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4 Pages Today

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What the Industry Reads First

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Beers, Buses & Broomsticks: Courting Culture Influencers at SXSW

By the time you read this, cable networks will have already begun the trek to Austin for **SXSW**, which kicked off Fri and lasts until Sun, March 22. This year, cable's presence has expanded further. So, what makes it worth it? The crowd, execs say. It's full of early adopters, who share, tweet and discuss what's innovative in tech, business, film and music. In fact, **NCTA** has sent people for the past several years, with the intent of checking out another conference for inspiration and also to engage with the broader tech and entertainment conversation. For many networks, it's a branding play. "It's probably the most important place to reach influencers for entertainment," said **Showtime's Don Buckley**, evp, program marketing, digital services, media and promotions. The demo skews slightly older than you might expect—45% of last year's crowd was 35-54—so it's particularly important for Showtime to be there. "We are a premium cable network, and we tend to be slightly older anyway," he said. For the 3rd year in a row it's sponsoring the official SXSW app, with embedded messaging as well as long- and short-form programming. Perfect for killing time while you're in those long lines. Or, you can hop on one of the "Penny Dreadful"-branded shuttle buses. In **WGN America's** case, it's more of a re-branding than branding project. "The biggest value for us is declaring the fact that WGN America has original programming that should be considered with the other cable networks," said evp, marketing and promotions **Brian Dollenmayer**. The net is turning the SXSW opening night party into a "witches playground" to create buzz about its first scripted show "Salem," with fortune tellers, aerial dancers and other surprises. SXSW is a noisy event, and the network intends to be equally noisy in order to get the word out, he said. "For so many years we were the Chicago Cubs network. That's no longer the case." For **FX Nets'** 2nd year at the fest, the focus is on TV Everywhere and its entire suite of networks. "Our goal is to focus on our brand, which brings them many of their beloved shows, and demonstrate how they can indulge in them on multiple devices—at home and on the go," said integrated promotions vp **Kenya Hardaway-Green**. It's hosting the FX Fearless Factory, a space where attendees can engage with FX content on multiple screens through interactive experiences, performances and giveaways, and doing a screening and panel of new original series "The Comedians." SXSW 10-year veteran **IFC** has a different take: all about the music and creative activations for advertisers. It's transforming Austin's Palm Park into

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Questions: Contact Mary-Lou French at mfrench@accessintel.com or 301-354-1851.

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a state fair-like experience with bands, rides and beer. Joe's Crab Shack becomes Joe's Game Shack, for instance. Programming is integrated in more subtle ways, like taking a photo with *Fred Armisen* and *Carrie Brownstein* after a ride. Meanwhile, nets such as **NBCSN** are taking advantage of the fest's 2nd year of sports-themed panels and activities. NBCSN is creating an NBC Sports Lawn as a pit stop for fans, with games, TVs and charging stations included. (Did we mention there's beer?) "SXSW is where technology meets popular culture, and sports sits squarely in the middle of this intersection. That's why they've added sports to the program, and it makes perfect sense to take our show on the road," said svp, marketing, NBC Sports Group *Bill Bergofin*. It's also showing Premier League telecasts, a live "Men in Blazers" show taping and high-intensity workouts from Radius instructors to showcase its new fitness brand.

Merger Clocks Paused: The **FCC** paused its non-binding 180-day review clocks on the proposed **Comcast-Time Warner Cable** and **AT&T-DirecTV** transactions, citing a pending case in the DC Circuit. The court heard oral arguments last month on programmers' petition to prevent the FCC from opening up some confidential documents, including contracts, to qualified 3rd parties as part of the merger review process. "At this time, we believe it is prudent to pause the informal 180-day transaction clocks because the Commission would be advantaged by knowing the resolution of the pending Petition for Review before the transaction clocks reach the 180-day mark, which both are slated to do by the end of March," the FCC said. It added that it reserves the right to restart the clock as it believes will best serve the public interest. Comcast noted the case is under expedited, and a decision is expected shortly.

Cablevision's Weather Channel Ads: That gentlemen's agreement about not trying to poach an MVPD's customers during a blackout doesn't apply in the highly competitive NY-NJ market. **Cablevision** is running ads in *Newsday*, which it owns, with cars covered in snow. "FiOS think you don't need **The Weather Channel**. Because we live here, we know better," the ad said, directing consumers to optimum.com/weatherchannel. The ad focuses on Cablevision's local bent, highlighting **News 12** and **MSG Varsity**. Ads directed at another provider's subs during a programming dispute used to be common, but have eased in recent years, with **Time Warner Cable** and **DirecTV** making a point not to run them. With Weather dark on FiOS, the telco has launched AccuWeather. While Weather Channel has introduced series over the years aimed at keeping viewers tuned in longer, AccuWeather is taking a different approach. "We want our channel to be something you look at, get your weather and then go back to other programming. It's a way to use your TV, just as you might use your tablet or phone," said AccuWeather CEO *Barry Lee Myers*.

