

Cablefax Daily™

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What the Industry Reads First

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Miss Independent: Reelz Takes Indie Business Campaign to DC Airwaves

If you're driving around Washington, DC, and listening to all-news radio station **WTOP**, you may hear an ad from **ReelzChannel** celebrating independent businesses and their indie spirit. Given the market, you might jump to the conclusion this is some political maneuvering, possibly tied to making sure independent networks are heard as the **FCC** and **DOJ** consider the proposed **Comcast-Time Warner Cable** and **AT&T-DirecTV** merger. The assumption is forgivable in this climate, but not correct, according to Reelz CEO *Stan Hubbard*. The ads are part of the net's 2-month-old "Independence Happens Here" campaign, which Reelz launched to show its support for fellow independent businesses. The initiative includes website IndependenceHappensHere.com and a free advertising giveaway to independent businesses (folks apply by posting a selfie of their favorite indie biz with #REELZIndependent). "It's not easy right now for independents. There's a lot of pressure on expenses for all of the distributors, an easy place to push back is on the independents because they aren't part of a big package," he told us. "We see independents looking at that in a few different ways. We see some run for cover and sell. We see some that hide from it a little bit. We see some that run to Washington and look for help. Because independence is such an important part of who we are and our parent company Hubbard Broadcasting, we just decided to embrace independence in a big way." Reelz hasn't opposed either pay TV merger, and actually filed supportive comments at the FCC in Comcast-TWC. "For the most part, all of the big distributors over the years have been pretty good and pretty fair to Reelz and that continues," Hubbard said. So, what's with the ads in Washington? Well, for starters, WTOP is owned by Reelz parent **Hubbard Broadcasting**. So far, DC is the only Hubbard station to take up Reelz's offer to air the ads, but others may join, the CEO said. Not surprisingly, WTOP seems to have had some extra inventory available after the Nov 4 election. The 1st advertising giveaway was for Luigi's Ristorante in Albuquerque, NM, with more to come. Sounds like a pretty good tie-in for cable operators local ad sales departments. "We've gotten really great feedback from not just the independent businesses but some of our distributors and viewers—it's turning out to be a really nice public service campaign for us, and I think it's going to go on for a really long time," Hubbard said.

AT&T Answers FCC: AT&T told the **FCC** Wed that the premise of its Nov 14 letter was incorrect and that it's not limiting its FTTP deployment to 2mln homes. The Commission asked for more info on the company's fiber deployment plans after

THE OVER-UNDER LIST

PRESENTED BY **Cablefax**

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.

Register at www.cablefax.com/events

24977

Sponsorship Opportunities: Diane Schwartz at dschwartz@accessintel.com | Questions: Diana Rojas at drojas@accessintel.com

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CEO *Randall Stephenson* made comments that the company might pause investment amidst regulatory uncertainty. AT&T has said repeatedly that its proposed **DirectTV** merger would let it extend its GigaPower service to at least 2mln homes within 4 years after the deal closes. But in addition to that, "AT&T still plans to complete the major initiative we announced in April to expand our ultra-fast GigaPower fiber network in 25 major metropolitan areas nationwide, including 21 new major metropolitan areas," the company wrote in its letter Wed. The telco told the FCC it needs to think about further investments following Pres *Obama's* call for regulating the Internet under Title II. "AT&T simply cannot evaluate additional investment beyond its existing commitments until the regulatory treatment of broadband service is clarified," it said.

Retrans-Cox & Verizon: 'Tis the season for retrans standoffs. **Cox Media's WFXT** in Boston, a **Fox** affiliate, was warning **Verizon FiOS** customers Wed that they could lose the station. The deadline for reaching a new deal or for an extension was 3am ET Thurs (Thanksgiving). "Unfortunately, so far Verizon FiOS has refused to reach a fair, market-based deal to carry Fox 25," WFXT said on its website. FiOS subs in Boston and Providence could be impacted. "Over the past 7 years with the previous owners we always enjoyed a good relationship, securing agreements without even the hint of them removing the channel. When Cox took over the station, they immediately asked Verizon to pay a rate more than double the rate [a triple-digit percentage increase] Verizon currently pays for other Cox-owned stations, and an even greater increase over the fees Verizon was paying to the previous owner of the station," a FiOS spokesperson said. "We will not give in to Cox's demands for unreasonable rate increases, which could impact our customers."

