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What the Industry Reads First

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Taking it to the Maxx: TWC Launches 6-Tuner DVRs in NY, L.A.

The latest effort in **Time Warner Cable's** TWC Maxx project is the rollout of "Enhanced DVR" in NYC and the greater L.A. area. The advanced set-top can simultaneously record up to 6 different programs with up to 6 times the storage of current TWC DVRs. The box, which is expected to hit other markets early next year, features a 1-terabyte hard drive capable of saving 150 hours of HD. Consumers with Enhanced DVR can watch, pause, rewind and fast-forward DVR shows recorded on the device on up to 4 other HD set-top boxes in the home. The amped-up DVR could just be the beginning of where cable is headed. Speaking at a recent **Cablefax** event, Time Warner Cable evp, chief product, people and strategy officer *Peter Stern* suggested it's just a matter of time before the industry has a full-spectrum tuner DVR, noting **Cablevision** already has a 15-tuner DVR. He said that as storage on DVRs expands dramatically, the issue becomes what shows do you record and how do you manage inventory. "What needs to happen over time is you couple unified search with the idea of either automated recommendations or pre-populated recording schemas," Stern said. In other words, if you like primetime TV, the DVR would be set to record all primetime shows. Or if you're a NY Giants fans, every game, pregame, postgame, etc. "DVR customers are passionate about watching what they want, when they want. Our new Enhanced DVR transforms our customers' TV experience by allowing them to record all their favorite shows at once and store a vast library of programming," Stern said in a statement announcing the new service. "Enhanced DVR is just the latest highlight for our customers in the nation's two largest cities. By the end of this year, customers throughout New York City and Los Angeles will have access to Internet speeds up to 300 Mbps; all-digital TV with the most HD channels of any local provider; and a graphically rich programming guide with up to 39,000 hours of On Demand content choices—all backed with rock-solid reliability."

Programmers Object: **CBS, Discovery, Scripps, Disney** and several other programmers have raised objections to **ACA** vp, govt affairs *Ross Lieberman* and **Cinnamon Mueller's** *Barbara Esbin* having access to highly confidential info and video programming confidential info in the pending **Comcast-Time Warner Cable** merger review at the **FCC**. For the record, they would prefer no individual have access to their carriage agreements,

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but last week they filed a formal objection to Lieberman and Esbin receiving the info. The programmers said that as an ACA staffer, Lieberman doesn't qualify as outside counsel, and that Esbin has been or is currently involved in competitive decision making and thus prohibited under the modified joint protective order covering the documents. Cinnamon Mueller is acting counsel to ACA. Broadcasters, including **Tribune**, **Raycom** and **Gannett**, raised similar objections in the **AT&T-DirecTV** proceeding, arguing that Lieberman and 3 Cinnamon Mueller attorneys, including Esbin, should not be eligible to access the info. "While it may be the case that ACA itself does not engage in competitive decision-making, the broadcast objectors are concerned that [the attorneys] may engage in retransmission consent negotiations on behalf of other Cinnamon Mueller clients (generally, small- and mid-sized cable and telco operators), in competition with or in business relationships with third party interest holders in this proceeding, including the broadcast objectors," the broadcast companies said. On Oct 8, the FCC Media Bureau adopted procedures to keep programming and retrans contract info in the Comcast-Time Warner Cable and AT&T-DirecTV proceedings, but to more strictly limit access to certain competitively sensitive info. The move came after several companies, including Disney, **Sinclair** and **Univision**, told the agency that normal protections may not be adequate for what they feel are highly confidential documents.

FCC Enforcement Vote: On Fri, the **FCC** took the unusual move of announcing it will hold a special commission meeting this Fri (10/24) to consider whether to take action on an Enforcement Bureau recommendation. In other words, the Commissioners are expected to vote on whether and how much to fine a company for violating FCC rules. Which company? The agency isn't saying. Why the special meeting? We're told there is a statute of limitations involved and that the chmn wants to make sure it's put to a vote before time runs out. It's possible the 5 commissioners could vote on the item before Fri's scheduled meeting, which would then be canceled. Enforcement Bureau actions can apply to industries in any communications sector from wireless to media. Last month, the Bureau reached a \$7.4mln settlement with **Verizon** to resolve an investigation into the company using consumers' personal info for marketing. This month, **AT&T** was hit with a \$105mln fine to settle a wireless cramming and truth-in-billing investigation. Other recent high profile cases included **Marriott** agreeing to pay \$600K for blocking individuals from connecting to the Internet with their own personal WiFi networks.

