

Cablefax Daily™

Tuesday — December 16, 2014

What the Industry Reads First

Volume 24 / No. 242

Rate Report: FCC's '14 Survey Finds Expanded Basic Cable Rates up 3.1%

The FCC's media bureau's latest survey on basic cable rates suggests that while prices are still up, their growth rate has slowed down a bit. The average monthly price of expanded basic service increased by 3.1% over the 12 months ending Jan 1, 2014, to \$66.61, compared to an increase of 5.1% a year ago. The price per channel for subs purchasing expanded basic service increased by 0.9%, to 50 cents per channel. By comparison, the average price per channel increased by 2.1% to 48 cents per channel a year ago. The bureau said that over the 19 years from 1995-2014, the price per channel is virtually unchanged on an average annual compound basis. The survey is based on data provided by a random sample of 800 cable ops. Like the 3 previous surveys, the latest report found that the price of expanded basic averaged across effective competition communities (\$65.32) exceeded the price across communities without effective competition (\$68.16). The bureau wasn't particularly concerned, however, saying factors contributing to this trend reversal include an increase in communities deemed to face effective competition based on the DBS market share. Speaking of DBS, the bureau compared the national average for cable's expanded basic service to comparable packages by **DirectTV** and **DISH**. As of Jan 1, the average expanded basic cable price topped both DirecTV (\$64.92) and DISH (\$59.99), with DirecTV offering the greatest number of channels (212 compared to cable's 167) and a significantly lower price per channel than the cable average (31 cents vs 50 cents). DISH offered significantly fewer channels (160) than the average cable operator and also touted a lower price per channel (38 cents). As for equipment, most prices increased on an annual basis to an average of \$8.80 with basic service, \$8.72 with expanded basic service, and \$8.94 with the next most popular service package. Increases in the overall equipment price for the most leased equipment ranged from 6.5% for both basic and expanded basic service to 6.3% for the next most popular service. These percentage increases were higher than the programming price increases for those services (3.6%, 3.1% and 2.2%, respectively). The bureau acknowledged that the comparison of equipment prices "to some extent may reflect quality or feature changes."

Cablefax's
TRAILER AWARDS
TV PROMOS + REELS THAT SIZZLE

ENTER TODAY!

FINAL DEADLINE: DECEMBER 17

CALL FOR ENTRIES

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.

www.cablefaxtrailerawards.com

Questions: Contact Mary-Lou French at mfrench@accessintel.com.

THANK YOU!

The Cablefax team recognizes the loyal support of our sponsors and partners:

ACA	Comcast Spotlight	Motorola	Sony Movie Channel
ACC	Crown Media Family Networks	NBCUniversal	Sportsman Channel
Adara Technologies Inc.	C-SPAN	NAMIC	Starz Encore
Al Jazeera America	CTAM	NATPE	Suddenlink Communications
Allscope Media	CTHRA	NCTA	TheBlaze
AMC Networks	Discovery Communications	NCTC	The Cable Center
ARRIS Group, Inc.	Dow Electrical & Communications	Nuvo TV	The Tennis Channel
AXSTV	EPIX	ONE World Sports	T. Howard Foundation
Banff World Media Festival	Esquire	Ovation Network	Time Warner Cable
BBC Worldwide America	Fox Cable Networks	Parks Associates	TV One
BCAPA	GSN	Pivot TV	Universal Sports
BET Networks	Hallmark Channel	POP	Univision
BICSI	HavocTV	QVC	UPTV
Blonder Tongue Laboratories Inc.	HBO	RCN/Patriot Media	VCTA
Cablevision Systems Corporation	Howe Marketing Communications	Rentrak Corporation	Viamedia
Canoe Ventures	HSN, Inc.	RevoltTV	Walter Kaitz Foundation
CBS Corporation	INSP	Rovi Corporation	Weather Channel
CES	ION	Scripps Networks Interactive	WICT
Clearleap, Inc.	Lustgarten Foundation	SCTE	WWE
Comcast Corporation	MavTV	Showtime Networks, Inc.	YES Network
		Smithsonian Networks	

Thank you to our very loyal community of subscribers and event delegates who keep us on our toes and in the know.

Here's to a Successful 2015

Sincerely,

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

Retrans: Fox News' contract with DISH will expire this Sat, and the programmer started warning subs over the weekend of a possible blackout. The programmer's campaign features TV spots asking viewers to visit KeepFoxNews.com. It said DISH has refused to reach terms and that programming could disappear "any day now." In a statement, a DISH spokesman said "only 21st Century Fox can block its channels. DISH is actively working to reach a deal before the contract expires and has successfully negotiated agreements representing hundreds of stations in recent months that benefit all parties, including our viewers. We are unsure why 21st Century Fox decided to involve customers in the contract negotiation process at a point when there is time for the two parties to reach a mutually beneficial deal."

