

Cablefax Daily™

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What the Industry Reads First

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TV Everywhere: You've Come a Long Way, Baby

When 2014 started, there was a lot of handwringing over the progress of TV Everywhere. But with more TVE deals getting done, awareness and adoption has grown. A year ago, only 19% of consumers were aware they had TVE capability, with that up to 54% today, **CTAM** pres/CEO *John Lansing* said (CTAM's goal is to get that to 65% by the end of Jan). With all of CTAM's member companies having adopted at least some of the its recommendations for best practices, the organization felt it was time in late 3Q to begin a consumer awareness campaign. "But the conundrum for us was how to create a tent pole that everyone could participate in that didn't require everyone to run the same spot or do the exact same thing because you would never get that done with companies, many of whom compete with each other," Lansing told us. Enter the "You Could Be Watching TV" umbrella campaign, CTAM's 1st big consumer push with member companies. Ultimately, 15 different nets, including Fox Networks and A&E, put their own unique TVE campaigns under the CTAM tagline. Fox Networks had its "Stream it and Dream it" TVE campaign, and NBCU just announced its "Watch TV without TV" consumer awareness campaign. CTAM's key tactics right now include reaching out to influential bloggers and print outlets that do TV highlights listings to get them to incorporate TVE information to drive awareness and usage. "The tagline came from one of our agencies working with the bloggers to help us emphasize that this has lots of situational viewing opportunities," said CTAM communications & marketing svp *Anne Cowan*, who has led the umbrella campaign. It focuses on using TVE while waiting in line for the holidays, or while at work when there's a big game, being stuck in a doctor's office, etc. "It's about a 5-week push right now. We'll likely continue it after the holidays. It depends on the network content as the hook for the consumer," Cowan said, adding that the goal was a 10mln reach during the 5-week campaign, and it already had reached 7mln with a few weeks to go. The total impression goal of 187mln was also close to being met with the campaign at 137mln with plenty of time remaining. Going forward, CTAM will continue to work on adoption of its TVE recommendations for the industry. While 100% of its member companies have adopted some of the recommendations, its goal is for 75% of the recommendations to be adopted by participating companies (it's in the high 50s-60% now, according to Lansing). What's ahead are some of the more complicated recommendations, such as making it so that once you sign into one network, you're signed into all of the nets

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Here's to a Successful 2015

Sincerely,

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in that family (i.e, signing in to **FX** would also mean you're signed in to **FXX**) and length of sign-in times. "For phase 2, the driving energy will really be about getting awareness and adoption up to full saturation so that nobody has this product available to them and are unaware of it and that those people are using it and finding it to be a best-in-class experience for them against any IP-delivered service, whether it be **Netflix** or **Hulu** or anyone else," Lansing said.

FCC Approves MVPD Notice: The **FCC** voted Fri to approve the previously announced NPRM that proposes to update the definition of an MVPD to include online video providers. The proposal would also open up access to cable-affiliated programming and local TV broadcast stations to all MVPDs, regardless of which technology is used to deliver that programming to consumers' homes. The NPRM asks for comment on: an alternative interpretation that would require an MVPD to have control over a transmission path; how each interpretation would impact MVPDs, consumers and content owners, and how each would promote competition and broadband adoption; how the Commission should apply its retransmission consent "good faith" negotiation rules with respect to Internet-based MVPDs to protect local broadcasters; and whether these proposals would affect the regulatory status of IP-delivered video services by cable ops and DBS providers. "While we do not believe that the Notice's tentative conclusion can be squared with the plain language of the definition for a multichannel video distribution provider, we appreciate the efforts of Commissioners to identify many of the difficult policy issues that such a conclusion would raise. We look forward to participating in this proceeding to ensure that any rules deemed necessary in today's competitive video distribution marketplace are fairly applied to all," **NCTA** said.

Google Fiber Delayed: Cites awaiting **Google's** 1Gbps fiber deployment announcement might have to wait until 2015 for an update. "While we were hoping to have an update for cities before the holidays, we have a bit more work to wrap up; we'll be back in touch sometime early next year," the company said in a statement. Service is currently operational in a handful of locations, including Austin, TX, Kansas City, MO, and Provo, UT. "This year gigabit Internet has moved from idea to reality, as mayors and city leaders across America have stepped up and made high-speed broadband access a priority for their community. We've been working closely with cities around the U.S. to figure out how we could bring them Google Fiber, and we're grateful for their vision, commitment, and plain old hard work," Google said. The company previously said it will announce more cities before the end of 2014.

Fox-DirectV Tackle TVE: **DirectTV** continues to add in- and out-of-home live streaming channels on its TVE platform. It's teaming with **Fox** Nets to allow subs to access the net's TVE services, including Fox Now, FXNow and NatGeo TV apps. In addition, DirecTV will make the feeds of **FX**, **FXX**, **FS1**, **FS2**, **NatGeo** and **NatGeo WILD** available for out-of-home streaming on its DirecTV Everywhere platform. The provider plans to launch VOD content from all Fox nets on the TVE platform starting in Q1. The addition of Fox nets means DirecTV will have 50 out-of-home live streaming channels.