Net Neutrality Goes to TX: **FCC** commish *Ajit Pai* is set to convene a forum Tues on net neutrality at Texas A&M. As has been the case in DC, **Free Press** and other groups will encourage supporters of net neutrality to rally outside the event. Meanwhile, **Bernstein Research** released a note suggesting that chances are low that the new rules will result in regulation of retail broadband, usage-based pricing or paid interconnection. The analysts do think the rules will involve some invocation of Title II as they figure it could be hard to completely ignore those advocating for it. Bernstein does not think the use of Title II should concern investors, however.

DISH AutoHop Litigation: A federal judge on Fri ruled in a tentative decision that **DISH's** AutoHop service doesn't infringe on **Fox's** copyrights. This was expected as Judge *Dolly Gee* for the Central District of CA has made similar rulings in the broadcaster's challenge of the ad-skipping service. Nothing has been determined yet as the case plods on...

Ooyala Goes Shopping: Online video streaming and analytics firm **Ooyala** will acquire **Videoplaza**, which operates premium video ad serving platforms and programmatic trading solutions. Ooyala, which was acquired by telecom and info services company Telstra in Aug, said the acquisition is "the first step in a multi-step strategy aimed at establishing global leadership in personalized cloud TV and video."

Programming: On Tues, **FX Nets** launches "Simpson World," giving fans access to the entire catalog of full-length episodes of "The Simpsons" via the FXNOW app and SimpsonsWorld.com. Authenticated users will not only get access to every ep (new episodes from the current season will be available for viewing the day after their broadcast on Fox), but also a responsive search engine for nearly 3K clips, a Simpsons news feed and fun facts. -- **Weather Channel** gave "Fat Guys in the Woods" an OK for a sophomore season that will debut in 2Q. The net will run a marathon of eps on the day after Thanksgiving from 2pm-3am. -- **A&E** launches "Godfather of Pittsburgh," following businessman *Vince Isoldi*, Nov 10, 10pm. -- **USA** renewed comedy/reality series "Chrisley Knows Best" for a 3rd season following its record debut for Season 2 last week. L+3 for the original debut and

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encores show a combined audience of 7mln viewers. -- **HGTV** and **DIY** greenlit 7 new series. HGTV's slate includes "America's Most Desperate Kitchens" (kitchen overhauls) and "Log Cabin Living" (couples ditch the city for a country escape). DIY has ordered "First Time Flippers" (novices have a go at house flipping) and "The Treehouse Guys" (extraordinary treetop structures). **Disney XD** will air its "Ranksgiving" programming event for the 3rd consecutive year Nov 1-30, targeting kids age 6-14. The programming block features the premiere of a series by animation producers *The Brothers McLeod*, as well as hoax-themed eps of the series "Lab Rats," "Kickin' It," "Mighty Med," "Kirby Buckets," "Wander over Yonder," and "Phineas and Ferb." -- **TLC** debuts "Home Sweet Bus" on Oct 28, featuring the musical and mobile *Allen* family as they perform across the country and live in their home on wheels.

People: Spike named *Anhelo Reyes* as vp, brand marketing. She previously served as vp, marketing at **Fusion**.

Cable Hall of Fame Wisdom: New to the industry? "Get to know as many people as possible," advises **Cable Center Hall of Fame 2015** inductee and NCTA svp *Eleanor Winter*. Check out other bits of wisdom from the upcoming class at Cablefax.com.

CableFAX Daily Stockwatch

Company	10/20 Close	1-Day Ch	Company	10/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	85.26	0.24	CONVERGYS:	18.23	0.14
DISH:	58.70	0.17	CSG SYSTEMS:	25.52	0.02
ENTRAVISION:	4.72	0.13	ECHOSTAR:	45.04	0.37
GRAY TELEVISION:	8.56	(0.01)	GOOGLE:	520.84	9.67
MEDIA GENERAL:	14.33	(0.01)	HARMONIC:	6.03	0.03
NEXSTAR:	41.03	0.69	INTEL:	31.58	0.20
SINCLAIR:	27.27	0.39	INTERACTIVE CORP:	59.72	0.75
MSOS					
CABLEVISION:	17.72	0.29	JDSU:	11.99	0.16
CHARTER:	148.18	4.38	LEVEL 3:	41.38	0.15
COMCAST:	51.30	0.62	MICROSOFT:	44.08	0.45
COMCAST SPCL:	51.20	0.55	NETFLIX:	359.22	2.13
GCI:	11.04	0.20	NIELSEN:	42.15	0.12
GRAHAM HOLDING:	717.91	13.18	RENTRAK:	73.12	(0.85)
LIBERTY GLOBAL:	42.73	0.58	SEACHANGE:	7.23	(0.04)
SHAW COMM:	24.49	0.30	SONY:	17.53	0.29
TIME WARNER CABLE:	136.80	1.45	SPRINT NEXTEL:	6.10	0.07
PROGRAMMING					
21ST CENTURY FOX:	33.04	0.34	TIVO:	12.83	0.21
AMC NETWORKS:	56.85	0.58	UNIVERSAL ELEC:	52.17	0.85
CBS:	53.47	1.12	VONAGE:	3.23	(0.04)
CROWN:	3.23	0.06	YAHOO:	39.28	0.83
DISCOVERY:	34.65	UNCH	TELCOS		
DISNEY:	85.52	1.69	AT&T:	34.28	0.20
GRUPO TELEVISA:	33.35	0.33	CENTURYLINK:	39.28	0.42
HSN:	63.69	2.33	TDS:	24.06	0.66
LIONSGATE:	30.07	(0.1)	VERIZON:	48.48	0.41
MSG:	63.48	0.48	MARKET INDICES		
SCRIPPS INT:	73.66	0.98	DOW:	16399.67	19.26
STARZ:	30.40	(0.04)	NASDAQ:	4316.07	57.64
TIME WARNER:	77.69	1.84	S&P 500:	1904.01	17.25
VALUEVISION:	5.07	0.01	TECHNOLOGY		
VIACOM:	69.39	(0.02)	ADVANTAGE:	2.44	0.01
WWE:	14.45	0.78	AMDOCS:	45.20	0.23
MARKET INDICES					
DOW: 16399.67 19.26					
NASDAQ: 4316.07 57.64					
S&P 500: 1904.01 17.25					

