

Cablefax Daily™

Tuesday — March 24, 2015

What the Industry Reads First

Volume 26 / No. 055

Talking Customer Service: Comcast Triples Social Care Team

As more customers take their TV and broadband service matters to social media platforms, it makes sense to call in more troops. And that's just what **Comcast** is doing. The MSO is tripling down on, so to speak, on its social care team to better interact with subs on social platforms. Such a move is especially timely given that pay TV companies sat at the bottom of the list in the most recent Harris Poll, which ranks companies' reputations with consumers, and as Comcast awaits regulatory approval for its pending merger with **Time Warner Cable**. Comcast is looking to increase the size of its social media customer care team from its current 20 members to 60. A much larger team means the company will support customers across more platforms and get to them faster, Comcast Cable's customer service svp *Tom Karinshak* wrote in a blog post Monday. A bigger team also means that "we'll be able to increase bicoastal and bilingual coverage to make sure we are available 24/7 to customers who speak either English or Spanish," he said. Karinshak recalled that when the social care team was first launched in 2007, "the idea of engaging with customers on social media was brand new. Today the world looks completely different. Customers are using **Twitter**, **Facebook** and a continually growing number of social platforms for everything — it's where they go to give feedback, ask questions, and look for help." The expansion is expected to be completed by early spring or late summer, with additional hiring if need be, a spokeswoman said. "The goal is to make social media a real way for customers to get help," she said. Currently, the primary platforms are Facebook, Twitter and Comcast's customer forums. The company will reach more platforms as the unit expands, she said. The unit has access to the same resources that Comcast's call center agents do, meaning the unit can quickly jump in to solve problems. Social team members also have a direct line to Comcast's tech teams, allowing them to schedule appointments, according to Karinshak. Other major MSOs also leverage social media platforms to provide customer service. Karinshak reiterated that "improving the customer experience is our top priority" and that the company is beefing up its customer service teams, technology and employee tools and services to better serve subs. The MSO named product development exec *Charlie Herrin* as svp, customer experience in Sept. In Dec, it launched an Xfinity My Account App feature that aims to let subs schedule a time for a Comcast representative to call them to resolve a

Cablefax Daily is **THE** Place to Advertise

Launching a new product? Let the industry know!

Premiering a new show? Let the industry know!

Celebrating an anniversary? Let the industry know!

Our editorial voice reaches the top executives in corporate management, business development, programming, content acquisition, technology and policy.

Deliver your message with impact and influence the industry's elite. **Advertise in Cablefax Daily today!**

Rates & More Information: Rich Hauptner at rhauptner@accessintel.com or 203-899-8460
Olivia Murray at omurray@accessintel.com or 301-354-2010



The Cable Show. Reimagined.



It's about to get TECHNICAL.

THE INTERNET & TELEVISION EXPO DELIVERS AN ADVANCED TECH IMMERSION. Be there live as Re/code journalists Kara Swisher and Peter Kafka interview industry leaders about technology's impact, experts share insights at the Spring Technical Forum, innovators demonstrate next-gen services at INTX Intersections, and developers invent applications on the spot at INTXHACK.

If you're into tech, you've gotta be at INTX.
May 5-7, 2015 • Chicago, IL • intx.ncta.com/unite

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

potential issue, using the interactive troubleshooting guide. Meanwhile, the FCC's review of the Comcast/TWC merger remains in pause mode. The agency was set to reach the end of the 180-day review period at the end of this month. Several programmers including CBS, Disney and 21st Century Fox are challenging the Commission's plans to allow 3rd parties to review programming contracts and other information as part of the review. The latest filing on the issue comes from ACA. The trade group claimed the agency is permitting certain employees of a non-commercial trade association to view confidential information as "outside counsel" while continuing to deny such access to ACA's svp of government affairs *Ross Lieberman*, who has sought the same access as outside counsel. **ACA** claimed staff at the **Competitive Telecom Association (COMPTEL)**, which contains MVPD members, have been permitted as outside counsel to view confidential information submitted in the merger proceeding.

