

Cablefax Daily™

Friday — November 21, 2014

What the Industry Reads First

Volume 24 / No. 227

4K TV: Future Looks Bright with Heavy Holiday Promotions

If last year's Consumer Electronics Show was the coming-out party for 4K/Ultra HD TV, the sets, offering 4 times the resolution of HD TVs, are almost everywhere now. With 4K TV sets among retailers' lead doorbusters, this holiday season could turn out to be quite critical in the technology's climb to critical mass. Get ready for a hard-fought 4K TV holiday selling season as CE makers have managed to drop prices under or around \$1K. Just a couple months ago, 4K sets were often in the \$2K-\$4K range. **Best Buy's** doorbuster Black Friday items include a \$900 55-inch **Samsung** UHD TV, available in stores and online. The **Consumer Electronics Association** estimated unit shipments of UHD TVs would reach 800K in 2014, posting \$1.9bln in revenue, a 517% increase over the 2013 total. And revenue is expected to exceed \$5bln in 2015. The trade group has launched an initiative to boost the rollout of 4K products and content. Retailers starting their holiday sale early this year also should help 4K sales. **Amazon** is starting its Black Friday a week before the actual Black Friday, and it will be running a full week of Cyber Monday deals starting on Dec 1. The online retailers deals include the Samsung 4K TV for \$900. **Sears** already put its basic 4K TVs on sale, including a Seiki 55-inch set for a jaw-dropping price of \$700. More than 70% of the 4K TVs sold thus far this year were either 55-inch or 65-inch displays, with Samsung taking half of the market share, research firm **NPD Group** said. What about the content? **DirecTV** has touted that it's the 1st pay-TV provider to launch a 4K shop (on Nov 13) that features a handful of PPV movies in 4K format. Execs recently said the company looks to offer live 4K UHD channels next year or in early 2016. **Netflix** is the 1st SVOD provider offering 4K titles, though content is pretty limited as this point. In addition to "House of Cards" Season 2, there are a few movies such as "Ghostbusters" and "The Smurfs 2." In addition to a 4K TV, viewing UHD on Netflix requires a steady Internet connection speed of 25 Mbps or higher. To draw more buyers for its 4K TV sets, Samsung partnered with VOD service **M-Go** in Nov to launch a 4K catalog for Samsung 4K TV users only. Starting with just a handful of titles, the library is expected to grow to around 100 (including both movies and TV shows) by the end of the year. **Google** is also looking to grab a slice of the pie. **YouTube**, owned by Google, began supporting 4K video uploads in 2010. Google even developed its own video compression standard dubbed VP9. Still, 4K



Call for Entries

Entry Deadline:
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CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Associate Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Sr Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Jr. Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,599/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

content on YouTube is very light, with only a few clips available.

CBS-DISH: DISH got a little breathing room as negotiations with CBS continued Thurs. The 2 reached a short-term extension before contract expired Thurs. No details on how long that extension lasts.

FCC Dec Meeting: The FCC plans to tackle E-rate, USF reform and broadcast incentive auctions during its Dec 11 Open Meeting. The agency will consider a 2nd Report and Order on Reconsideration to modernize the E-rate program for schools and libraries. It also will consider a Report and Order finalizing steps necessary to proceed to Phase II of the Connect America Fund. In addition, it will vote on a Public Notice that seeks comments on procedures necessary to implement the incentive auction, including auction design issues, opening bid prices and the final TV channel assignment process.

On the Hill: House Commerce chmn *Fred Upton* (R-MI) welcomed 7 new Republican members to the committee. They are: *Susan Brooks* (R-IN), *Larry Bucshon* (R-IN), *Chris Collins* (R-NY), *Kevin Cramer* (R-ND), *Bill Flores* (R-TX), *Rich Hudson* (R-NC) and *Markwayne Mullin* (R-OK).