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Cablefax TECH

by Joyce Wang

Cable Eyes More Sports Stadium Business

What are the new game-day rituals of the Internet age? Post to social media, check the latest stats of fantasy sports teams and track scores using mobile apps. As fans demand reliable, high-speed data and voice service from their mobile devices while at games, sports teams have been forced to evolve the game day experience. That includes providing pervasive WiFi. Stadiums have emerged as “super-users” of bandwidth given that “they essentially hold the equivalent of a small city in one place with everyone looking to get connected—often with more traffic being sent from the stadium than downloaded to it,” *Mike Tighe*, exec dir of data services at **Comcast Business** told us. The MSO has already scored contracts with pro sports teams including the San Francisco 49ers, Denver Broncos, Washington Nationals, Boston Red Sox, Detroit Tigers, Oakland A’s, Boston Celtics and Philadelphia Phillies to provide Ethernet-dedicated Internet lines supporting tens of thousands of simultaneous WiFi connections, as well as HD video and advanced voice services. Sports teams have replaced T1 lines (1.5 Mbps) with Ethernet to provide connections with speeds of 50 Mbps, 100 Mbps or more, depending on their needs, Tighe said. A key requirement for sports stadiums is the ability to quickly and easily pump up bandwidth, especially during playoffs. Tighe said T1 lines from traditional phone carriers involved on-site visits to install more circuits, but with Ethernet, all it takes is a phone call. Pre-season games could see tens of thousands of concurrent WiFi sessions, with peak data usage of more than 1 Gbps, several research reports have found. In addition to improving stadium attendance, WiFi means additional revenue streams for sports teams. WiFi access at stadiums in different states varies. While states like Louisiana and Massachusetts see the majority of their professional sports teams offer free guest WiFi to fans, Maryland teams offer no free access. In Arizona,

most of its pro sports teams offer free access, while in Georgia, fewer than half of pro sports teams do so. MSOs like **Bright House** offer free WiFi access to its subs at the Tampa Bay Times Forum and charge \$3.95 for 4 hours of access to non-subs. In Comcast’s case, providing an in-house video feed to all TV monitors at Levi’s Stadium (49ers), as well as video service in specific areas of the venue under the Xfinity brand, gives it a clear path to monetize WiFi. Interactive Xfinity-branded kiosks have been installed throughout the stadium, allowing fans to sample Comcast products and services. **Cisco** is ready to team with service providers to cash in on the sports stadium business. “Synchronize your live video feeds and content from the big screen, to digital displays, all the way down to mobile devices to engage fans... Empower your fans to create the interactive and personalized multimedia experience...” the vendor said in a brochure for its high density WiFi service optimized for stadiums and arenas where large crowds are gathered.

Rentrak Patent Win: The US Patent and Trademark Office granted **Rentrak** a patent for measuring set-top box data. The patent is a system that will identify when TV sets are off, but the set-top is on. “This technology is an integral part of providing massive and passive television measurement for our clients,” said Rentrak vice chmn and CEO *Bill Livek*. The company said its service will soon measure 60mln return path TVs for live and DVR viewing and 114mln TVs for VOD viewing.

Suddenlink Picks NuTEQ: Suddenlink selected **NuTEQ’s** Crosstel Call Routing Management System. “The NuTEQ CRMS balances the quality of service Suddenlink assures its customers, with the meaningful cost savings and fraud protection we were looking for in this critical network investment,” said *Tim Thompson*, vp-CLEC operations at Suddenlink.

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



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