Aereo Assets to TiVo: **TiVo** got the OK from a US Bankruptcy Court judge to acquire certain assets from **Aereo**. The decision was made Thurs in U.S. Bankruptcy Court in Manhattan as the finalization of the Feb 24 sale of Aereo's patents, hardware and other assets. TiVo acquired the assets, which includes customer lists and trademarks, for \$1m. TiVo has the Roamio OTA, which offers over-the-air broadcast stations with OTT content from Netflix and others. TiVo hasn't detailed exactly how it will use the Aereo assets. "TiVo has always innovated to meet the constantly changing ways TV audiences choose to access content. This strategic acquisition of Aereo's trademarks and customer lists will enhance our ability to serve the growing segment of consumers who want access to both broadcast television and over the top content," TiVo pres/CEO *Tom Rogers* said in a statement.

Ratings: Investigation Discovery's "On the Case with Paula Zahn" scored its highest 25-54 delivery ever for its March 8 ep, averaging 717K in L+3 data. The ep, "A Nightmare in Memphis," was its 2nd highest for P2+, delivering 1.43m viewers for L+3.

HDTVs in Over 80% of Homes: With analog TVs not even sold in stores any more, HDTV is taking over. **Leichtman Research** found that 81% of US households have at least 1 HD set, and about 52% have multiple HDTVs. Compare that to 5 years ago when only 46% of homes had a high-def set and only 17% had more than 1. HD ownership seems to bode well for pay TV services, with Leichtman reporting that 89% of HDTV HHs in its survey subscribed to pay TV and 91% of multi-HDTV HHs subscribed. About 67% of non-HDTV HHs subscribe.

Programming: USA picked up a pilot from exec producers including *Gale Anne Hurd* ("The Walking Dead"). The thriller, "Falling Water," features 3 unrelated people who eventually realize that they are dreaming separate parts of a single common dream.

Cablefax Week in Review

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|------------------------------|--------|------------|--------------|----------|
| BROADCASTERS/DBS/MMDS | | | | |
| DIRECTV: | DTV | 85.18 | (2.25%) | (1.75%) |
| DISH: | DISH | 73.82 | (2.95%) | 1.28% |
| ENTRAVISION: | EVC | 6.73 | (1.03%) | 3.86% |
| GRAY TELEVISION: | GTN | 14.04 | 11.43% | 25.36% |
| MEDIA GENERAL: | MEG | 16.02 | 5.46% | (4.24%) |
| NEXSTAR: | NXST | 56.82 | 0.71% | 9.71% |
| SINCLAIR: | SBGI | 28.02 | 2.02% | 2.39% |

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|------------|--------------|----------|
| MSOS | | | | |
| CABLEVISION: | CVC | 17.86 | (2.99%) | (13.47%) |
| CHARTER: | CHTR | 191.13 | 4.15% | 14.71% |
| COMCAST: | CMCSA | 59.05 | (2.19%) | 1.79% |
| COMCAST SPCL: | CMCSK | 58.69 | (2.04%) | 1.94% |
| GCI: | GNCMA | 13.97 | 5.99% | 1.60% |
| GRAHAM HOLDING: | GHC | 1079.63 | 3.09% | 25.00% |
| LIBERTY BROADBAND: | LBRDA | 55.27 | 5.94% | 10.34% |
| LIBERTY GLOBAL: | LBTYA | 51.99 | (4.06%) | 3.55% |
| SHAW COMM: | SJR | 22.54 | (1.74%) | (16.49%) |
| SHENTEL: | SHEN | 29.65 | 4.62% | (5.12%) |
| SHENTEL: | SHEN | 29.65 | 4.62% | (5.12%) |
| TIME WARNER CABLE: | TWC | 154.97 | (2.55%) | 1.91% |

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|------------|--------------|----------|
| PROGRAMMING | | | | |
| 21ST CENTURY FOX: | FOXA | 34.02 | (1.36%) | (11.43%) |
| AMC NETWORKS: | AMCX | 71.57 | (1.23%) | 12.23% |
| CBS: | CBS | 60.93 | 0.56% | 10.10% |
| CROWN: | CRWN | 3.81 | 8.86% | 7.63% |
| DISCOVERY: | DISCA | 32.03 | (3.17%) | (7.02%) |
| DISNEY: | DIS | 106.44 | 2.52% | 13.01% |
| GRUPO TELEVISIA: | TV | 34.29 | (0.78%) | 0.68% |
| HSN: | HSNI | 66.84 | 1.09% | (12.05%) |
| LIONSGATE: | LGF | 33.26 | 2.06% | 3.87% |
| MSG: | MSG | 78.19 | 2.82% | 3.90% |
| SCRIPPS INT: | SNL | 71.91 | (1.83%) | (4.46%) |
| STARZ: | STRZA | 33.74 | 1.17% | 13.60% |
| TIME WARNER: | TWX | 84.09 | (0.04%) | (1.56%) |
| VIACOM: | VIA | 68.35 | (2.84%) | (9.47%) |
| WWE: | WWE | 16.68 | (2.85%) | 35.17% |