Obama Pushes Broadband: *President Obama* issued a memorandum Mon to bring more than 25 federal agencies together to push broadband deployment through the newly created Broadband Opportunity Council. Co-chaired by the Secretaries of **Commerce** and **Agriculture**, the council aims to identify regulatory barriers to broadband deployment or competition, engage with private companies to find ways to better support broadband investments, and evaluate existing initiatives that could be modified to support deployment, adoption and competition. The council will report back to the President in 150 days with the steps each agency will take to achieve the goals including regulatory actions or budget proposals. In addition, later this year, the Agriculture Department will reopen a revamped broadband loan program to finance eligible rural carriers to provide broadband service to unserved and underserved rural areas. The agency announced Monday that it has funded 3 rural telecom infrastructure projects to improve broadband service in parts of rural AK, IA and NM.

Sports Blackout: No more blackouts during the 2015 **NFL** season. The league's owners voted for a 1-year suspension of the blackout policy. The move came after the **FCC's** unanimous decision to repeal the decades' old blackout rules last year. "This is a big win for sports fans across the country, from Buffalo to San Diego. When the FCC voted to eliminate our sports blackout rules last September, I called on the NFL to revisit its blackout policy and adopt a more fan-friendly approach," Republican commissioner *Ajit Pai* said in a statement, calling the announcement "a big step in the right direction."

FCC Fines Broadcaster: The **FCC** will fine Roanoke, VA-based **WDBJ Television** \$325K for airing graphic and sexually explicit material during the evening newscast, the highest fine the Commission has ever levied for a single indecent broadcast on one station. The agency's enforcement bureau investigated viewers' complaints that the broadcaster aired a news report that included graphic sexual images taken from an adult film website. It's a violation of federal law to air indecent programming from 6am to 10pm. Under agency rules, broadcast indecency is "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory organs or activities."

Envivio 4Q: Video delivery tech firm **Envivio**, which counts 3 of the top 4 US cable ops as customers, managed to narrow its loss in 4Q to \$1.6m, versus a loss of \$5.4m in the year-ago period. Revenues were \$12.7 million, up from \$9 million. In Feb, former **Time Warner Cable** CTO *Mike LaJoie* joined Envivio's board. "While we have been impacted by the consolidation in the market, we are starting to see results from the increased adoption of our video processing software solutions in our customer base," said founder/CEO *Julien Signès* during the company's earnings conference call last week. During 4Q, its 3 US service providers "contributed significant revenue from incremental purchases of Envivio products and services." In addition, the company received an order from a top Latin America Tier 1 customer, the exec noted. The 4 main market drivers for Envivio are convergence and demand for new compression technology such as High Efficiency Video Coding, the growth in personalization and monetization of video services and cloud-based initiatives, Signès said. He noted the company is helping Taiwan's largest service provider **Chunghwa Telecom** with its 4K HEVC trial. HEVC lowers the bandwidth needed for video delivery by up to 50% compared to current technologies. Envivio has seen significant traction in HEVC driven by its in-house developed implementation, the exec said. Meanwhile, Envivio will be in expansion mode. The company is relocating its headquarters to San Francisco to better showcase its services and have access to "a rich talent pool in San Francisco to meet our staffing needs as we grow." Revenue for the quarter was \$12.7m, compared to \$9m in the

BUSINESS & FINANCE

prior quarter. The sequential revenue improvement was primarily a result of stronger sales of the company's software-based services to North America service providers, CFO *Erik Miller* said.

AOL-FourthWall Ink Deal: Under an expanded licensing agreement, **FourthWall** will provide a wider, more granular pool of television data for targeted TV advertising for **AOL**. The deal means viewer information from around 2mIn US HHs across 90 DMAs will be available through AOL's video buying platform.

Imagine Tackles Cloud: **Imagine Communications** launched Cloud-Xtream, a cloud video platform for multiscreen video distribution and monetization. The platform aims to enable live video, VOD, cloud DVR, dynamic ad insertion, video packaging, encoding, transcoding, storage management and cloud orchestration.

People: **The Weather Company** appointed **Google** exec *David Jaye* as chief marketing officer and upped *Maureen Marshall* to vp of communications. Both will report to *Shirley Powell*, evp of marketing and communications. Jaye was previously head of creative agency client development for Google. Marshall, who joined Weather in 2011, has previously worked at **Turner**, **Disney**, **Warner Bros** and **E!**.

