

Save \$200 on CFX Live registration. Enter VIP Code: subscriber at [www.CFXLive.com](http://www.CFXLive.com)

5 Pages Today

# Cablefax Daily™

Tuesday — March 3, 2015

What the Industry Reads First

Volume 26 / No. 040

## Merger Momentum: With Title II Over, Comcast Critics Turn to TWC Deal

Now that the FCC's Title II vote has taken place, **Comcast-Time Warner Cable** and **AT&T-DirectTV's** proposed mergers move back into the spotlight. But not without sharing the stage with Title II. On Mon, the anti-Comcast merger group **Stop Mega Comcast** released a white paper declaring that last week's net neutrality vote doesn't mitigate the anticompetitive effects of approving the deal. "Even if the net neutrality rules are broader than the 2010 version, for example by extending to interconnection, they will still be subject to interpretation," the group argued. It also said the rules are uncertain because of the threat of litigation. Given the success public interest groups had galvanizing support for net neutrality, look for them to use the momentum of Thurs' vote to pounce on their next big issue: Comcast-TWC. **Consumers Union** launched a radio ad campaign in DC this week with the tagline: "What's worse than Comcast today? Comcast tomorrow." The ad goes on to say that the FCC just took action "to keep the Internet open. Now it needs to stop the Comcast-Time Warner Cable merger." Print versions of the ads also appeared in Mon's editions of the *WSJ*, *Politico*, *Communications Daily* and *Washingtonpost.com*. Title II also factored into a downgrade Mon of TWC shares to "sell" by **Needham's Laura Martin**. In a research note, she estimated that the value of TWC falls 10-20% if the courts uphold Title II based on higher regulatory and legal expenses as well higher uncertainty of FCF streams owing to potential taxes, universal-service type fees and rate regulation. If the Comcast deal doesn't close, Martin wrote that she expects the next bid by Charter to be lower than its last bid of \$130/share because of the risks related to Title II coupled with the expectation that there would be no competitive bidder. Back at the FCC, Mon marked day 152 on the 180-day merger review clock for Comcast-TWC. AT&T-DirectTV is slightly ahead, with Mon marking day 159. Last week, the FCC Media Bureau asked several programmers who have business with Comcast and Time Warner Cable to provide info on their agreements with the companies, including any provisions that limit their ability to license programming to an online video distributor or to offer video directly to consumers. Companies receiving the request for info include **Scripps Nets Interactive, CBS, Disney, 21st Century Fox, Discovery Comm, Time Warner, Viacom** and **Univision**. The Bureau has previously sought info from competitors, including DirecTV, DISH and Google.

# CFXLive

Presenting the New TV Business

Wednesday, March 25, 2015  
Hudson Theatre, NYC

Register Today

## FEATURED SPEAKER OF THE DAY:



**Ann Carlsen**  
Carlsen Resources

### 10 Career Tips for the New TV Ecosystem

Veteran headhunter Ann Carlsen will debunk career myths and outline new success strategies designed to maximize your potential even as TV content flows across multiple screens. It's not just what you know. Or who you know. In the new TV economy, the most successful executives are those who embrace change, remain nimble and ultimately refuse to let themselves get comfortable.

View the Expanded Agenda [www.CFXLive.com](http://www.CFXLive.com)

# Cablefax

---

Hi – As a loyal Cablefax Daily subscriber, you understand how quickly our industry is changing and the importance of tackling the future of TV. That is precisely why you need to attend CFX Live on March 25. Through thought-provoking presentations and panels, and invigorating topics you will think differently about how cable, broadband and home entertainment services mesh with larger consumer trends both now and in the future.

Our morning will begin with a deep dive into the possibilities around cable technology and beyond, followed by a series of short talks designed to explore new content business models, navigate the world of OTT and of course help you prosper in a world in which consumers have endless choices at their fingertips. It's a confusing landscape, but one that promises big opportunities for those able to capitalize on trends and meld them with existing business strategies across the entire entertainment landscape.

In the afternoon, our speakers and panelists will outline the skills that you need for multiscreen success and how the future could take shape over the next few years in a number of surprising areas. From "old school" VOD that's fast morphing into the cutting edge of multiscreen navigation to "new school" millennials whose preferences and behavior will surprise you, these jam-packed sessions will cover everything from career advice to lessons learned from the \$100 billion gaming industry on audience engagement. It's a new world out there. These sessions will give you the new perspective you need to navigate and prosper in this new age of multiscreen content.

