

# Cablefax Daily™

Monday — November 17, 2014

What the Industry Reads First

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## OTT Friday: Streaming Video Alliance Formed to Push Common Ground

With all the fragmentation in the OTT video market, perhaps it was only a matter of time before programmers, MVPDs and vendors came together to push for best practices and common standards. Say Hi to the **Streaming Video Alliance**, formed by 17 companies that include **Comcast, Fox, Liberty Global, Charter, Cisco, Level 3, MLB Advanced Media, Qwilt** and **Epix**. Rather than become a standards body, SVA aims to propose technical specs to standards groups, SVA founding member and evp of StreamingMedia.com *Dan Rayburn* told us. The mission is to “develop, publish and promote open standards, policies and best practices that allow the video streaming ecosystem to flourish,” according to the group’s website. The idea began about a year ago when the CTOs and senior tech execs of the founding companies started sharing information on streaming video, even though some of them are competitors, he said. “The video ecosystem is very fragmented... There are so many different platforms, and there’s no standard or common practice in the market, so content owners and distributors have to spend a lot of time to figure out” content delivery requirements for different platforms. For example, no baseline exists for factors such as metadata, the textual information that accompanies OTT video to enable content search and discovery. Creating common metadata practices is on the group’s to-do-list next year. Also on the list: Defining specifications for the architecture and functionality of network and cloud-based streaming and caching infrastructure. “There are many different caching platforms out there. It’s okay that they are different, but basic guidelines should be made so that deployment can be easier and cheaper,” said Rayburn. The group also aims to create a common approach to define, measure, optimize and report the quality of the video streaming experience. In addition, it seeks to create standards for interoperability and performance to ensure service providers and vendors can efficiently stream video throughout the world. “We are not focusing on specific delivery platforms or applications. The best practices and standards, which will be submitted to 2 standards bodies to consider, are expected to apply to all platforms,” whether it’s Xbox One, PlayStation, **Roku, Apple TV**, programmers’ OTT packages, or even the MVPDs’ TV Everywhere services. The group will announce working groups, committees, as well as the exec dir and other full-time staff next year. It will also an-

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Questions: Contact Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com).

**Cablefax**  
THE MAGAZINE



Women in Cable  
Telecommunications<sup>SM</sup>

# Congratulations to the 2014 Top Women in Cable Tech

Cablefax and association partner, WICT, are proud to present this year's class of distinguished women working in cable technology.

**Pam Arment**, Pamela J. Arment Consulting

**Nomi Bergman**, Bright House Networks

**Jacqueline Boudreau**, Cox Communications

**Sabrina Calhoun**, Bright House Networks

**Sherita Ceasar**, Comcast Cable

**Linda Dillman**, QVC

**Grace Egan**, Time Warner Cable

**Leslie Ellis**, Ellis Edits

**Cyndee Everman**, Time Warner Cable

**Vickie Fiala**, Time Warner Cable

**Barbara Gee**, Comcast Cable

**Marsha Humphreys Gee**, Suddenlink Communications

**Susan Grant**, CNN News

**Sandy K. Howe**, ARRIS Group, Inc

**Yvette Kanouff**, Cisco

**Charlene Keys**, Time Warner Cable

**Sally Kinsman**, Kinsman Design Associates

**Rebecca Rusk Lim**, Turner Broadcasting System

**Christy Martin**, iBox Systems

**Vicki Marts**, Cox Communications

**Susan McLaughlin**, TOA Technologies

**Stephanie Mitchko-Beale**, Cross MediaWorks

**Emily Nikoo**, Blonder Tongue Laboratories, Inc.

**Pam Nobles**, SCTE

**Kimberly Norris**, Viamedia

**Karen Painter**, Turner Broadcasting

**Debi Picciolo**, Time Warner Cable

**Anna Tran Reyna**, Fox Cable Networks

**Vibha Rustagi**, itaas, a Cognizant Company

**Margret Schmidt**, TiVo, Inc.

**Sandy Sexton**, Scripps Networks Interactive

**Veronica Sheehan**, Turner Broadcasting

**Ingrid Simunic**, Time Warner Cable

**Lauri Smith**, Comcast Cable

**Myrna Soto**, Comcast Cable

**Toni Stubbs**, Cox Communications Virginia

**Manjula Talreja**, Cisco

**Carolyn Terry**, Time Warner Cable

**Donna Thomas**, Technicolor

**Aimee Viles**, Bravo

**Jennifer Yohe Wagner**, Comcast Cable

**Michelle Wilkins**, HSN

**Wendy Wilson**, Time Warner Cable

Celebrate the Most Powerful Women in Cable on Nov. 20 at the Grand Hyatt in NYC. Register your team at [www.cablefax.com/events](http://www.cablefax.com/events)

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nounce additional members. Rayburn acknowledged that the group's talks with Apple, **Netflix** and other major programmers. The group comes as more programmers such as **HBO** and **CBS** jump on the OTT bandwagon, and as regulators consider potentially stricter net neutrality rules—something the group won't be involved in.