Wheeler on Cybersecurity: FCC chmn *Tom Wheeler* wants the country's infrastructure companies, including ISPs, to step up to boost cybersecurity. In a speech to the President's National Security Telecommunications Advisory Committee (NSTAC) Wed, he said "if critically-positioned companies just comply reactively with a regime of prescribed mandatory requirements then our networks will always be a step behind... We need a solution that allows companies to move faster as well, both for their own good, and for the good of the nation." He made it clear that a cybersecurity compliance checklist isn't the right answer for cyber risk management, according to a copy of his speech. "Rather, I want companies to develop a dynamic strategy that can be both more effective and more adaptive than a traditional prescriptive regulatory approach."

CTHRA Seeks Compensation Info: The Cable and Telecom Human Resources Association is inviting cable employers to participate in its 2015 Annual Compensation Survey. The survey seeks to address issues such as how competition for tech and digital media talent drive salaries in the coming year, if employers will continue to leverage large incentives to retain critical talent, and whether new jobs have emerged that didn't exist 12 months ago. The group's survey planning meetings will be hosted in Denver at **Charter**. Programmers will convene on Dec 3 and MSOs on Dec 4. CTHRA tapped the **Croner Company**, a consultancy specializing in compensation plan design, to facilitate the planning meetings and conduct the surveys.

Sandvine Research: While **Netflix's** bandwidth share has been flat, **Amazon** Instant Video is gaining share in North America this year, according to intelligent broadband network service provider **Sandvine's** latest bi-annual Internet traffic trends report. Netflix, still the biggest consumer of downstream traffic so far, accounted for 34.9% of downstream Internet traffic in the peak evening hours, relatively flat from last year. Amazon, while only accounting for 2.6% of downstream traffic, more than doubled its share in the past 18 months. And in advance of plans to start offering a standalone streaming subscriptions in the US, HBO Go accounted for just 1% of downstream traffic. "With both Netflix and Amazon Instant Video gaining bandwidth share in North America during 2014, it will be fascinating to see how a standalone HBO Go streaming option will impact networks when it launches in 2015," said Sandvine pres/CEO *Dave Caputo*. In other regions such as Latin America, World Cup streaming on some mobile nets accounted for just 10% of traffic. "Apparently, consumers still prefer to view major sporting events on television, with mobile devices as a backup," the report said. As a percentage of traffic, file sharing traffic continues to decline globally in almost all regions except Asia-Pacific, where it still accounts for more than 33% of total traffic. The report is based on data from a selection of Sandvine's 250-plus ISP customers.

Travel Partners Up: **Travel Channel** is sponsoring Travel Effect, the **US Travel Association's** initiative to encourage people to take time off and travel. The partnership includes cross-promotions and program integrations, on-air advertising campaigns and access to the net's online original content packages. It will also provide access to parent **Scripps Nets Interactive** research, "Under One Roof," an Internet-based consumer panel hosted by SNI that includes some 20K US residents age 18-64.

Female Powerhouse: Prior to an exciting game of bingo and a series of "Idiotests" administered by **GSN** host and

BUSINESS & FINANCE

comedian *Ben Gleib*, the Cablefax Most Powerful Women in Cable breakfast in NYC kicked off with some serious inspiration. **Half the Sky Leadership Institute** CEO and founder *Grace Killelea* mused on what makes a woman powerful. She gets things done, but it's also about "really knowing your own truth... being your best self" and "not using somebody else's mirror to find you." That takes courage. But it doesn't mean these ladies are fearless, she added. Indeed, they do things even when they're afraid, they reinvent themselves and they constantly look to expand their network. "Meeting someone here that you don't know... that's real power," she said. Read more on the event on Cablefax.com.

Programming: As part of Thurs' "White House National Medals for Science and Technology Innovation Ceremony," Science Channel booked "All-American Makers," a new original series with amateurs presenting their homegrown products to a panel consisting of an engineer, entrepreneur and a business mogul. The 6-part series debuts in Jan and coincides with the 5th anniversary of President Obama's Educate to Innovate campaign. -- IFC's "Portlandia" returns Jan 8 for a 5th season.

People: NY-based Ethernet and cloud service provider **Lightpath** upped *Joseph Flynn* to svp of sales.

