

Still time to register for CFX Live at www.cfxlive.com

5 Pages Today

Cablefax Daily™

Tuesday — March 10, 2015

What the Industry Reads First

Volume 26 / No. 045

Cablevision's Freewheel: First Comes the Phone, Next Comes the App

If Cablevision's WiFi-only phone Freewheel doesn't appeal to you, how about an app? Cablevision vice chmn Gregg Seibert, speaking at Deutsche Bank's investor conference Mon, said the company is shooting to have a paid Freewheel app available to customers later this year. The idea, presumably, would be to allow consumers to make phone calls, etc via WiFi through the app on their Android and iOS devices. "That's something I think that's another way to differentiate the network and get away from all the hyperbole around price—the \$79.99/month triple-play with some kind of Visa card attached to it. We're trying to shift that dialogue," he said. No details at this point on the price, but that app would cut out the need for the \$99 Moto G phones currently housing the service (Seibert said CVC is subsidizing the phones, which are end-of-life phones that retail more in the \$180-\$200 range. He said it's a "fairly quick payback."). If you look around Cablevision's Website, you won't see any mention of Freewheel, with the operator really marketing it in a standalone way. "When you take a look at TV advertising we've run for it, you'll see that it indicates it's powered by Optimum WiFi. That to me is the most important usage of the Optimum name in conjunction with Freewheel," Seibert said, explaining that it's a data product meant to highlight the value of Cablevision's WiFi network. "One of the reasons to have a separate identity for it is that we'd like to be able to sell it away from just Optimum customers." Only a few weeks after launch, Cablevision's already received orders from areas "fairly far" from our footprint, with a developing interest among ex-pats in international markets. And there's more to come, with Seibert describing Freewheel as "1 of the first of the new initiatives you'll see from us over the next few years on the WiFi side." The exec tackled the question as to why Cablevision didn't opt to offer cellular backup for Freewheel, explaining that it would put it in the position to go head-to-head with a cellular provider, which would be difficult without the same quality of cellular network as incumbents AT&T and Verizon. Instead, Freewheel is more of a data/video product. "My sense is many different wireless devices will be introduced over the next few years. It's always possible our product will evolve, but right we're now quite comfortable with WiFi-only," he said.

HBO Now Announced: HBO said its 1st standalone streaming service, HBO Now, will launch exclusively on Apple in April (in time for the return of "Game of Thrones"). Customers who subscribe to the service for \$14.99/month

The FAXIES

Presented by Cablefax

CALL FOR ENTRIES

Entry Deadline: March 20

Best PR & Marketing for Cable & Broadband

The FAXIES Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing.

Questions: Mary-Lou French 301-354-1851 • mfrench@accessintel.com

Sponsorships: Rich Hauptner 203-899-8460 • rhauptner@accessintel.com

ENTER TODAY at www.thefaxies.com.

25337

The Proof is in the Numbers.

DON'T MISS

CFXLive

Presenting the New TV Business

WEDNESDAY, MARCH 25
HUDSON THEATRE, NYC

17

Speakers with Expertise in TV & Entertainment Business

40

Minutes to Brainstormify and Expand on the Topics

5

Speaker Talks Taking Deep Dive into Cable Technology and Beyond

3

Hours of Networking with Your Peers – including a Closing Reception

3

Q&A Sit-downs with Top Industry Leaders

6

Speakers Covering How to Navigate the TV Chaos

100

Dollars in Savings when You Register Using **VIP Code: \$100**

5

Lessons on Audience Engagement from Gaming You Must Hear!

10

Career Tips for the New TV Ecosystem

2

Tickets to Broadway Show of Your Choice (Raffle)

Register now at:

www.CFXLive.com

Enter VIP Code: \$100 by 3/10!

Questions: Diana Rojas at drojas@accessintel.com.

Sponsorship: Rich Hauptner at rhauptner@accessintel.com.

