

# Cablefax Daily™

Wednesday — November 26, 2014

What the Industry Reads First

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## Talking Turkey: MVPDs Use Sampling, Sales to Entice Holiday Shoppers

Walmart and Best Buy aren't the only ones getting in on the Black Friday craziness. Plenty of MVPDs are throwing a turkey leg into the fire, offering up everything from digital deals to sweepstakes. Verizon knows that Black Friday shopping isn't just about gifts for others, with 37% of shoppers looking for items for themselves, according to its latest FIOS Innovation Index survey. And there's plenty of opportunity there for ISPs, with the survey finding that 52% of shoppers are expected to purchase 2 or more Internet-enabled devices. That's why Verizon FiOS launched a holiday promotion earlier in the month, offering new triple-play customers 75/75 Mbps Internet, as well as 100+ premium channels, a \$400 Visa prepaid gift card (that'll help with Black Friday shopping) and Quantum TV Enhanced DVR at no additional cost for 2 years. Comcast is using the holiday shopping frenzy to roll back prices on digital movies on Thanksgiving and Black Friday, with buying a film from an MVPD to keep forever still a foreign concept to many. It's offering customers virtual aisles of Xfinity Digital Store releases for just \$5.99 in HD, including "Divergent," "The Lego Movie" and the entire "Madagascar" franchise. Once purchased, the movies can be viewed anytime and anywhere (TV, online, mobile devices)—and can even be downloaded to watch in places with no Internet connection. Verizon also has made several new movie releases available for less than \$10 through Dec 1, including "The Wolf of Wall Street" and "Rio 2" (It's under the category "Thanksgiving Sale" via On Demand). Again, this should play well with anyone who ventures out Friday for a new tablet. Tablets rate as the top tech item in both Verizon and the Consumer Electronic Association forecasts—and some good news for MVPDs, CEA has televisions moving up to the 2nd place spot from 4th place last year. CEA reported that consumer confidence surged in Nov ahead of the popular shopping day, with its Index of Consumer Technology Expectations jumping 7.3%. The Nov index, which measures consumer expectations about tech spending, is 94.3—1.6 points above Nov 2013. According to CEA's holiday outlook, total tech spending during the holidays will increase 2.5%—up from 0.9% growth last year—to reach a record \$33.76bn during the entire 2014 holiday season. Charter is focusing its holiday promotional efforts on rewarding customers with its "Best Holiday Season Ever!" campaign. The MSO is giving away more than \$25K in holiday shopping sprees daily from now until Jan 7. The daily \$500 shopping spree giveaways feature several retailers, including Target, Amazon and Sears. It's also offering up special



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Black Friday promotional deals Nov 24-Nov 30 that include a free Kindle Fire HDX 7 tablet for qualifying triple play packages. Today (11/26), **DirectTV** is launching a \$100 Visa prepaid card on some tiers of service for select customers. The promo is available through DirectTV.com, DirectTV's Sunday circular and through select dealers. Also starting today, new customers can get 2 seasons of **NFL Sun Ticket** (the remained of '14 and all of '15) at no extra charge on the Choice and above and Mas Ultra and above packages. **Verizon Wireless** has decided to coin today, the busiest travel day of the year, as "Connection Day," offering free digital giveaways like music, audiobooks and apps from Amazon, Pandora and more. Other freebies include special mobile access to movies and TV shows from Verizon FiOS by downloading the FiOS Preview app Nov 26-Dec 1. FiOS customers can enjoy several free complimentary movies on Connection Day on iOS, Android and Kindle Fire devices via FiOS Mobile, regardless of which wireless carrier they use. The flicks, which include "Barbershop" and "March of the Penguins," can be viewed on FiOS TV VOD as well.

**TiVo 3Q:** Thanks to its continuous effort to add MSO partners, **TiVo** added 328K net new subscriptions during 3Q, bringing total subscriptions to more than 5.1mln. That represents a 32% YOY increase. MSO service revenue grew 37% YOY. TiVo has now reached more than 4mln total MSO subscriptions, pres/CEO *Tom Rogers* said. "We expect that this positive momentum will continue as existing relationships scale, many of which are still in the early phases of deployment, and as we anticipate forming new distribution relationships," he said. Impacted by an incremental interest expense associated with a recent debt offering, net income was \$6.3mln, significantly down from \$12.5mln a year ago, which included a tax benefit of \$2mln versus a tax expense of \$7.1mln this past quarter.