Cablefax Daily Stockwatch

Company	03/23 Close	1-Day Ch	Company	03/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	86.38	0.13	COMMScope:	26.74	(0.03)
DISH:	73.13	(0.28)	CONCURRENT:	6.74	0.02
ENTRAVISION:	6.86	UNCH	CONVERGYS:	22.86	0.18
GRAY TELEVISION:	13.39	(1.03)	CSG SYSTEMS:	30.28	0.07
MEDIA GENERAL:	16.82	0.24	ECHOSTAR:	51.77	(0.13)
NEXSTAR:	56.79	(0.38)	GOOGLE:	558.81	(1.55)
SINCLAIR:	31.14	(0.08)	HARMONIC:	7.66	0.03
MSOS					
CABLEVISION:	18.59	(0.09)	INTEL:	31.20	(0.11)
CHARTER:	188.87	(0.14)	INTERACTIVE CORP:	68.15	(0.14)
COMCAST:	59.12	(0.33)	JDSU:	13.72	(0.18)
COMCAST SPCL:	58.86	(0.29)	LEVEL 3:	55.28	(0.12)
GCI:	16.22	0.94	MICROSOFT:	42.85	(0.03)
GRAHAM HOLDING:	1077.51	(7.54)	NETFLIX:	425.00	(3.3)
LIBERTY BROADBAND:	53.91	(0.24)	NIELSEN:	43.65	(0.23)
LIBERTY GLOBAL:	52.99	(0.26)	RENTRAK:	56.50	(0.97)
SHAW COMM:	22.75	0.03	SEACHANGE:	8.35	0.48
SHENTEL:	32.77	0.18	SONY:	27.78	(0.13)
SHENTEL:	32.77	0.18	SPRINT NEXTEL:	5.08	0.13
TIME WARNER CABLE:	155.54	(2.33)	TIVO:	10.73	0.12
PROGRAMMING					
21ST CENTURY FOX:	35.55	0.25	UNIVERSAL ELEC:	56.29	(0.24)
AMC NETWORKS:	74.59	(0.58)	VONAGE:	5.03	0.16
CBS:	62.68	(0.67)	YAHOO:	44.72	(0.32)
CROWN:	4.16	0.08	TELCOS		
DISCOVERY:	32.55	0.10	AT&T:	33.28	0.05
DISNEY:	108.22	(0.21)	CENTURYLINK:	35.32	0.02
GRUPO TELEVISIA:	34.66	0.32	TDS:	26.37	0.10
HSN:	68.55	(0.19)	VERIZON:	49.64	0.08
LIONSGATE:	33.63	(0.03)	MARKET INDICES		
MSG:	80.56	0.71	DOW:	18116.04	(11.61)
SCRIPPS INT:	71.12	(0.38)	NASDAQ:	5010.97	(15.44)
STARZ:	34.10	(0.24)	S&P 500:	2104.42	(3.68)
TIME WARNER:	87.08	(0.81)	TECHNOLOGY		
VIACOM:	70.96	0.85	ADVANTAGE:	2.33	(0.01)
WWE:	16.57	0.08	AMDOCS:	53.97	(0.02)
TECHNOLOGY					
ADDVANTAGE:	2.33	(0.01)	AMPHENOL:	59.74	(0.31)
AMDOCS:	53.97	(0.02)	AOL:	39.66	(0.86)
AMPHENOL:	59.74	(0.31)	APPLE:	127.21	1.31
AOL:	39.66	(0.86)	ARRIS GROUP:	30.95	(0.23)
APPLE:	127.21	1.31	AVID TECH:	15.20	0.18
ARRIS GROUP:	30.95	(0.23)	BLNDER TONGUE:	1.77	0.06
AVID TECH:	15.20	0.18	BROADCOM:	45.22	(0.78)
BLNDER TONGUE:	1.77	0.06	CISCO:	28.41	(0.04)
BROADCOM:	45.22	(0.78)			
CISCO:	28.41	(0.04)			

2015
Cable Hall of Fame
CELEBRATION

REGISTER NOW | MAY 5, 2015 | CHICAGO, IL

THE CABLECENTER

www.CableHallofFame.com | 720.502.7500

2015 Honorees

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

ESPN
LEGACY SPONSOR

Discovery
COMMUNICATIONS
GLOBAL INNOVATIONS SPONSOR

ERICSSON
PROGRAM SPONSOR

CELEBRATING
25
years
CarlsonResources Inc.
the best people in the business
ENTREPRENEURIAL SPIRIT SPONSOR

alpha

OPC

COMMScope

Cablefax
Multichannel

suddenlink

TIVO

Shaw

BROADBAND
library

evolution
DIGITAL

LIBERTY GLOBAL

COMCAST

CYNOPSIS MEDIA
SmartBrief