

Cablefax Daily™

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What the Industry Reads First

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5 Questions: Bringing Science Channel to the Realm of the Popular

On the heels of Science Channel's most-watched month ever, new gm Rita Mullin is taking the network in a new, popular-science focused direction with the original "What Could Possibly Go Wrong" (premiered Sat, Feb 7). In the series, real-life friends Kevin Moore and Grant Reynolds recreate failed Internet experiments using science. Mullin explains why she greenlit the series on her 1st day in the office, Science's new direction and the growing popularity of science across the programming landscape. **You joined the channel in June. What's your vision for the network so far?** When I started looking at what was really resonating with our viewers, they were the shows that were much more what we would consider popular science. "Outrageous Acts of Science" has been a huge success for us. "Mythbusters" repeats, which we air, always do very well for us... So I realized that there was potential for a newer direction for the channel, which is not to say that we're moving away from hard science—that will always be part of [it]—but I think there's a real opportunity to broaden the appeal of this network and hopefully by doing that getting a broader swath of people excited about science. **What's the demo you're after with What Could Possibly Go Wrong?** Our demo is always people 25-54. I see this show as an opportunity to bring in a broader and younger audience than we typically have seen. Grant and Kevin are just so much fun to watch, and Kevin's enthusiasm for science and his real gift for explaining stuff without it becoming ponderous is really a lot of fun. I do think this is going to bring a younger audience—and men and women. They are the kind of guys that men and women enjoy spending time with. **Other networks, such as Nat Geo, are also creating shows about science-related topics. Does that affect your branding strategy?** The timing is fortuitous for us at Science Channel. I think that people are finding science to be fun and engaging, and geekiness is kind of sexy now... And the fact that other channels are doing it, to me, it's a complement to us... I don't see it as a huge threat to us—I see it as an opportunity in the sense that we are the one that's branded Science, and we are the one that has that long history doing this kind of programming. What it has done is [it's] gotten the production community to pay a lot more attention to the subject. **What have you seen that you liked?** It's been really interesting in the sense that I think [the shows] will have a broad appeal but a takeaway—and you don't need a PHD to understand. And that's really what we want to deliver to people, where

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people feel a little smarter at the end of the hour. **Where do you stand on scripted programming following the network's first in 2013 with "The Challenger Disaster?"** We don't have anything on the books right now, but we're definitely actively looking for the right projects. I see it as a complement to our non-scripted—I don't see it as making a huge switch to scripted. But I think that that same right kind of combination of entertainment and information, but good story, applies to scripted. When we look at what they watch when they're not watching us, we know they watch scripted. So I think we'd be foolish not to explore it.

Cablevision-CWA Agreement: Cablevision's long-running labor dispute with the **Communications Workers of America** seems to be winding down, with the 2 announcing that they've reached a collective bargaining agreement that covers the 260 or so unionized employees in Brooklyn (the rest of CVC's nearly 15K employees are non-union). The agreement is still subject to ratification by the employees, with a meeting scheduled for Sat (2/14). It's been 3 years since they voted 180 to 86 to join CWA. The union and MSO have messily duked it out in public ever since. Both sides have swapped lawsuits, and there was a **National Labor Relations Board** ALJ decision in Dec that found insufficient evidence that CVC engaged in bad faith bargaining, but that it had violated various labor laws. Specific terms of the agreement were not released. "After a 37 month battle to win a contract, CWA looks forward to opening a new chapter in its relationship with Cablevision," the union said Fri. Cablevision's 2-cents: "The collective bargaining agreement for our Brooklyn employees is balanced and fair and was hard-fought by both sides over many months. With this agreement, our focus in Brooklyn will continue to be providing the best connectivity and service to Cablevision customers."