**Cable One Spinoff:** **Cable One** and the *Washington Post* might soon belong to different owners. Parent **Graham Holdings** announced the board has authorized a complete separation of the MSO. Following the proposed deal, expected to be completed in 2015, Cable One will be an independent, publicly traded company. "After a careful review of strategic options, we believe that a separation of Graham Holdings and Cable ONE will create value for the companies and our shareholders... The separation will position Graham Holdings to pursue continued growth opportunities, while enabling Cable ONE to focus entirely on its video, Internet and voice services and to attract a more natural stockholder base," said *Donald Graham*, chmn of the board in a statement. The deal will be a tax-free spinoff and requires regulatory approvals. The MSO has more than 470K video subs in 19 states.

**FCC Questions AT&T:** Remember **AT&T** chief *Randall Stephenson's* remarks at an investor conference earlier this week that the company might pause investment amid regulatory uncertainty? Now the **FCC** wants an explanation. In a letter to the company Fri, the FCC asked it to clarify what the plan is for fiber deployment now, including the total number of HHs to which it plans to deploy fiber prior to the company's decision to potentially limit expansion to the 2mln HHs it promised as a condition of the **DirecTV** merger. It also wants to know if the telco's investment model indicates that further fiber deployment beyond the 2mln homes is now unprofitable.

**Pai Slams Title II:** Implementing Title II regulation could mean small cable companies, rural phone companies and small wireless ISPs "have to exit the business altogether," **FCC** Republican commish *Ajit Pai* said during a speech at the **Free State Foundation** seminar Fri. "We are not confronted by an immediate crisis that demands immediate action. We shouldn't be pressured into making precipitous changes that could endanger the future of the Internet. The stakes are enormous, and it is far more important for us to get this right than to get this done right now," according to a copy of Pai's remarks.

**Q3 Video Report:** The 13 largest pay-TV providers lost around 150K net video subs in 3Q, compared to a loss of approx 25K subs in the same period a year ago, and more net losses than in any previous 3Q, said a report by the **Leichtman Research Group**. Over the past year, major pay-TV providers lost about 105K subs, compared to a loss of about 45K over the prior year. Only telco pay-TV providers gained subs during 3Q. They added 330K in the period, compared to 440K a year ago. The top 9 cable companies lost around 440K, compared to a loss of about 600K in 2013. Satellite TV providers lost 40K, compared to a gain of 174K in 2013. At the end of 3Q, the top MVPDs account for 95.3mln video subs, with cable at nearly 49.5mln, satellite at more than 34.2mln and telcos at 11.6mln.

**Programming:** **CNN** picked up original series "The is Life with Lisa Ling," "Somebody's Gotta Do It with Mike Rowe" and "Anthony Bourdain Parts Unknown" for additional seasons, suggesting the net's sticking with its non-scripted approach. **CNN** also has commissioned original docu-series "High Profits," about 2 American marijuana moguls seeking to build a franchise empire, for airing next year. -- **LMN** debuts new original series "Living in Secret" Dec 2, 10pm. It follows real people living double lives—from prostitution to infidelity—and who are prepared to come clean. -- **ESPN Deportes** got the Spanish-language rights to the Central American and Caribbean Games, which kicked off with the opening ceremony Fri live from Veracruz, Mexico (8pm ET). -- **ABC Family** announced that hit series "Pretty Little Liars" will return Jan 6 at 8pm followed by "Switched at Birth" at 9pm. "Chasing Life" will return, moving to Monday nights starting Jan 19, 9pm.

**On the Circuit:** **BabyFirst** is teaming with the **National Hispanic Media Coalition** to launch an annual Latino-themed programming competition. Dubbed "Rising Creators Project," the competition invites emerging talent, including writers, musicians, animators and producers, to submit ideas or existing children's TV series for consideration. Winning content will be aired on BabyFirst for 2 years. All submissions are required to be suitable for children 2-4 years old, and should have an educational basis for early childhood learning. Entries can be submitted now through March 15.