CableFAX Daily Stockwatch

Company	11/20 Close	1-Day Ch	Company	11/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	87.29	0.07	CONVERGYS:	20.82	0.17
DISH:	72.22	(2.44)	CSG SYSTEMS:	25.26	0.10
ENTRAVISION:	5.56	0.09	ECHOSTAR:	52.16	1.93
GRAY TELEVISION:	9.88	0.07	GOOGLE:	534.83	(2.16)
MEDIA GENERAL:	14.79	0.26	HARMONIC:	6.78	0.14
NEXSTAR:	46.92	0.22	INTEL:	35.95	1.60
SINCLAIR:	27.64	0.33	INTERACTIVE CORP:	65.08	0.90
MSOS			JDSU:	13.50	0.25
CABLEVISION:	18.80	(0.13)	LEVEL 3:	49.13	0.04
CHARTER:	158.66	0.03	MICROSOFT:	48.70	0.48
COMCAST:	54.38	UNCH	NETFLIX:	368.14	5.04
COMCAST SPCL:	54.13	(0.01)	NIELSEN:	41.27	(0.41)
GCI:	12.24	0.26	RENTRAK:	81.61	2.70
GRAHAM HOLDING:	864.47	(3.53)	SEACHANGE:	6.72	(0.01)
LIBERTY BROADBAND:	51.18	0.46	SONY:	20.48	(0.33)
LIBERTY GLOBAL:	46.08	(0.2)	SPRINT NEXTEL:	4.83	0.12
SHAW COMM:	27.18	(0.03)	TIVO:	12.89	0.02
TIME WARNER CABLE:	143.71	0.10	UNIVERSAL ELEC:	60.63	0.33
PROGRAMMING			VONAGE:	3.45	0.01
21ST CENTURY FOX:	35.06	0.05	YAHOO:	51.25	0.67
AMC NETWORKS:	62.52	0.47	TELCOS		
CBS:	53.67	0.33	AT&T:	35.28	(0.09)
CROWN:	3.40	0.03	CENTURYLINK:	40.50	(0.08)
DISCOVERY:	33.92	0.95	TDS:	25.24	0.09
DISNEY:	88.90	(0.92)	VERIZON:	50.19	(0.3)
GRUPO TELEVISIA:	36.67	(0.13)	MARKET INDICES		
HSN:	71.16	1.07	DOW:	17719.00	33.27
LIONSGATE:	35.01	0.48	NASDAQ:	4701.87	26.16
MSG:	72.56	(0.22)	S&P 500:	2052.75	4.03
SCRIPPS INT:	76.73	1.24			
STARZ:	31.88	0.08			
TIME WARNER:	80.59	(0.34)			
VIACOM:	74.07	0.53			
WWE:	11.78	0.06			
TECHNOLOGY					
ADDVANTAGE:	2.64	UNCH			
AMDOCS:	47.60	0.03			
AMPHENOL:	51.35	(0.18)			
AOL:	45.46	0.56			
APPLE:	116.31	1.64			
ARRIS GROUP:	28.92	0.21			
AVID TECH:	10.66	0.20			
BLNDER TONGUE:	2.10	(0.01)			
BROADCOM:	41.96	0.07			
CISCO:	26.81	0.22			
COMMSCOPE:	25.47	(0.03)			
CONCURRENT:	6.82	0.14			

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PROGRAMMER'S PAGE

Girlfriends and Guides...

It's never easy to assess a new series strictly by the pilot episode, and **Bravo's** first scripted effort "Girlfriend's Guide to Divorce" (premieres Dec 2) is no exception. But something strange happens toward the end of this inaugural ep, which spends most of its time comically documenting the sham of a marriage between successful self-help author Abby McCarthy (*Lisa Edelstein*) and her slacker/indie film dude husband Jake (*Paul Adelstein*). She's a relationship expert whose relationship is a big lie... get it? For most of the pilot, it feels like a cross between a West Coast-based "Sex in the City" and an estrogen-infused "Californication." But when Abby and Jake finally have it out in a climactic argument that wakes the kids and confirms that the façade is over, it's a shocking tonal shift that wouldn't work if not for the actors' emotional performances and *Adam Brooks'* directorial skills. At the L.A. premiere party this week, creator and exec producer *Marti Noxon* gushed about all the support she got from Bravo and **Universal Cable Productions**. "I have never actually created a show before that got on the air," she told attendees before unveiling the pilot. "So this is a big first for me. But I couldn't be more pleased that it's happened with these people in this way." It's always hard to predict what will resonate, but *Girlfriend's Guide* has a number of things going for it—at least when it comes to the Bravo audience. That includes its decidedly "Real Housewives"-esque focus on rich and powerful women (and often less accomplished boyfriends and husbands) who suffer through their sizable flaws and reap what they sow. No spoilers, but by the end of the pilot, Abby's career prospects are starting to fray. Bravo execs, of course, hope the show's ratings will hold up better than Abby's marriage. Either way, Noxon is giddy about the experience. "Even if this is our only season, no one can take that away from us," Noxon said, "that we had a great time making this show." — *Michael Grebb*