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: \$1,649/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

can access HBO content from their iPhone, iPad, iPod touch and Apple TV. HBO will offer a 30-day free trial to new subs who sign up through Apple in April. Time Warner said HBO is in talks with other distributors and new digital partners to offer the streaming option. The major pay-TV providers, nearly all of which already offer streaming HBO content on an authenticated basis, appeared to be in a wait-and-see mode. **Cox**, for one, said it's talking to HBO to better understand the service. That said, Cox's distribution agreements with HBO haven't changed, a spokesman said. "The overwhelming majority of our customers prefer to access video via digital cable bundles for convenience, service quality and the unmatched value. That said, our goal remains to provide customers the content they want on the platforms they choose. Clearly we have a good relationship with HBO, we're both highly motivated to continue to attract customers to the cable ecosystem and we continue to discuss ways to evolve our offerings to better meet customer needs," he said. "The Time Warner release says HBO Now will be available on iOS devices and PCs. This means that it could in theory be offered by HBO's cable, sat and IPTV partners via their TV Everywhere services," said *Tim Westcott*, senior analyst with **IHS Technology** in a statement. Similar to HBO GO, the authenticated streaming service that requires pay-TV subscription, HBO Now will offer more than 2,000 titles online. Meanwhile, Apple CEO *Tim Cook* announced during the Apple Watch launch event that the company's lowering the price of Apple TV from \$99 to \$69. The company has sold 25mln Apple TV units to date.

AT&T U-verse Expansion: **AT&T U-verse** continues to expand its 75 Mbps tier. The service is now available in 6 additional markets, including Baton Rouge and New Orleans, LA; Grand Rapids, MI; Milwaukee, WI; Mobile, AL; and South Bend, ID. The telco launched the tier in CA and TX in Dec.

ESPN Gets the Waive: The FCC Media Bureau granted **ESPN** a waiver from video description rules for the top 5 national nonbroadcast nets. Because ESPN provides less than 50 hours per calendar quarter of primetime programming that's not live or near-live, it's exempt from the video descriptive requirements in the 21st Century Communications and Video Accessibility Act. Starting July 1, the top 5 nonbroadcast nets subject to the rules will be **USA, TNT, TBS, History** and **Disney**. Also on July 1, broadcast stations' obligation to provide 50 hours of video description per calendar quarter expands from the top 25 television markets to the top 60 markets.

Motorsports Investment: **Discovery Comm** and **Liberty Global** bought a stake in motorsports' **Formula E**, which oversees the totally electric racing series. "It is a significant step forward for Formula E to receive the backing of two major global media companies when we are barely halfway through our first season," said Formula E CEO *Alejandro Agag*. "The experience and know-how they bring will provide a significant boost to Formula E. We look forward to creating new opportunities together to develop and promote premium content for a global audience." It wasn't clear what percentage they bought in the racing series.

Netflix Speed Index: **Charter** jumped 2 spots to No. 6 on **Netflix's** ISP Speed Index, with an average speed of 3.29 Mbps, up from 3.14 Mbps the previous month. The index is the streaming service's monthly update on which ISP provides the best Netflix streaming experience. **Mediacom** dropped 1 spot to No. 7 (3.27 Mbps), followed by **Time Warner Cable** (3.25 Mbps). **Suddenlink** climbed one spot to No. 9 with an average speed of 3.13 Mbps. Completing the top 10 is **AT&T U-verse** with an average speed of 3.11 Mbps. The top 5 spots remained unchanged. At 3.53 Mbps, **Verizon FiOS** continued to be the top ISP on Netflix's list, followed by **Cablevision** (3.47 Mbps), **Bright House** (3.43 Mbps), **Cox** (3.38 Mbps) and **Comcast** (3.36 Mbps).

FCC Grants Comcast Petition: The FCC Media Bureau granted **Comcast's** request to modify the Tallahassee-Thomasville FL DMA so that **Budd Broadcasting**-owned station **WFXU** is excluded from mandatory broadcast carriage requirements in several communities, including Gadsden and Jefferson counties. The Bureau agreed to withdraw the boundaries, noting that the station doesn't provide adequate signal coverage for the market and has no history of carriage on the cable systems so there'd be no disruption.

Spectrum Interference: **Disney**-owned **WABC-TV** of NY has filed an informal complaint at the **FCC** against **Verizon Wireless**, claiming it has failed to protect its electronic news gather operations in the 2025-2110 MHz band from out-of-band emissions. Consequently, WABC says it has endured "substantial interference" from Verizon since Sept 2013.

Programming: **AMC** placed a 2-season order for a companion series to "The Walking Dead." The yet-to-be-

BUSINESS & FINANCE

named series will be set in LA and focused on new characters and storylines. The 1st season, which has six 1-hour eps, will debut in late summer, with Season 2 airing next year. -- **Nat Geo International** acquired the rights to a new WWII special documenting the final year of *Adolf Hitler's* life. The commemorative special marks the 70th anniversary of the end of the conflict. The 2-part film will air globally on **Nat Geo Channel** this year, including in the US. -- **CNN** booked a 6-part mini docu-series from *Kevin Spacey* as part of the net's original series slate in 2016. Currently titled "Race for the White House," it will feature one presidential campaign per episode.