Obama on Cybersecurity: President *Obama*, speaking at a Summit of **Stanford Univ** Fri, called on companies to share more info about cybersecurity threats with the govt and each other. All of that is part of an executive order he signed Fri. Much was made about **Google, Facebook, Microsoft** and **Yahoo** declining the White House's invitations to the event (they've all pushed for reforms of govt surveillance). Shopping net **QVC** got a shout out from the White House for being among the companies that have announced they're incorporating the administration's cybersecurity framework into their companies. The framework, released in Feb '14, helps companies decide how to make cybersecurity investment and benchmark the programs against others. **Apple** is incorporating the framework as part of broader security protocols. **Walgreens** and **Bank of America** also have announced support of the framework.

Virgin's Internet Upgrade: **Virgin Media** announced "Project Lightning," which it billed as the single largest investment in broadband digital infrastructure in the country for more than a decade. The \$4.6bln investment will result in Virgin's fiber network reaching approx 4mln additional premises over the next 5 years, meaning it will be able to offer service to nearly 17mln premises by 2020. Virgin said households connecting to it for the first time will receive broadband speeds of 152Mbps.

Ready, Sling, Fire: **Amazon Fire** is now offering the **Sling TV** app on its devices. To sweeten the pot, Amazon's offering a free Fire Stick when a customer signs up for Sling for 3 months. Amazon Fire TV also now offers **Fox Sports Go** and **WSJ Live**, with Amazon declaring that the service has 5 times the number of apps and games as it did in April.

Programming: **Sprout's** launching "Ruff-Ruff, Tweet and Dave," a CGI series about a dog, bird and panda who are best friends. Starting this week, new eps will premiere daily at 11am and repeat at 7pm.

Jimmy V Week: **ESPN's** 2014 "Jimmy V Week for Cancer Research" raised a record \$2.23mln for **The V Foundation for Cancer Research**, surpassing 2013's record of \$1.8mln. In 8 years, the fundraising drive has raised more than \$10mln for cancer research.

TWC Dividend: **Time Warner Cable** declared a quarterly dividend of \$0.75/share, payable in cash on Mar 16 to shareholders of record at COB Feb 27.

People: **News Corp** named *David Pitofsky* gen counsel, chief compliance officer. He succeeds *Gerson Zweifach*, who remains gen counsel, chief compliance officer at **21st Century Fox**. He was retained for the role at News Corp on a transitional basis following the separation of the 2 companies in 2013.

Editor's Note: Because of Presidents' Day, your next issue of *Cablefax Daily* will arrive Tues, Feb 17.

Cablefax Week in Review

Company	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	87.51	(0.48%)	0.93%
DISH:	DISH	77.20	2.08%	5.91%
ENTRAVISION:	EVC	7.09	6.14%	9.41%
GRAY TELEVISION:	GTN	10.14	(0.69%)	(9.46%)
MEDIA GENERAL:	MEG	15.78	3.20%	(5.68%)
NEXSTAR:	NXST	53.62	3.14%	3.53%
SINCLAIR:	SBGI	26.55	5.99%	(2.96%)

Company	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	20.60	4.20%	(0.19%)
CHARTER:	CHTR	177.88	2.57%	6.76%
COMCAST:	CMCSA	59.47	4.47%	2.51%
COMCAST SPCL:	CMCSK	58.97	4.49%	2.42%
GCI:	GNCMA	14.49	(0.48%)	5.38%
GRAHAM HOLDING:	GHC	976.65	1.86%	13.08%
LIBERTY BROADBAND:	LBRDA	49.95	(0.2%)	(0.28%)
LIBERTY GLOBAL:	LBTYA	52.49	6.99%	4.54%
SHAW COMM:	SJR	23.92	0.97%	(11.37%)
SHENTEL:	SHEN	30.36	2.02%	(2.85%)
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TIME WARNER CABLE:	TWC	149.74	2.14%	(1.53%)