DISH-CBS: DISH customers can enjoy their Thanksgivings without fear of losing **CBS**. Late Tues, the two announced a short-term extension into next week. DISH is still facing a Mon deadline to reach a new deal to carry the **Comcast SportsNet RSNs**.

Click Cable & Retrans: A WA State Appeals Court ruled Tues that the public has a right to know how much the City of Tacoma pays broadcasters in retrans for the city-owned **Click Cable** system. *The News Tribune* sought access to the contracts, which broadcasters argued were confidential. The court ruled that a lower court's injunction preventing the release of the figures should be vacated. "The broadcasters have not shown that the disclosure is not in the public's interest and that it would substantially and irreparably damage any person," read the decision.

Comcast Chairs CSRIC: **Comcast Corp** will serve as the new chair of the **FCC's** Communications Security, Reliability and Interoperability Council. The CSRIC is a federal advisory committee that provides recommendations to the Commission regarding best practices and actions the Commission can take to help ensure security, reliability and interoperability of communications systems and infrastructure. Comcast takes over the role from **tw telecom**, which was recently acquired by **Level 3**. Comcast Cable evp and chief network officer *John Schanz* will represent Comcast.

Programming: **Universal Sports** and **NBC Sports Group** will provide unprecedented coverage of the 2014-15 US ski and snowboarding season. NBC Sports will present 45 hours of coverage (18 on NBC and 27 on NBCSN), while Universal will telecast 22 hours of live USSA. -- **CNN** announced new original "The Wonder List with Bill Weir" for next year. Weir will tell the stories of extraordinary people, places, cultures and creatures that are at a crossroads—such as who will be the last person to see a Bengal tiger in the wild or hike a glacier in Montana. . -- **Discovery Life**, which will be the new name for **Fit & Health** come Jan 15, will debut "The Mistress" (wt) on Jan 21, 10pm. The series features *Sarah Symonds*, author and self-proclaimed former mistress of *Gordon Ramsay* and *Lord Jeffrey Archer*, dishing out tough love to mistresses ready to escape extramarital affairs.

People: After 7 years as CEO, *Dean Denhart* is transitioning leadership of **BlackArrow** to pres *Nick Troiano*. Troiano, who has been president for the past 5 years, will continue to move forward with plans to further expand the company's global presence and suite of TV advertising products. BlackArrow's customer base includes **Comcast**, **Time Warner Cable**, **Rogers** and **Canoe**.

OTT's Tipping Point: Has OTT reached the tipping point and if so, how can you benefit? **Cablefax** will explore OTT trends and implications for 2015 in a Dec 16 webinar. Speakers include **1 Mainstream's Sean Riley** and **Clearleap's David Mowrey**. Register at cablefax.com/webinars.

Editor's Note: Your next issue of **Cablefax** will arrive Monday evening because of the Thanksgiving holiday. Best wishes to you and yours!

CableFAX Week in Review

Company	Ticker	11/26 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	87.15	(0.32%)	26.19%
DISH:	DISH	78.24	6.16%	35.08%
ENTRAVISION:	EVC	6.32	10.49%	3.78%
GRAY TELEVISION:	GTN	10.49	3.76%	1.16%
MEDIA GENERAL:	MEG	15.63	5.75%	(30.84%)
NEXSTAR:	NXST	51.37	4.82%	(7.82%)
SINCLAIR:	SBGI	29.57	3.75%	(17.24%)

MSOS				
CABLEVISION:	CVC	20.20	4.94%	12.66%
CHARTER:	CHTR	168.05	4.84%	22.88%
COMCAST:	CMCSA	56.86	5.14%	9.41%
COMCAST SPCL:	CMCSK	56.66	5.26%	13.59%
GCI:	GNMA	12.33	1.48%	10.58%
GRAHAM HOLDING:	GHC	886.38	2.90%	33.63%
LIBERTY BROADBAND:	LBRDA	54.35	5.33%	0.00%
LIBERTY GLOBAL:	LBTYA	48.39	3.24%	(23.14%)
SHAW COMM:	SJR	27.23	(0.29%)	11.87%
TIME WARNER CABLE:	TWC	149.53	4.92%	10.35%