Reviews: "Eat: The Story of Food," Fri-Sun, 9p, **Nat Geo**. Half-way through "Carnivores" (Fri, 10p), the 2nd ep of Nat Geo's very light yet entertaining and hunger-producing mini, we learn by 2050 all 9bn Earthlings will consume 2x as much meat as we do today; shortages are expected. Yet some are optimistic. A journalist, one of 3 people in the world who's tried the test-tube burger (cost \$35K), says it was tasty. *Rachael Ray* swears burgers need not be beef-based. *Megan Miller*, a pretty blonde who sells edible insects, insists they're an overlooked protein source as she munches a cricket. Mmmm. — "When Turkeys Attack," Wed, 10p, **Destination America**. Viewers may have less sympathy for Thursday's main course after watching this somewhat tongue-in-cheek special that's 'stuffed' with home-shot video of turkeys and wild turkeys attacking people, including small children and the elderly. Have turkeys suddenly become fiercer? What's indisputable: They can run 20 mph, peck out your eye and pierce human flesh with their feet. — "State of Play: Broken," Tues, 10p, **HBO**. This short doc about 2 athletes who were suddenly paralyzed is a difficult watch, but is sensitively told. The payoff is a post-film studio discussion with the athletes and their caregivers that is inspirational. — N.B.: We'll return Wed with reviews for Thanksgiving through Dec 4. — *Seth Arenstein*

Basic Cable Rankings

(11/10/14-11/16/14)

Mon-Sun Prime

ESPN	1	2.4	2248
FOXN	2	1.7	1657
HALL	2	1.7	1488
DSNY	4	1.4	1363
TBSC	5	1.3	1250
DSE	5	1.3	89
USA	7	1.2	1197
AMC	7	1.2	1117
NFLN	7	1.2	854
HIST	10	1.1	1091
HGTV	11	1.0	967
DISC	11	1.0	957
FX	13	0.9	853
LIFE	14	0.8	755
TNT	14	0.8	737
ID	14	0.8	678
NAN	17	0.7	705
ADSM	17	0.7	696
FOOD	17	0.7	685
CMDY	17	0.7	678
BRAV	17	0.7	656
SPK	17	0.7	650
FAM	17	0.7	649
TLC	17	0.7	637
SYFY	17	0.7	636
A&E	17	0.7	633
ESP2	17	0.7	622
DSJR	17	0.7	514
HMM	29	0.6	314
MSNB	30	0.5	449
TVLD	30	0.5	441
APL	30	0.5	435
NGC	30	0.5	414
WETV	30	0.5	383
LMN	30	0.5	369
H2	30	0.5	356
VH1	37	0.4	392
BET	37	0.4	371
MTV	37	0.4	364
EN	37	0.4	352
CNN	37	0.4	339
NKJR	37	0.4	302
DXD	37	0.4	299
GSN	37	0.4	298
FXX	37	0.4	271
NKTN	37	0.4	266

*Nielsen data supplied by ABC/Disney

THE OVER-UNDER LIST

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December 4 Breakfast | 48 Lounge

Join Cablefax at the 48 Lounge the day after Lustgarten Foundation's Holiday Rock & Roll Bash, Dec. 4, for a fun morning full of networking and celebratory toasts as we honor The Over-Under List, cable's young superstars.

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