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|------------|--------------|----------|
| TECHNOLOGY | | | | |
| ADVANTAGE: | AEY | 2.32 | (3.73%) | (4.92%) |
| AMDOCS: | DOX | 51.66 | (0.29%) | 10.72% |
| AMPHENOL: | APH | 57.95 | 0.31% | 7.69% |
| AOL: | AOL | 38.59 | (5.42%) | (16.42%) |
| APPLE: | AAPL | 123.59 | (2.38%) | 11.97% |
| ARRIS GROUP: | ARRS | 29.80 | 4.40% | (1.31%) |
| AVID TECH: | AVID | 14.63 | (6.82%) | 2.96% |
| BLNDER TONGUE: | BDR | 1.70 | (1.73%) | (36.8%) |
| BROADCOM: | BRCM | 44.27 | (0.14%) | 2.17% |
| CISCO: | CSCO | 27.94 | (3.42%) | 0.43% |
| COMMSCOPE: | CTV | 26.24 | 0.08% | 2.34% |
| CONCURRENT: | CCUR | 6.76 | (0.15%) | (4.65%) |
| CONVERGYS: | CVG | 21.84 | 0.46% | 7.22% |
| CSG SYSTEMS: | CSGS | 29.28 | (2.98%) | 16.79% |
| ECHOSTAR: | SATS | 51.15 | (4.7%) | (2.57%) |
| GOOGLE: | GOOG | 547.32 | (3.59%) | 3.97% |
| HARMONIC: | HLIT | 7.58 | (2.94%) | 8.13% |

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|------------|--------------|----------|
| INTEL: | INTC | 30.93 | (6.81%) | (14.77%) |
| INTERACTIVE CORP: | IACI | 67.98 | (2.36%) | 11.83% |
| JDSU: | JDSU | 13.63 | (1.87%) | (0.66%) |
| LEVEL 3: | LVT | 54.41 | (0.31%) | 10.19% |
| MICROSOFT: | MSFT | 41.38 | (2.31%) | (10.91%) |
| NETFLIX: | NFLX | 438.40 | (3.46%) | 28.33% |
| NIELSEN: | NLSN | 42.59 | (3.42%) | (4.78%) |
| RENTRAK: | RENT | 54.45 | (1.77%) | (25.23%) |
| SEACHANGE: | SEAC | 7.77 | 2.91% | 21.79% |
| SONY: | SNE | 26.56 | (3.45%) | 29.75% |
| SPRINT NEXTEL: | S | 5.12 | 0.00% | 23.37% |
| TIVO: | TIVO | 10.64 | (4.83%) | (10.14%) |
| UNIVERSAL ELEC: | UEIC | 55.77 | 1.11% | (14.24%) |
| VONAGE: | VG | 4.45 | (2.41%) | 16.80% |
| YAHOO: | YHOO | 42.87 | (1.31%) | (15.13%) |

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|---------------|--------|------------|--------------|----------|
| TELCOS | | | | |
| AT&T: | T | 32.76 | (2.15%) | (2.47%) |
| CENTURYLINK: | CTL | 34.42 | (2.82%) | (13.04%) |
| TDS: | TDS | 25.36 | (0.31%) | 0.44% |
| VERIZON: | VZ | 48.84 | 1.14% | 4.40% |

| Company | Ticker | 3/13 Close | 1-Week % Chg | YTD %Chg |
|-----------------------|--------|------------|--------------|----------|
| MARKET INDICES | | | | |
| DOW: | DJI | 17749.31 | (0.6%) | (0.41%) |
| NASDAQ: | IXIC | 4871.76 | (1.13%) | 2.87% |
| S&P 500: | GSPC | 2053.40 | (0.86%) | (0.27%) |

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

| COMPANY | CLOSE | 1-WK CH |
|-----------------------|-------|---------|
| 1. GRAY TELEVISION: | 14.04 | 11.43% |
| 2. CROWN: | 3.81 | 8.86% |
| 3. GCI: | 13.97 | 5.99% |
| 4. LIBERTY BROADBAND: | 55.27 | 5.94% |
| 5. MEDIA GENERAL: | 16.02 | 5.46% |

THIS WEEK'S STOCK PRICE LOSERS

| COMPANY | CLOSE | 1-WK CH |
|---------------|-------|---------|
| 1. AVID TECH: | 14.63 | (6.82%) |
| 2. INTEL: | 30.93 | (6.81%) |
| 3. AOL: | 38.59 | (5.42%) |
| 4. TIVO: | 10.64 | (4.83%) |
| 5. ECHOSTAR: | 51.15 | (4.7%) |

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