**Cablevision vs CWA:** Nope, these 2 still haven't made up. **Cablevision** spread the news Tues that the **NYC Dept of Investigation** and *Richard Condon*, Special Commissioner of Investigation for the **NYC School District**, have issued a report finding that a CWA union meeting scheduled by Mayor Bill de Blasio at a Brooklyn public school violated state education law and **Dept of Ed** regulations. The DOI said the meeting, scheduled by the Mayor's office at CWA's request, was improperly closed to the press and public. CWA District 1's *Bob Master* apologized for anything that was done in violation of DOE rules on open meetings, throwing in a Cablevision jab by adding that he hopes the MSO will likewise "move expeditiously to comply with federal labor law, which it has repeatedly and flagrantly violated for the last three years." Master said the DOI is confused on 1 point, which is that CWA Local 1182 had nothing to do with the event as CWA District 1 was the sponsor. Cablevision had a colorful statement, given its years-long dispute with the union. "Whether it is scheming between Master and the Mayor's Office, or between Master and the New York City Council, it is clear that the goal of the CWA and the Working Families Party is to do anything in their power to block Cablevision employees from voting on whether to remove the CWA union from Brooklyn," the MSO said. "Not only did the report find that this political activity in a school violated State Law and DOE Regulations, but also the report suggests a violation of the conflict of interest provision of the NYC Charter."

**Epix Gets on Google:** **Epix** continues to expand its streaming options, launching its Epix TVE app on **Google's** Chromecast Tues. The app is already on Xbox 360, PlayStation, iOS, Android tablets, Windows 8.1 and **Roku**.

**Ratings: Showtime's** "Homeland" scored 1.77 viewers at 9pm Sun, up 7% from the previous week, and a season high 2.32mln viewers for the night, up 11% from the prior week. The net's "The Affair" also scored its highest-rated ep of the season with 877K viewers at 10pm, up 13% from the previous week. For the night, the series drew a season high of 1.12mln, up 14% from the previous week.

**Programming: Syfy** is expanding its unscripted slate, greenlighting "The Bazillion Dollar Club," a docu-series featuring innovators bringing their visionary ideas to life. The 6-ep, 1-hour series will air in 2015. -- **USA's** "Suits" returns on Jan 28 for the remainder of its 4th season. "Sirens," the 30-min comedy, comes back on Jan 27 for a 2nd season.

**McDowell & Free Speech on Net: The Media Institute** has launched the "Global Free Speech and the Internet" program to fight centralized control of online speech and information (ie, it should be largely free from govt intrusion). Former **FCC** commish *Robert McDowell* will chair the program's advisory council and become an ex officio member of the Media Institute's board.

**On the Circuit:** A team of Harvard Business School students won the 2014 **Interactive Launch Competition** in NYC by coming up with a go-to-market strategy and marketing plan for a next-gen TVE online video service. The

# BUSINESS & FINANCE

Wharton School of the University of Pennsylvania, which supported wireless video gateway devices, and MIT, which supported cloud DVR tech, tied for 2nd place. Columbia Business School, which worked on plans for 4K Ultra HD TV, and NYU, which offered a plan for OTT video streaming service on cable, were awarded 3rd. Judges for the competition include top execs from cable and media companies. The event, produced by *Craig Leddy*, was sponsored and supported by several organizations, including **NCTA, CTAM, SCTE, Disney, Samsung, TiVo, Cisco and Arris.**

**People:** Cablevision upped *Lisa Anselmo* to vp, corporate communications, effective immediately. She will report to *Charlie Schueler*, evp of media and community relations.

**Obituary:** Cable vet *Lynne Buening* passed away Nov 6, following a 7-year battle with a chronic blood disorder. She was 61. Her career spanned stints at **AC Nielsen, the Playboy Channel, Viacom Cable and Falcon Cable.** She continued to work as an independent consultant for **RCN** and other cable operators. A memorial service is scheduled for Dec 6 in Cincinnati. In lieu of flowers, the family encourages you to remember Lynne through a donation to **Interlochen Center for the Arts** (PO Box 199 Interlochen, MI 49643-0199) or **NIH** for ITP research.