People: **Comcast** promoted *D'Arcy Rudnay* from svp to evp, making her the 1st woman in the company's history to become a corporate evp. Rudnay, Comcast's chief communications officer, will report jointly to chmn/CEO *Brian Roberts* and evp *David Cohen*. The company also promoted its chief legal officer *Arthur Block* from svp to evp, gen counsel and secretary of Comcast Corp. -- **DISH** named *Scott Skurnick* as vp, digital acquisition, leading the company's digital marketing efforts. He most recently served as divisional vp, customer acquisition at Sears. -- **Pivot** promoted *Jennie Morris* to evp, acquisitions, research and network operations.

Cablefax Daily Stockwatch

Company	03/09 Close	1-Day Ch	Company	03/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	87.27	0.13	COMMSCOPE:	26.13	(0.09)
DISH:	76.08	0.02	CONCURRENT:	7.13	0.36
ENTRAVISION:	6.81	0.01	CONVERGYS:	22.04	0.30
GRAY TELEVISION:	13.13	0.53	CSG SYSTEMS:	29.81	(0.37)
MEDIA GENERAL:	15.59	0.40	ECHOSTAR:	52.96	(0.71)
NEXSTAR:	56.52	0.10	GOOGLE:	568.85	1.17
SINCLAIR:	26.72	(0.32)	HARMONIC:	7.59	0.05
MSOS					
CABLEVISION:	18.41	UNCH	INTEL:	32.72	(0.47)
CHARTER:	184.03	0.51	INTERACTIVE CORP:	69.78	0.15
COMCAST:	60.57	0.20	JDSU:	13.89	UNCH
COMCAST SPCL:	60.09	0.18	LEVEL 3:	54.47	(0.11)
GCI:	13.16	(0.02)	MICROSOFT:	42.85	0.49
GRAHAM HOLDING:	1041.60	(5.64)	NETFLIX:	445.63	(8.49)
LIBERTY BROADBAND:	53.76	1.59	NIELSEN:	44.15	0.05
LIBERTY GLOBAL:	54.20	0.01	RENTRAK:	57.48	2.05
SHAW COMM:	22.85	(0.09)	SEACHANGE:	7.50	0.15
SHENTEL:	28.32	(0.02)	SONY:	27.27	(0.24)
SHENTEL:	28.32	(0.02)	SPRINT NEXTEL:	5.34	0.11
TIME WARNER CABLE:	159.73	0.71	TIVO:	10.73	(0.3)
PROGRAMMING					
21ST CENTURY FOX:	34.72	0.23	UNIVERSAL ELEC:	56.16	1.00
AMC NETWORKS:	72.78	0.32	VONAGE:	4.61	(0.06)
CBS:	60.51	0.07	YAHOO:	42.98	(0.46)
CROWN:	3.64	0.14	TELCOS		
DISCOVERY:	32.80	(0.28)	AT&T:	33.35	(0.13)
DISNEY:	105.26	1.44	CENTURYLINK:	35.23	(0.19)
GRUPO TELEVISIA:	34.15	(0.41)	TDS:	25.29	0.04
HSN:	66.18	0.06	VERIZON:	48.23	(0.06)
LIONSGATE:	32.78	0.03	MARKET INDICES		
MSG:	76.16	0.11	DOW:	17995.72	138.94
SCRIPPS INT:	73.47	0.22	NASDAQ:	4942.44	15.07
STARZ:	33.73	0.38	S&P 500:	2079.43	8.17
TIME WARNER:	85.20	1.08			
VIACOM:	71.45	1.10			
WWE:	16.89	(0.28)			
TECHNOLOGY					
ADVANTAGE:	2.34	(0.01)			
AMDOCS:	52.29	0.48			
AMPHENOL:	57.71	0.07			
AOL:	40.35	(0.45)			
APPLE:	127.14	0.54			
ARRIS GROUP:	28.70	0.15			
AVID TECH:	15.21	(0.49)			
BLNDER TONGUE:	1.67	(0.06)			
BROADCOM:	44.53	0.20			
CISCO:	29.36	0.43			