Company	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	34.72	3.38%	(9.62%)
AMC NETWORKS:	AMCX	68.90	3.21%	8.04%
CBS:	CBS	59.83	7.69%	8.11%
CROWN:	CRWN	3.28	0.61%	(7.34%)
DISCOVERY:	DISCA	31.45	5.15%	(8.71%)
DISNEY:	DIS	104.17	2.11%	10.60%
GRUPO TELEVISIA:	TV	34.83	5.77%	2.26%
HSN:	HSNI	67.32	3.17%	(11.42%)
LIONSGATE:	LGF	32.17	10.55%	0.47%
MSG:	MSG	78.72	0.78%	4.60%
SCRIPPS INT:	SNL	73.00	0.01%	(3.02%)
STARZ:	STRZA	31.75	5.66%	6.90%
TIME WARNER:	TWX	83.87	4.34%	(1.81%)
VIACOM:	VIA	69.08	2.89%	(8.5%)
WWE:	WWE	16.59	25.40%	34.44%

Company	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.44	1.24%	0.00%
AMDOCS:	DOX	51.15	2.53%	9.62%
AMPHENOL:	APH	56.39	2.43%	4.79%
AOL:	AOL	41.78	(5.45%)	(9.51%)
APPLE:	AAPL	127.08	6.85%	15.13%
ARRIS GROUP:	ARRS	26.68	(0.91%)	(11.61%)
AVID TECH:	AVID	14.12	5.45%	(0.63%)
BLNDER TONGUE:	BDR	1.71	(6.38%)	(36.31%)
BROADCOM:	BRCM	45.69	4.36%	5.45%
CISCO:	CSCO	29.43	8.04%	5.79%
COMMSCOPE:	CTV	26.26	1.59%	2.42%
CONCURRENT:	CCUR	5.99	(13.81%)	(15.51%)
CONVERGYS:	CVG	21.10	2.23%	3.58%
CSG SYSTEMS:	CSGS	30.35	2.85%	21.06%
ECHOSTAR:	SATS	55.08	3.13%	4.91%
GOOGLE:	GOOG	549.01	3.39%	4.30%
HARMONIC:	HLIT	7.90	2.07%	12.70%

Company	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	34.36	3.21%	(5.32%)
INTERACTIVE CORP:	IACI	64.60	7.63%	6.27%
JDSU:	JDSU	13.26	(3.35%)	(3.35%)
LEVEL 3:	LVT	53.49	2.04%	8.32%
MICROSOFT:	MSFT	43.87	3.44%	(5.55%)
NETFLIX:	NFLX	466.10	4.89%	36.44%
NIELSEN:	NLSN	45.59	4.85%	1.92%
RENTRAK:	RENT	58.90	4.03%	(19.12%)
SEACHANGE:	SEAC	7.49	1.90%	17.40%
SONY:	SNE	27.30	32.08%	33.37%
SPRINT NEXTEL:	S	5.23	26.63%	26.02%
TIVO:	TIVO	11.03	3.08%	(6.84%)
UNIVERSAL ELEC:	UEIC	66.32	2.13%	1.98%
VONAGE:	VG	4.37	14.70%	14.70%
YAHOO:	YHOO	44.42	3.47%	(12.06%)

Company	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	34.66	(0.6%)	3.19%
CENTURYLINK:	CTL	39.46	2.33%	(0.3%)
TDS:	TDS	26.23	0.96%	3.88%
VERIZON:	VZ	49.31	(0.04%)	5.41%

Index	Ticker	2/13 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	18019.35	1.09%	1.10%
NASDAQ:	IXIC	4893.84	3.15%	3.33%
S&P 500:	GSPC	2096.99	2.02%	1.85%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS		
COMPANY	CLOSE	1-WK CH
1. SONY:	27.30	32.08%
2. SPRINT NEXTEL:	5.23	26.63%
3. WWE:	16.59	25.40%
4. VONAGE:	4.37	14.70%
5. LIONSGATE:	32.17	10.55%

THIS WEEK'S STOCK PRICE LOSERS		
COMPANY	CLOSE	1-WK CH
1. CONCURRENT:	5.99	(13.81%)
2. BLNDER TONGUE:	1.71	(6.38%)
3. AOL:	41.78	(5.45%)
4. JDSU:	13.26	(3.35%)
5. ARRIS GROUP:	26.68	(0.91%)

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