Speakers Include:

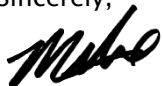
- Ann Carlsen, Carlsen Resources
- Ryan Hunter, YouTube Entrepreneur and Author
- Mark Garner, A+E Networks
- Doug Jacobs, Cowan, DeBaets  
Abrahams & Sheppard
- Jeff Joseph, Consumer Electronics Association
- Jake Katz, Revolt TV
- Michael LaJoie, Jinsei 2.0
- Sarah Lynson, DirecTV
- Steve Meyer, Comcast
- Bryan Neider, Electronic Arts
- Elizabeth Hendricks North, CuriosityStream
- Linda Ong, TruthCo.
- Seth Porges, Journalist
- Charles Segars, Ovation/Advisor to  
DreamWorks Animation
- Esther Weinberg, Mindlight Group
- Tania Yuki, Shareablee

As a subscriber, I want to offer you or anyone on your team \$200 off the registration rate using the code "Join".

View the expanded agenda and register at [www.CFXLive.com](http://www.CFXLive.com).

I look forward to seeing you and your team on March 25 in NYC. Please don't hesitate to contact me if you have any questions.

Sincerely,



Michael Grebb  
Conference Chairman, CFX Live  
Associate Publisher, Cablefax

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

**March Madness on YouTube:** While CBS, TBS, TNT and truTV will air the games, YouTube is gearing up for March Madness, too. NCAA and Turner Sports launched the NCAA March Madness YouTube Channel Mon, with it set to feature highlights and recaps from all 67 games of this year's tournament. The channel also will feature live press conferences, game previews and analysis, daily news, clips from last year and notes from the tourney. Additional content includes daily video clips highlighting the top dunk of each day, best moments from this year's 2015 Naismith College Player of the Year winner and updates that offer the 5 things viewers need to know about that day's action. Of course, viewers can still turn to the 4 linear nets for live, full national coverage of the tournament. This year's Final Four semifinals will be aired on April 4 on TBS, with the national championship airing on April 6 on CBS.

**Comcast-Visible World:** Comcast is reportedly in talks to acquire TV ad-targeting company Visible World. Comcast is already an investor in the company, which lets advertisers deliver specific ads based on zip codes. The WSJ first reported the discussions, with a potential merger not seen as imminent. Last year, Comcast paid \$320mln for FreeWheel, which helps programmers manage advertising across digital.

**Privacy Act: The White House** released a draft of the Consumer Privacy Bill of Rights Act last week, outlining steps companies need to follow when it comes to consumer data collection. Under the draft, companies need to thoughtfully design their privacy notifications for users and delete user data after it has fulfilled its purpose. In addition, companies will be required to inform consumers what data they are collecting and what they are doing with that information. Rep Joe Barton (R-TX), a founding chmn of the Congressional Privacy Caucus, called the draft a positive first step, but added he has questions. "If the Administration is serious about trying to legislate privacy protections, I will try to work with them in a bipartisan fashion," he said.

**Nielsen-Tribune Deal:** Nielsen scored a long-term renewal with Tribune Broadcasting, allowing the Tribune Media division to subscribe to Nielsen TV ratings for all of its stations in every market. As part of the agreement, Tribune will use Nielsen's Out of Home TV measurement and Return Path Data when introduced, as well as Nielsen's new Mobile TV Ratings in Local People Meter markets. Last month, Tribune Broadcasting announced a deal that its 42 local TV stations will use Rentrak's data.

**Rebranding Charter Business:** Charter Business is now Spectrum Business. "Spectrum Business is more than just a new name. Over the past 12 months we have invested in our advanced fiber network, completed our transition to all-digital, and made enhancements to our product suite, including a doubling of entry Internet speeds from 30 to 60Mbps," said Charter evp/CMO Jonathan Hargis in a statement. For small- and mid-sized businesses, 60Mbps Internet starts at \$39.99/month. For larger enterprise clients, Spectrum Business offers Ethernet up to 1 Gbps and fiber Internet solutions up to 10 Gbps.

**Comcast Business Goes NASCAR:** Comcast continues its love of all things NASCAR, announcing that Comcast Business will be the primary paint scheme sponsor for Carl Edwards' Toyota Camry for 4 races. It's the 1st major NASCAR sponsorship deal for Comcast Business, although Comcast has been a huge player in the sport, taking over the naming rights for 10 year for the NASCAR Xfinity Series.

**Cable Employment Survey:** Time to talk money. The Cable and Telecommunications Human Resources Association (CTHRA) is seeking participants for its 2015 compensation survey. Last year, 65 companies (16 MSOs and 49 programmers) submitted confidential info. Companies interested in participating in the surveys should contact Laurie Krashanoff at 415.485.5521 or laurie@croner.biz.

**Programming:** Get ready to see Mark Cuban as the president of the United States. Well, at least on TV. The Dallas Mavericks owner and AXS TV founder will play the POTUS in Syfy's upcoming flick "Sharknado 3." There's a "Shark Tank" joke somewhere here... Conservative commentator Ann Coulter will join him as veep. -- Pop (formerly TV Guide Net) will be the exclusive TV home of the Daytime Emmys, broadcasting the awards live Apr 26 at 8pm ET. Michael Levitt, who created the TV Land Awards, will serve as exec producer of the event. -- This summer Golf debuts "Altered Course," a reality competition series that has teams navigate re-imagined and extreme golf holes. -- Nick's new animated series "Harvey Beaks," which is about a mild-mannered bird and his wild best friends, debuts on Mar 29 at 7pm. A sneak peek will air Mar 28 at 9:30pm, immediately following the Kids' Choice Awards.