Carriage: One World Sports scored a multi-year, multiplatform contract with RCN. As part of the deal, the net will be available starting Tues to RCN Digital TV subs on the premiere sports tier in the NY market and in most other areas in RCN footprint. The agreement will also expand the coverage of the NY Cosmos, the 2013 North American Soccer League champions.

4K: Media and entertainment service provider Deluxe upgraded its cloud-based content supply and VOD management platform Deluxe OnDemand to enable video providers to launch 4K Ultra HD. The 4K capabilities feature enhanced workflow functions and processes for authenticated Internet delivery of 4K content directly to UHD-compatible devices. That includes digital re-mastering of 4K content, conversion and high efficiency video encoding (HEVC), transcoding, digital rights management, and content delivery network hosting and delivery. In addition, the platform looks to provide flexible on-net/off-net hosting and delivery options to address storage and bandwidth issues related to 4K programs' massive file size. The company recently scored 4K content processing, management and distribution deals with Samsung and LG Electronics.

Ratings: The final season of FX's "Sons of Anarchy" scored a ratings record as the most-watched season of any series in the net's 20-year history. With Live+3 data, the 7th season drew an average of 7.54m total viewers and 5m 18-49, beating the previous record holder, Season 6 of SOA (6.98m total and 4.77m 18-49). In addition, with Live+3 data, the final ep bagged 9.26m total viewers, 6.07m 18-49, 2.89m 18-34, and 6.29m 25-54. The final telecast and an encore run combined to deliver 10.27m total viewers and 6.67m 18-49. Post-show program "Anarchy Afterword" saw its most-watched ep ever and was cable's #2 ranked program on Tues in all key demos except women 18-34. It delivered 4.06m total viewers and 2.69m 18-49. The finale made FX the #1 net on cable in 18-49, total viewers and nearly all key demos. -- Showtime's "Homeland" scored 2.11m viewers at 9pm on Sun, up 8% versus last week and up 31% versus the season 4 premiere. The ep was also the highest-rated Showtime telecast of the year, topping the "Ray Donovan" season 2 finale (1.97m). For the total night, the ep bagged 2.7m, up 5% versus last week and up 34% versus the season 4 premiere night. Showtime's other show on the same night "The Affair" delivered 837K viewers at 10pm, up 10% week over week and up 65% vs its series premiere. The total night drew 1.1m viewers, up 31% versus series premiere night (809K).

HBO on Fire: HBO expanded its multiplatform service HBO Go to Amazon's Fire TV, enabling subs who are also Fire TV owners access to HBO programming starting this spring upon authentication. Amazon launched a promotion to offer Fire TV at \$79 through Dec 28, \$20 less than the original price. Fire TV already supports streaming apps like Hulu Plus, Showtime Anytime, and Vevo.

Programming: Ovation scored US premiere rights to "Green Porno Live!" which will debut in Spring 2015. The documentary features animals' sexual behavior. -- Spike TV will debut its annual franchise show "Funniest Commercial of the Year" on Thurs at 10pm. -- NatGeo WILD inked a licensing agreement with Disney Studios to offer 6 Disney nature films. They include "Chimpanzee," "Bears," "Wings of Life," "African Cats," "Oceans," "The Crimson Wing: Mystery of the Flamingos," and "Deep Blue." The 1st film, "Chimpanzee," premieres Jan 11, with the remaining films to be aired throughout 2015. -- Discovery Life Channel will debut several new original reality series and documentaries as it officially rebrands from Discovery Fit and Health on Jan 15. On the night of the launch day, the net will premiere "Outrageous Births: Tales From The Crib" and "50 Ways To Kill Your Mother," which follows the adventures of an Irish TV personality as he bonds with his mother. The following day, the net will air "NY ER," followed by "Body

BUSINESS & FINANCE

Bizarre,” which features the lives of people with rare medial anomalies, on Jan 17. Jan 18 will showcase the UK-based series “Hoarding: Behind Closed Doors.” On Jan 21, the net debuts “The Mistress,” which follows a former mistress who counsels other women. The next day, the net airs parental-based series “World’s Worst Mom.” -- **WEtv** is developing unscripted series “The Real Woman of Telenovelas,” which follows several high-profile as well as up-and-coming Spanish-language actresses.

People: **NBCU** upped *Meara Valenzuela* to *svp*, planning and strategy, Hispanic Enterprises and Content. She will report to *Marlene Dooner*, *evp*, Hispanic Enterprises and Content. Meara, most recently *vp* of ad sales planning, will support strategic decision-making and lead the planning and execution of key projects across **Telemundo**, studios, digital, stations, cable and international business.