SCTE Calls for Papers: **SCTE** is seeking proposals for papers and presentations for technical sessions at SCTE Cable-Tec Expo 2015 (Oct 13-16 in New Orleans). The program committee is targeting papers that address technologies, best practices, solutions, workforce training and case studies in 4 subject areas: Business-to-Business: Driving Revenue; Wireless Services: From 4G to LTE and Beyond; Wireline Access: Evolving the HFC Access Network; and Next-Generation Services: Leveraging All-IP, Cloud and Apps. All sessions are expected to include case studies "whenever possible." The deadline for submissions is Feb 17. Papers will be reviewed by program committee chair *Balan Nair*, evp and CTO of **Liberty Global**.

4K Report: 4K or UltraHD sets are expected to ship 11.6mln units worldwide in 2014, up nearly 700% YOY, with China accounting for over 70% of worldwide demand, said Futuresource Consulting. In North America and Western EU, 4K demand in 2014 will represent 8% and 10%, respectively, with demand expected to grow at a compound annual growth rate of 72%. Sales of 4K TVs are expected to be concentrated on the larger screen sizes, generally 50"+, but screens below 40" will become more widely available with 4K in the coming years, the company said. "4K adoption is forecast to grow quickly from 2015 onwards with over 100 million shipments projected in 2018, representing 38% of the total TV market. An indication that 4K is quickly becoming mainstream was the availability of many sets at discounted prices during last month's Black Friday," said *David Tett*, the company's research analyst.

CableFAX Week in Review

| Company | Ticker | 12/19 Close | 1-Week % Chg | YTD %Chg |
|------------------------------|--------|-------------|--------------|----------|
| BROADCASTERS/DBS/MMDS | | | | |
| DIRECTV: | DTV | 85.47 | 2.40% | 23.76% |
| DISH: | DISH | 72.61 | 2.51% | 25.36% |
| ENTRAVISION: | EVC | 6.45 | (9.66%) | 5.91% |
| GRAY TELEVISION: | GTN | 10.96 | 8.30% | 5.69% |
| MEDIA GENERAL: | MEG | 17.36 | 18.18% | (23.19%) |
| NEXSTAR: | NXST | 51.42 | 1.30% | (7.73%) |
| SINCLAIR: | SBGI | 27.09 | 6.36% | (24.18%) |

| Company | Ticker | 12/19 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|-------------|--------------|----------|
| MSOS | | | | |
| CABLEVISION: | CVC | 20.10 | 1.82% | 12.10% |
| CHARTER: | CHTR | 164.63 | 1.03% | 20.38% |
| COMCAST: | CMCSA | 57.17 | 1.47% | 10.01% |
| COMCAST SPCL: | CMCSK | 57.05 | 3.52% | 14.37% |
| GCI: | GNCMA | 13.50 | 10.20% | 21.08% |
| GRAHAM HOLDING: | GHC | 880.53 | (2.93%) | 32.75% |
| LIBERTY BROADBAND: | LBRDA | 49.31 | 0.49% | 0.00% |
| LIBERTY GLOBAL: | LBTYA | 50.53 | 4.73% | (19.74%) |
| SHAW COMM: | SJR | 26.57 | 1.10% | 9.16% |
| TIME WARNER CABLE: | TWC | 149.31 | 2.89% | 10.19% |

| Company | Ticker | 12/19 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|-------------|--------------|----------|
| PROGRAMMING | | | | |
| 21ST CENTURY FOX: | FOXA | 38.51 | 4.36% | 9.50% |
| AMC NETWORKS: | AMCX | 62.53 | 4.60% | (8.19%) |
| CBS: | CBS | 55.18 | 3.18% | (13.43%) |
| CROWN: | CRWN | 3.56 | (0.56%) | 0.85% |
| DISCOVERY: | DISCA | 35.43 | 6.14% | (60.82%) |
| DISNEY: | DIS | 92.89 | 1.53% | 21.58% |
| GRUPO TELEVISIA: | TV | 33.50 | 2.54% | 10.71% |
| HSN: | HSNI | 75.22 | 0.75% | 20.74% |
| LIONSGATE: | LGF | 31.27 | (1.82%) | (1.23%) |
| MSG: | MSG | 75.07 | 3.52% | 30.38% |
| SCRIPPS INT: | SNI | 77.83 | 1.62% | (9.93%) |
| STARZ: | STRZA | 29.20 | 1.21% | (0.14%) |
| TIME WARNER: | TWX | 84.93 | 3.42% | 21.82% |
| VIACOM: | VIA | 76.03 | 3.78% | (13.38%) |
| WWE: | WWE | 11.40 | 1.51% | (31.24%) |