2015
Cable Hall of Fame
CELEBRATION

REGISTER NOW | MAY 5, 2015 | CHICAGO, IL

THE CABLECENTER

2015 Honorees

CHRIS BERMAN
WILLIAM H. ROEDY
STEVE SIMMONS
JC SPARKMAN
TONY WERNER
ELEANOR WINTER

LEGACY SPONSOR

GLOBAL INNOVATIONS SPONSOR

PROGRAM SPONSOR

ENTREPRENEURIAL SPIRIT SPONSOR

as of 3/2

www.CableHallofFame.com | 720.502.7500

CFX TECH by Joyce Wang

Changing Expectations of the Multiscreen User Interface

The expansion of multiscreen video has changed cable MSOs' expectation on the user interface. In the pre-multiplatform era, operators integrated user interfaces that usually came with the set-top from vendors fueled by proprietary software associated with it, said *Jeff Huppertz*, who's set to be the new vp of marketing & business development at **Espial**, which provides multiplatform and VOD services. The company counts cable MSOs around the world as customers and is working with a Tier 1 MSO in the US. Its existing customers also include **Cisco**, **Samsung** and **Arris**. Huppertz was previously an exec at video and broadband semiconductor provider **BroadLogic**. Originally funded by investors including **Time Warner**, **Comcast** and **Bright House**, BroadLogic was acquired by **Broadcom** in 2013. "Development and deployment of the user interface used to be measured in years. Now it's measured in months... Now you need a much accelerated pace to remain competitive," Huppertz said, most recently svp at video streaming tech firm **SeaWell**, which was acquired by Arris last year. And once a core HTML-based user interface is developed, operators want to be able to "enhance it with new features and applications and make changes very rapidly" on their own. Network ops expect the flexibility to control user experience these days, Huppertz said. In addition, service providers are increasingly engaging with outside design firms specializing in human interaction to develop interfaces for different audiences, he said, adding that providers seek to incorporate things like different languages and cultural elements. Furthermore, innovative ways to control the user interface such as voice control continue to gain traction. That said, "we expect the handheld remote control to be the primary user control device for many years," he said, noting the integration of the smartphone as remote control is gaining steam. In addition to pay-TV providers, smart TV vendors have their eyes on user interface control as well. **Panasonic's** 2015 Live+Screen Smart TVs, showcased at CES

earlier this year, feature advanced voice command functions, allowing users to speak directly to the TV to change channels and search for content. At **Sony**, all of its new Bravia TV models support voice commands. Samsung's latest smart TV devices feature a built-in microphone on the Smart Touch remote control, gesture controls, facial recognition, and the Smart View mobile app that turns smart phones into remote controls.

Adobe Digital Index Data: Video viewing from mobile platforms are on the rise, with video starts nearly doubling on smartphones YOY in 4Q, according to new analysis by **Adobe** Digital Index. And with 258.1mln iPad devices sold to date, **Apple** devices in general are the top choice for video consumption. Some 29% of all TVE authenticated video starts come from an iPad, and more than 60% of all TVE starts come from Apple technology (iPhone, iPad, Apple TV, or Mac computer). **Roku** was the most popular OTT device. Meanwhile, gaming console and OTT device share of TVE content rose 50% YOY. The report, which also looked at other digital trends, found that the top 3 Internet of Things devices consumers want include home electronics, home appliances such as the fridge, oven and thermostat, and cars. In the wearable technology segment, Adobe found high demand for Apple Watch, to be released in the first half of 2015. Some 27% of those who own a smartphone or tablet and who don't currently own a smartwatch said they are likely to buy one in the next 6 months. Of those, 67% of them said they are likely to buy an Apple Watch.

People: Video service provider **Deluxe** tapped *Frank Cardello* as pres of **Deluxe Media**, its integrated marketing, content, design and production unit. Cardello was most recently pres/COO of **T3Media**, which offers content management, delivery and monetization services. Cardello will report to Deluxe CEO *David Kassler*.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at jwang@accessintel.com

New March Magazine

Advertise in Cablefax's Guide to the Multiscreen Universe

Multiscreen Moneymakers * Digital Hot List Profiles

This comprehensive look at all things multiscreen will examine the hottest technology, marketplace strategies and business trends driving the growing multiplatform ecosystem.

Space Deadline: March 12

Advertising Contact: **Rich Hauptner**
rhauptner@accessintel.com, 203-899-8460.

Distribution Includes: INTX, CFX Live
 Cablefax 100 Party, Cablefax Audience & more.