Editor’s Note: With 2015 almost upon us, you won’t want to miss our webinar *Tues (Dec 16)* featuring speakers who will tackle the evolving world of *OTT* and what it means to cable. Join us at 1:30 pm ET. This week also marks the deadline for the *Trailer Awards (Dec 17)* and the *Digital Awards (Dec 19)*, so get your entries in now to ensure consideration. More info on these and other opportunities at cablefax.com.

CableFAX Daily Stockwatch

Company	12/15 Close	1-Day Ch	Company	12/15 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	83.45	(0.02)	CONVERGYS:	19.81	(0.26)
DISH:	70.05	(0.78)	CSG SYSTEMS:	24.55	0.03
ENTRAVISION:	7.13	(0.01)	ECHOSTAR:	49.73	(0.5)
GRAY TELEVISION:	10.29	0.17	GOOGLE:	513.80	(4.86)
MEDIA GENERAL:	15.52	0.83	HARMONIC:	6.55	(0.28)
NEXSTAR:	50.98	0.22	INTEL:	35.92	(0.3)
SINCLAIR:	24.85	(0.62)	INTERACTIVE CORP:	61.27	(0.96)
MSOS					
CABLEVISION:	19.54	(0.2)	JDSU:	13.66	(0.15)
CHARTER:	161.01	(1.94)	LEVEL 3:	47.40	(0.14)
COMCAST:	54.94	(0.41)	MICROSOFT:	46.67	(0.28)
COMCAST SPCL:	54.71	(0.4)	NETFLIX:	327.04	(7.44)
GCI:	12.49	0.24	NIELSEN:	43.41	0.06
GRAHAM HOLDING:	894.13	(12.97)	RENTRAK:	70.99	(2.46)
LIBERTY BROADBAND:	48.27	(0.8)	SEACHANGE:	6.24	0.23
LIBERTY GLOBAL:	48.28	0.03	SONY:	19.72	(0.61)
SHAW COMM:	26.26	(0.02)	SPRINT NEXTEL:	4.05	(0.03)
TIME WARNER CABLE:	144.08	(1.04)	TIVO:	11.93	(0.1)
PROGRAMMING					
21ST CENTURY FOX:	36.50	(0.4)	UNIVERSAL ELEC:	61.04	(0.75)
AMC NETWORKS:	59.03	(0.75)	VONAGE:	3.33	UNCH
CBS:	52.90	(0.58)	YAHOO:	49.82	(0.42)
CROWN:	3.51	UNCH	TELCOS		
DISCOVERY:	32.87	(0.51)	AT&T:	32.25	0.09
DISNEY:	90.90	(0.59)	CENTURYLINK:	37.78	0.20
GRUPO TELEVISA:	32.00	(0.67)	TDS:	22.95	(0.41)
HSN:	74.62	(0.04)	VERIZON:	45.42	(0.16)
LIONSGATE:	30.99	(0.86)	MARKET INDICES		
MSG:	71.63	(0.89)	DOW:	17180.84	(99.99)
SCRIPPS INT:	75.87	(0.72)	NASDAQ:	4605.16	(48.44)
STARZ:	28.49	(0.04)	S&P 500:	1989.63	(12.7)
TIME WARNER:	81.57	(0.55)	TECHNOLOGY		
VIACOM:	73.31	0.05	ADVANTAGE:	2.54	UNCH
WWE:	10.83	(0.4)	AMDOCS:	45.90	(0.2)
TECHNOLOGY					
AMPHENOL:	51.90	(0.43)	AOL:	42.65	(0.6)
AOL:	42.65	(0.6)	APPLE:	108.22	(1.5)
APPLE:	108.22	(1.5)	ARRIS GROUP:	27.34	(0.37)
ARRIS GROUP:	27.34	(0.37)	AVID TECH:	14.10	(0.18)
AVID TECH:	14.10	(0.18)	BLNDER TONGUE:	2.34	0.06
BLNDER TONGUE:	2.34	0.06	BROADCOM:	42.29	0.65
BROADCOM:	42.29	0.65	CISCO:	26.68	(0.17)
CISCO:	26.68	(0.17)	COMMSCOPE:	25.42	0.06
COMMSCOPE:	25.42	0.06	CONCURRENT:	6.84	(0.07)
CONCURRENT:	6.84	(0.07)			

Cablefax Webinar

Dec. 16 • 1:30 – 3pm ET.

The OTT Tipping Point: Are We There Yet... And How Can You Benefit?

Join us for a year-end discussion about OTT and how traditional players could actually benefit from this shifting OTT landscape in 2015. You’ll learn how to supercharge your own OTT strategy, figure out the industry pain points and determine how recent OTT deals could affect your bottom line.

Register your team at www.cablefax.com/webinars

Register Today