## CableFAX Daily Stockwatch

Company	11/25 Close	1-Day Ch	Company	11/25 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>CONVERGYS:</b> ..... 21.13 ..... 0.03		
DIRECTV:	87.15	0.36	CSG SYSTEMS:	25.47	(0.15)
DISH:	76.34	0.29	ECHOSTAR:	52.74	(0.3)
ENTRAVISION:	6.38	0.32	GOOGLE:	541.08	1.81
GRAY TELEVISION:	10.55	(0.02)	HARMONIC:	7.23	0.35
MEDIA GENERAL:	15.32	0.17	INTEL:	36.32	0.07
NEXSTAR:	50.71	0.44	INTERACTIVE CORP:	65.73	(0.14)
SINCLAIR:	29.95	0.18	JDSU:	13.40	(0.04)
<b>MSOS</b>			LEVEL 3:	48.64	(1.41)
CABLEVISION:	19.91	0.24	MICROSOFT:	47.47	(0.12)
CHARTER:	168.00	3.72	NETFLIX:	349.25	(7.22)
COMCAST:	56.62	1.60	NIELSEN:	41.16	UNCH
COMCAST SPCL:	56.37	1.60	RENTRAK:	84.81	0.84
GCI:	12.20	0.01	SEACHANGE:	6.64	(0.04)
GRAHAM HOLDING:	871.99	(0.75)	SONY:	21.93	0.30
LIBERTY BROADBAND:	53.90	0.98	SPRINT NEXTEL:	5.09	0.20
LIBERTY GLOBAL:	47.76	0.65	TIVO:	12.90	(0.04)
SHAW COMM:	27.12	(0.05)	UNIVERSAL ELEC:	60.38	0.13
TIME WARNER CABLE:	149.59	3.35	VONAGE:	3.50	(0.04)
<b>PROGRAMMING</b>			YAHOO:	51.72	(0.11)
21ST CENTURY FOX:	36.56	0.81	<b>TELCOS</b>		
AMC NETWORKS:	63.84	1.72	AT&T:	34.82	0.12
CBS:	54.65	1.12	CENTURYLINK:	39.69	(0.59)
CROWN:	3.42	0.01	TDS:	24.95	(0.26)
DISCOVERY:	34.81	0.23	VERIZON:	49.34	(0.16)
DISNEY:	91.65	1.07	<b>MARKET INDICES</b>		
GRUPO TELEVISA:	36.69	(0.3)	DOW:	17814.94	(0.11)
HSN:	72.75	0.38	NASDAQ:	4758.25	3.36
LIONSGATE:	33.39	0.29	S&P 500:	2067.03	(2.38)
MSG:	72.77	0.39			
SCRIPPS INT:	77.94	(0.07)			
STARZ:	32.98	UNCH			
TIME WARNER:	82.44	1.01			
VIACOM:	75.06	0.55			
WWE:	11.63	(0.04)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.70	0.06			
AMDOCS:	48.25	(0.06)			
AMPHENOL:	52.61	0.16			
AOL:	46.77	0.16			
APPLE:	117.61	(1.02)			
ARRIS GROUP:	29.91	0.44			
AVID TECH:	11.69	0.20			
BLNDER TONGUE:	2.50	0.28			
BROADCOM:	42.38	(0.12)			
CISCO:	27.28	0.25			
COMMSCOPE:	25.50	UNCH			
CONCURRENT:	7.02	0.10			

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Cablefax's Trailer Awards recognize the most effective and buzz-worthy trailers promoting shows and series running around the world on cable, broadcast, mobile, the web and beyond. This is your chance to gain recognition for promos and sizzle reels that entice viewers to watch and engage with their favorite shows.

