi networks, or the **FCC** will fine you. As a result of a FCC investigation, **Marriott** will pay \$600K because hotel employees intentionally interfered with and disabled WiFi networks established by consumers in the conference facilities of the Gaylord Opryland Hotel and Convention Center in Nashville, TN. The FCC investigation found the hotel charged consumers, small businesses and exhibitors up to \$1K per device to access Marriott's own WiFi network. Under the terms, Marriott will cease the unlawful use of WiFi blocking technology and make efforts to improve how it monitors and uses its WiFi tech. The agency received a complaint in March last year, alleging that the hotel was "jamming mobile hotspots so that you can't use them in the convention space."

FourthWall Granted Patent: Cable set-top data provider **FourthWall Media** was awarded a patent for its Velox bandwidth management and optimization technologies from the **US Patent Office**. The patent, dubbed Network Bandwidth Regulation Using Traffic Scheduling, makes second-by-second data collection possible on set-tops. The technology aims to enable predictive scheduling and coordination to regulate and optimize bandwidth use on the limited upstream return channel while preventing dangerous bandwidth spikes.

People: The **Minority Media & Telecommunications Council** appointed *Kim Keenan* as new pres/CEO, succeeding *David Honig*. Keenan was previously general counsel and secretary of the **NAACP**.

CableFAX Week in Review

Company	Ticker	10/03 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	87.70	0.70%	26.99%
DISH:	DISH	65.16	0.37%	12.50%
ENTRAVISION:	EVC	4.20	6.33%	(31.03%)
GRAY TELEVISION:	GTN	8.26	0.98%	(20.35%)
MEDIA GENERAL:	MEG	14.82	12.87%	(34.42%)
NEXSTAR:	NXST	40.67	(0.47%)	(27.02%)
SINCLAIR:	SBGI	25.85	(1.79%)	(27.65%)

Company	Ticker	10/03 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	17.77	(0.11%)	(0.89%)
CHARTER:	CHTR	152.67	(2.66%)	11.63%
COMCAST:	CMCSA	53.65	(1.09%)	3.23%
COMCAST SPCL:	CMCSK	53.44	(1.04%)	7.14%
GCI:	GNCMA	10.99	(5.5%)	(1.43%)
GRAHAM HOLDING:	GHC	702.12	0.30%	5.85%
LIBERTY GLOBAL:	LBTYA	42.65	(2.09%)	(32.26%)
LIBERTY INT:	LINTA	28.13	(0.78%)	(4.16%)
SHAW COMM:	SJR	24.49	(0.24%)	0.62%
TIME WARNER CABLE:	TWC	144.51	(0.4%)	6.65%

Company	Ticker	10/03 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	34.07	(1.07%)	(3.13%)
AMC NETWORKS:	AMCX	56.95	(3.56%)	(16.39%)
CBS:	CBS	53.08	(2.71%)	(16.72%)
CROWN:	CRWN	3.21	(2.13%)	(9.07%)
DISCOVERY:	DISCA	37.00	(5.13%)	(59.08%)
DISNEY:	DIS	88.45	(0.33%)	15.77%
GRUPO TELEVISIA:	TV	34.24	1.00%	13.15%
HSN:	HSNI	62.50	2.16%	0.32%
LIONSGATE:	LGF	32.87	5.35%	3.82%
MSG:	MSG	64.46	(3.21%)	11.95%
SCRIPPS INT:	SNI	79.04	1.20%	(8.53%)
STARZ:	STRZA	32.74	1.74%	11.97%
TIME WARNER:	TWX	74.72	(1.24%)	7.17%
VALUEVISION:	VVTV	4.98	(4.05%)	(28.76%)
VIACOM:	VIA	75.30	(2.64%)	(14.21%)
WWE:	WWE	14.08	(0.71%)	(15.08%)

Company	Ticker	10/03 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.28	(2.98%)	(15.24%)
AMDOCS:	DOX	46.00	(0.58%)	11.54%
AMPHENOL:	APH	99.38	(2.4%)	11.44%
AOL:	AOL	43.67	(1.98%)	(6.33%)
APPLE:	AAPL	99.62	(1.12%)	6.32%
ARRIS GROUP:	ARRS	27.96	(4.25%)	14.87%
AVID TECH:	AVID	10.00	(3.29%)	22.70%
BLNDER TONGUE:	BDR	1.27	(16.45%)	26.99%
BROADCOM:	BRCM	38.87	(4.28%)	31.10%
CISCO:	CSCO	25.31	0.44%	12.84%
COMMSCOPE:	CTV	24.59	0.00%	(7.31%)
CONCURRENT:	CCUR	7.49	0.27%	(8.32%)
CONVERGYS:	CVG	17.83	(0.56%)	(15.3%)
CSG SYSTEMS:	CSGS	26.36	(1.16%)	(10.34%)
ECHOSTAR:	SATS	46.91	(4.73%)	(5.65%)
GOOGLE:	GOOG	575.28	(0.32%)	(48.67%)
HARMONIC:	HLIT	6.36	(5.64%)	(13.82%)
INTEL:	INTC	34.03	(0.67%)	31.09%

Company	Ticker	10/03 Close	1-Week % Chg	YTD %Chg
INTERACTIVE CORP:	IACI	63.16	(4.27%)	(8%)
JDSU:	JDSU	12.98	(2.66%)	(0.04%)
LEVEL 3:	LVLTL	43.61	(2.18%)	31.47%
MICROSOFT:	MSFT	46.09	(0.69%)	23.20%
NIELSEN:	NLSN	43.46	(2.64%)	(5.3%)
RENTRAK:	RENT	65.49	7.59%	72.84%
SEACHANGE:	SEAC	7.04	(0.14%)	(42.11%)
SONY:	SNE	17.61	(0.45%)	1.85%
SPRINT NEXTEL:	S	6.25	(2.65%)	(41.86%)
TIVO:	TIVO	12.86	(1.15%)	(1.98%)
UNIVERSAL ELEC:	UEIC	49.40	(3.67%)	29.62%
VONAGE:	VG	3.32	(9.78%)	40.08%
YAHOO:	YHOO	41.03	0.91%	1.46%

Company	Ticker	10/03 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	35.36	0.23%	0.57%
CENTURYLINK:	CTL	41.00	1.71%	28.73%
TDS:	TDS	23.43	(4.33%)	(9.12%)
VERIZON:	VZ	49.71	(0.12%)	1.16%

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	DJI	17009.69	(0.6%)	2.61%
NASDAQ:	IXIC	4475.62	(0.81%)	7.16%
S&P 500:	GSPC	1967.90	(0.75%)	6.47%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS			
COMPANY	CLOSE	1-WK CH	
1. MEDIA GENERAL:	14.82	12.87%	
2. RENTRAK:	65.49	7.59%	
3. ENTRAVISION:	4.20	6.33%	
4. LIONSGATE:	32.87	5.35%	
5. HSN:	62.50	2.16%	

THIS WEEK'S STOCK PRICE LOSERS			
COMPANY	CLOSE	1-WK CH	
1. BLNDER TONGUE:	1.27	(16.45%)	
2. VONAGE:	3.32	(9.78%)	
3. HARMONIC:	6.36	(5.64%)	
4. GCI:	10.99	(5.5%)	
5. DISCOVERY:	37.00	(5.13%)	

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