PROGRAMMING				
21ST CENTURY FOX:	FOXA	36.32	3.45%	3.27%
AMC NETWORKS:	AMCX	64.01	3.23%	(6.02%)
CBS:	CBS	54.20	1.48%	(14.97%)
CROWN:	CRWN	3.43	1.78%	(2.83%)
DISCOVERY:	DISCA	34.73	2.90%	(61.59%)
DISNEY:	DIS	91.92	3.33%	20.31%
GRUPO TELEVISIA:	TV	37.08	(0.08%)	22.54%
HSN:	HSNI	72.64	1.38%	16.60%
LIONSGATE:	LGF	33.39	0.42%	5.46%
MSG:	MSG	72.90	1.62%	26.61%
SCRIPPS INT:	SNL	77.97	2.31%	(9.77%)
STARZ:	STRZA	32.83	1.96%	12.28%
TIME WARNER:	TWX	83.79	4.67%	20.18%
VIACOM:	VIA	75.30	2.09%	(14.21%)
WWE:	WWE	11.68	(1.35%)	(29.55%)

TECHNOLOGY				
ADVANTAGE:	AEY	2.69	11.62%	0.00%
AMDOCS:	DOX	48.25	0.37%	17.00%
AMPHENOL:	APH	52.98	1.79%	(40.59%)
AOL:	AOL	46.26	1.38%	(0.77%)
APPLE:	AAPL	119.00	2.17%	27.00%
ARRIS GROUP:	ARRS	30.56	6.22%	25.55%
AVID TECH:	AVID	11.69	9.66%	43.44%
BLNDER TONGUE:	BDR	2.62	25.96%	162.00%
BROADCOM:	BRCM	43.12	2.25%	45.43%
CISCO:	CSCO	27.43	2.03%	22.27%
COMMSCOPE:	CTV	25.81	1.53%	(2.71%)
CONCURRENT:	CCUR	7.17	4.67%	(12.24%)
CONVERGYS:	CVG	20.96	(0.1%)	(0.43%)
CSG SYSTEMS:	CSGS	25.49	0.95%	(13.3%)
ECHOSTAR:	SATS	53.46	1.60%	7.52%
GOOGLE:	GOOG	540.37	0.53%	(51.78%)
HARMONIC:	HLIT	7.21	5.56%	(2.3%)
INTEL:	INTC	36.90	3.68%	42.14%
INTERACTIVE CORP:	IACI	65.44	0.69%	(4.68%)

Company	Ticker	11/26 Close	1-Week % Chg	YTD %Chg
JDSU:	JDSU	13.46	3.10%	3.58%
LEVEL 3:	LVLTL	49.55	(0.84%)	49.38%
MICROSOFT:	MSFT	47.75	(0.48%)	27.64%
NETFLIX:	NFLX	351.16	(2.53%)	(4.62%)
NIELSEN:	NLSN	41.71	1.34%	(9.11%)
RENTRAK:	RENT	85.69	6.54%	126.15%
SEACHANGE:	SEAC	6.69	1.36%	(44.98%)
SONY:	SNE	21.69	2.12%	25.45%
SPRINT NEXTEL:	S	5.07	2.22%	(52.84%)
TIVO:	TIVO	11.95	(9.26%)	(8.92%)
UNIVERSAL ELEC:	UEIC	60.30	0.74%	58.23%
VONAGE:	VG	3.44	(8.27%)	45.15%
YAHOO:	YHOO	51.93	1.74%	28.41%

TELCOS				
AT&T:	T	35.13	(2.14%)	(0.09%)
CENTURYLINK:	CTL	40.57	0.25%	27.38%
TDS:	TDS	24.84	(1.74%)	(3.65%)
VERIZON:	VZ	50.04	(0.34%)	1.83%

MARKET INDICES				
DOW:	DJI	17827.75	0.10%	7.55%
NASDAQ:	IXIC	4787.32	1.58%	14.62%
S&P 500:	GSPC	2072.83	0.45%	12.14%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	2.62	25.96%
2. ADVANTAGE:	2.69	11.62%
3. ENTRAVISION:	6.32	10.49%
4. AVID TECH:	11.69	9.66%
5. RENTRAK:	85.69	6.54%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. TIVO:	11.95	(9.26%)
2. VONAGE:	3.44	(8.27%)
3. NETFLIX:	351.16	(2.53%)
4. AT&T:	35.13	(2.14%)
5. TDS:	24.84	(1.74%)

CALL FOR ENTRIES ENTRY DEADLINE: DECEMBER 10 | **FINAL DEADLINE: DECEMBER 17** ENTER TODAY!

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