# PROGRAMMER'S PAGE

## One Child, Multiple Journeys

For people like myself who grew up in Guangzhou, a Southeast city in China, **SundanceTV's** 4-hour mini-series "One Child," featuring a young Guangzhou-born woman named *Mei* adopted by a UK couple, couldn't be more personal (the SundanceTV and **BBC Worldwide North America** co-production premieres Dec 5 and 6, 9pm). I remember seeing American couples flowing in and out of the White Swan Hotel in Guangzhou, having just collected their Chinese babies, ready to take them home. However, "One Child" is more than just an adoption story. It addresses the corrosive influence of corruption and the wrongs of State execution that writer *Guy Hbbert* sought to tackle. The series follows *Mei* as she suddenly gets called to her native city by her birth mother to help save her birth brother, who was wrongly convicted of murder. "I wrote it because I wanted to look at the corruption of the legal system in China and how it is undermining society. Corruption destroys the ability for a society to live cooperatively and harmoniously and it ultimately saps the hope and leads to a cynical society. When corruption becomes overbearing, government totally breaks down and so I think this is an important subject for writers to tackle," Hbbert said in an interview. There's also plenty of exploration of the inequalities of wealth in China. "This is destabilizing world order and so it was my idea to have a billionaire family and a poor migrant family entwined in one story," Hbbert said. In addition, "it's important to show the goodness in people, to create characters who inspire us, and who have humanity at their core... These are good people trying to do the right thing, trying to correct the ills in society with their own individual acts of goodness. Putting this in a story is as important to me as highlighting a troubled world—and that is what I want the audience to take away from the drama: the goodness in people," said Hbbert. - *Joyce Wang*

**Reviews:** "Handel's Messiah," Thanksgiving, 9pm ET, **BYU tv**. There is holiday music aplenty, but few enjoy the 3-centuries-and-counting global shelf-life of *Handel's* oratorio. Ironically, the prolific, speedy composer—he wrote *Messiah* in 3 weeks—is little mentioned today, ditto *Messiah's* interesting backstory. That's no longer true thanks to **BYU tv**. Its ambitious quasi-doc combines music historians with a re-creation of 18th century Europe. And it's quite a story, including an unfairly scandalous actor and an unlikely librettist. Some segments fall flat and agnostic it's not, but overall **BYU** delivers a widely appealing film. Hallelujah! -- "Grumpy Cat's Worst Christmas Ever," Sat, 8pm, **Lifetime**. Satire is hard, as demonstrated by this feline-based spoof of sappy holiday films. It has several funny touches, but in total is a cat-astrophe. Grumpy's fan base might love it, though, and we'd never bet against an Internet sensation (@RealGrumpyCat). -- "Hello Ladies, The Movie," Fri, 10pm ET, **HBO2East**. This film, like the series it completes, has moments of comedic brilliance. And viewers needn't have seen the short-lived series to enjoy the film; *Nicole Kidman* fans will eat it up. A fitting ending. -- "Sleepless in America" Sun, 8p, **Nat Geo**. This highly informative piece about sleep deprivation and its consequences is a terrific public service at least, and potentially a life changer. The graphics alone are worthy of attention. - *Seth Arenstein*

Basic Cable Rankings (11/17/14-11/23/14)			
Mon-Sun Prime			
1	ESPN	2.8	2622
2	HALL	1.9	1615
3	FOXN	1.7	1599
4	DSNY	1.3	1241
5	TBSC	1.2	1193
5	USA	1.2	1138
5	AMC	1.2	1105
8	HIST	1.1	1070
8	NFLN	1.1	822
8	DSE	1.1	76
11	DISC	1.0	1001
11	HGTV	1.0	927
13	FX	0.9	844
14	A&E	0.8	787
14	ADSM	0.8	747
14	TNT	0.8	747
14	ID	0.8	717
18	FOOD	0.7	721
18	NAN	0.7	693
18	BRAV	0.7	666
18	TLC	0.7	640
18	FAM	0.7	629
18	DSJR	0.7	490
24	SYFY	0.6	615
24	LIFE	0.6	607
24	SPK	0.6	593
24	MSNB	0.6	541
24	HMM	0.6	325
29	CMDY	0.5	473
29	TVLD	0.5	463
29	CNN	0.5	456
29	H2	0.5	380
33	APL	0.4	416
33	VH1	0.4	399
33	BET	0.4	390
33	MTV	0.4	377
33	WETV	0.4	376
33	ESP2	0.4	362
33	NGC	0.4	358
33	DXD	0.4	305
33	GSN	0.4	304
33	OWN	0.4	296
33	LMN	0.4	287
33	FXX	0.4	285
33	WGNA	0.4	278
33	NKTN	0.4	277

\*Nielsen data supplied by ABC/Disney



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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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