| Company | Ticker | 12/19 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|-------------|--------------|----------|
| TECHNOLOGY | | | | |
| ADDVANTAGE: | AEY | 2.58 | 7.05% | (4.09%) |
| AMDOCS: | DOX | 46.69 | 1.27% | 13.20% |
| AMPHENOL: | APH | 55.02 | 5.14% | (38.3%) |
| AOL: | AOL | 47.50 | 9.83% | 1.89% |
| APPLE: | AAPL | 111.78 | 1.87% | 19.30% |
| ARRIS GROUP: | ARRS | 29.46 | 6.32% | 21.04% |
| AVID TECH: | AVID | 13.99 | (2.03%) | 71.66% |
| BLNDER TONGUE: | BDR | 2.51 | 10.09% | 151.00% |
| BROADCOM: | BRCM | 42.86 | 2.93% | 44.55% |
| CISCO: | CSCO | 27.77 | 3.39% | 23.81% |
| COMMSCOPE: | CTV | 25.75 | 1.54% | (2.94%) |
| CONCURRENT: | CCUR | 6.87 | (0.58%) | (15.91%) |
| CONVERGYS: | CVG | 20.36 | 1.44% | (3.28%) |
| CSG SYSTEMS: | CSGS | 25.42 | 3.67% | (13.54%) |
| EHOSTAR: | SATS | 51.00 | 1.53% | 2.57% |
| GOOGLE: | GOOG | 516.35 | (0.45%) | (53.93%) |
| HARMONIC: | HLIT | 6.97 | (3.33%) | (5.56%) |
| INTEL: | INTC | 36.37 | 0.39% | 40.10% |
| INTERACTIVE CORP: | IACI | 61.49 | (1.19%) | (10.43%) |

| Company | Ticker | 12/19 Close | 1-Week % Chg | YTD %Chg |
|-----------------|--------|-------------|--------------|----------|
| JDSU: | JDSU | 13.93 | 0.87% | 7.24% |
| LEVEL 3: | LVLTL | 48.42 | 1.85% | 45.98% |
| MICROSOFT: | MSFT | 47.66 | (1.57%) | 27.40% |
| NETFLIX: | NFLX | 340.12 | 1.69% | (7.62%) |
| NIELSEN: | NLSN | 44.27 | 2.12% | (3.53%) |
| RENTRAK: | RENT | 74.50 | 1.43% | 96.62% |
| SEACHANGE: | SEAC | 6.65 | 10.65% | (45.31%) |
| SONY: | SNE | 20.58 | 1.23% | 19.03% |
| SPRINT NEXTEL: | S | 4.16 | (17.95%) | (61.3%) |
| TIVO: | TIVO | 11.83 | (1%) | (9.83%) |
| UNIVERSAL ELEC: | UEIC | 62.66 | 1.41% | 64.42% |
| VONAGE: | VG | 3.77 | 9.59% | 59.07% |
| YAHOO: | YHOO | 50.88 | 1.27% | 25.82% |

| Company | Ticker | 12/19 Close | 1-Week % Chg | YTD %Chg |
|---------------|--------|-------------|--------------|----------|
| TELCOS | | | | |
| AT&T: | T | 33.54 | 4.29% | (4.61%) |
| CENTURYLINK: | CTL | 39.70 | 0.05% | 24.65% |
| TDS: | TDS | 24.83 | 6.29% | (3.69%) |
| VERIZON: | VZ | 47.02 | 3.16% | (4.31%) |

| Index | Value | 1-Week % Chg | YTD %Chg | |
|-----------------------|-------|--------------|----------|--------|
| MARKET INDICES | | | | |
| DOW: | DJI | 17804.80 | 3.03% | 7.41% |
| NASDAQ: | IXIC | 4765.38 | 2.40% | 14.10% |
| S&P 500: | GSPC | 2070.65 | 3.41% | 12.03% |

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

| COMPANY | CLOSE | 1-WK CH |
|-------------------|-------|---------|
| 1. MEDIA GENERAL: | 17.36 | 18.18% |
| 2. SEACHANGE: | 6.65 | 10.65% |
| 3. GCI: | 13.50 | 10.20% |
| 4. BLNDER TONGUE: | 2.51 | 10.09% |
| 5. AOL: | 47.50 | 9.83% |

THIS WEEK'S STOCK PRICE LOSERS

| COMPANY | CLOSE | 1-WK CH |
|--------------------|--------|----------|
| 1. SPRINT NEXTEL: | 4.16 | (17.95%) |
| 2. ENTRAVISION: | 6.45 | (9.66%) |
| 3. HARMONIC: | 6.97 | (3.33%) |
| 4. GRAHAM HOLDING: | 880.53 | (2.93%) |
| 5. AVID TECH: | 13.99 | (2.03%) |

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