**CableFAX Week in Review**

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	87.55	0.17%	26.77%
DISH:	DISH	64.90	1.88%	12.05%
ENTRAVISION:	EVC	5.46	5.20%	(10.34%)
GRAY TELEVISION:	GTN	10.11	9.42%	(2.51%)
MEDIA GENERAL:	MEG	15.01	1.83%	(33.58%)
NEXSTAR:	NXST	46.92	7.25%	(15.81%)
SINCLAIR:	SBGI	28.09	3.88%	(21.38%)

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION:	CVC	18.54	(2.01%)	3.40%
CHARTER:	CHTR	152.10	(2.73%)	11.22%
COMCAST:	CMCSA	54.10	(1.9%)	4.10%
COMCAST SPCL:	CMCSK	53.77	(2.22%)	7.80%
GCI:	GNCMA	12.34	4.66%	10.67%
GRAHAM HOLDING:	GHC	878.87	13.01%	32.50%
LIBERTY BROADBAND:	LBRDA	47.99	(3.09%)	0.00%
LIBERTY GLOBAL:	LBTYA	47.36	1.63%	(24.78%)
SHAW COMM:	SJR	26.82	3.87%	10.19%
TIME WARNER CABLE:	TWC	140.01	(2.5%)	3.33%

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	35.11	1.44%	(0.17%)
AMC NETWORKS:	AMCX	61.86	(0.13%)	(9.18%)
CBS:	CBS	53.41	4.09%	(16.21%)
CROWN:	CRWN	3.37	6.31%	(4.53%)
DISCOVERY:	DISCA	33.53	2.79%	(62.92%)
DISNEY:	DIS	90.80	0.89%	18.85%
GRUPO TELEVISIA:	TV	35.75	1.65%	18.14%
HSN:	HSNI	71.05	1.94%	14.04%
LIONSGATE:	LGF	35.11	4.93%	10.90%
MSG:	MSG	73.51	(2.18%)	27.67%
SCRIPPS INT:	SNI	75.17	(0.03%)	(13.01%)
STARZ:	STRZA	31.48	1.71%	7.66%
TIME WARNER:	TWX	79.75	3.57%	14.39%
VALUEVISION:	VVTV	5.83	3.00%	(16.6%)
VIACOM:	VIA	73.34	3.49%	(16.44%)
WWE:	WWE	11.94	(3.32%)	(27.99%)

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.58	7.05%	(4.09%)
AMDOCS:	DOX	47.56	0.11%	15.32%
AMPHENOL:	APH	50.86	(0.2%)	(42.97%)
AOL:	AOL	46.04	5.77%	(1.24%)
APPLE:	AAPL	114.18	4.74%	21.86%
ARRIS GROUP:	ARRS	28.83	(6.52%)	18.45%
AVID TECH:	AVID	10.46	4.08%	28.34%
BLNDER TONGUE:	BDR	1.77	16.45%	77.00%
BROADCOM:	BRCM	42.11	2.68%	42.02%
CISCO:	CSCO	26.32	3.91%	17.34%
COMMSCOPE:	CTV	25.42	0.16%	(4.18%)
CONCURRENT:	CCUR	7.05	1.00%	(13.71%)
CONVERGYS:	CVG	21.12	0.81%	0.33%
CSG SYSTEMS:	CSGS	25.65	0.27%	(12.76%)
ECHOSTAR:	SATS	50.60	1.46%	1.77%
GOOGLE:	GOOG	544.40	0.63%	(51.42%)
HARMONIC:	HLIT	6.79	8.99%	(7.99%)
INTEL:	INTC	33.95	1.10%	30.78%

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
INTERACTIVE CORP:	IACI	65.56	(0.21%)	(4.5%)
JDSU:	JDSU	13.05	7.85%	0.46%
LEVEL 3:	LVLTL	49.04	6.96%	47.84%
MICROSOFT:	MSFT	49.58	1.85%	32.53%
NETFLIX:	NFLX	386.04	0.49%	4.85%
NIELSEN:	NLSN	41.63	(3.95%)	(9.28%)
RENTRAK:	RENT	83.57	4.88%	120.56%
SEACHANGE:	SEAC	6.82	4.28%	(43.91%)
SONY:	SNE	20.64	5.20%	19.38%
SPRINT NEXTEL:	S	5.05	(14.84%)	(53.02%)
TIVO:	TIVO	13.17	0.38%	0.38%
UNIVERSAL ELEC:	UEIC	59.41	1.16%	55.89%
VONAGE:	VG	3.75	6.84%	58.23%
YAHOO:	YHOO	51.75	6.59%	27.97%

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	35.90	2.84%	2.10%
CENTURYLINK:	CTL	40.79	3.45%	28.07%
TDS:	TDS	25.83	(1.97%)	0.19%
VERIZON:	VZ	51.50	5.60%	4.80%

Company	Ticker	11/14 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW:	DJI	17634.74	0.35%	6.38%
NASDAQ:	IXIC	4688.54	1.21%	12.26%
S&P 500:	GSPC	2039.82	0.39%	10.36%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.77	16.45%
2. GRAHAM HOLDING:	878.87	13.01%
3. GRAY TELEVISION:	10.11	9.42%
4. HARMONIC:	6.79	8.99%
5. JDSU:	13.05	7.85%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SPRINT NEXTEL:	5.05	(14.84%)
2. ARRIS GROUP:	28.83	(6.52%)
3. NIELSEN:	41.63	(3.95%)
4. WWE:	11.94	(3.32%)
5. LIBERTY BROADBAND:	47.99	



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