# BUSINESS & FINANCE

**Research:** ESPN, ESPN2, Disney Channel, Fox News Channel and NFL Net are the highest-ranked networks on perceived value to cable operators, according to **Beta Research's** Fall 2014 study on basic cable networks. Disney/ESPN Networks, **Discovery Networks** and **NBCU Cable** are the highest-ranked organizations on helping operators from large systems sell broadband, HDTV and video on demand. Disney/ESPN Networks, **Turner Networks**, NBCU Cable and ESPN are the highest-ranked organizations/networks on unaided mentions for being most helpful to operators' TV Everywhere efforts.

**Black Enterprise Names Power List:** Several cable and telco execs made **Black Enterprise's** list of the 50 Most Powerful Women in Corporate America this year. They include *Tamara Franklin*, evp of digital at **Scripps Nets Interactive**, *Debra Lee*, chmn/CEO of **BET Nets**, *Cynthia Marshall*, HR svp at **AT&T** and *Michelle Robinson*, pres of **Verizon Comm's** southeast region.

**People:** **Spike TV's** *Chris Rantamaki* is joining **Discovery Channel** as svp, production and development. He officially starts Apr 20, and will be based in L.A. He spent 4 years at **Viacom's** Spike as svp, original series. -- **Home Team Sports**, the **Fox-owned** sales entity that reps every RSN in the country, promoted *Chad Copher* to vp, ad sales overseeing the Midwest region.

## Cablefax Daily Stockwatch

Company	03/02 Close	1-Day Ch	Company	03/02 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>COMMSCOPE:</b> .....26.47 ..... 0.01		
DIRECTV:.....	88.94	0.34	CONCURRENT:.....	6.08	(0.06)
DISH:.....	75.66	0.62	CONVERGYS:.....	22.59	0.24
ENTRAVISION:.....	6.92	0.06	CSG SYSTEMS:.....	29.97	0.06
GRAY TELEVISION:.....	11.04	0.10	ECHOSTAR:.....	54.71	0.36
MEDIA GENERAL:.....	15.01	0.10	GOOGLE:.....	571.34	12.94
NEXSTAR:.....	54.80	0.27	HARMONIC:.....	7.92	0.11
SINCLAIR:.....	27.35	(0.11)	INTEL:.....	34.06	0.81
<b>MSOS</b>			INTERACTIVE CORP:.....	68.53	1.11
CABLEVISION:.....	18.81	0.03	JDSU:.....	13.81	0.04
CHARTER:.....	185.95	5.35	LEVEL 3:.....	54.00	0.14
COMCAST:.....	59.87	0.49	MICROSOFT:.....	43.88	0.03
COMCAST SPCL:.....	59.36	0.41	NETFLIX:.....	480.25	5.34
GCI:.....	14.41	0.54	NIELSEN:.....	44.95	(0.26)
GRAHAM HOLDING:.....	996.65	10.27	RENTRAK:.....	58.35	3.60
LIBERTY BROADBAND:.....	52.85	0.99	SEACHANGE:.....	7.66	0.11
LIBERTY GLOBAL:.....	54.63	0.57	SONY:.....	28.11	(0.21)
SHAW COMM:.....	23.06	(0.15)	SPRINT NEXTEL:.....	5.09	(0.03)
SHENTEL:.....	29.47	0.38	TIVO:.....	11.38	0.20
SHENTEL:.....	29.47	0.38	UNIVERSAL ELEC:.....	58.54	2.03
TIME WARNER CABLE:.....	155.51	1.46	VONAGE:.....	4.58	0.04
<b>PROGRAMMING</b>			YAHOO:.....	44.11	(0.17)
21ST CENTURY FOX:.....	35.16	0.15	<b>TELCOS</b>		
AMC NETWORKS:.....	73.86	1.84	AT&T:.....	34.64	0.08
CBS:.....	61.75	2.65	CENTURYLINK:.....	37.63	(0.23)
CROWN:.....	3.47	0.04	TDS:.....	25.31	(0.13)
DISCOVERY:.....	32.65	0.35	VERIZON:.....	49.47	0.02
DISNEY:.....	105.89	1.81	<b>MARKET INDICES</b>		
GRUPO TELEVISA:.....	34.08	(0.04)	DOW:.....	18288.63	155.93
HSN:.....	68.48	0.91	NASDAQ:.....	5008.10	44.57
LIONSGATE:.....	32.88	0.29	S&P 500:.....	2117.39	12.89
MSG:.....	78.81	0.46	<b>TECHNOLOGY</b>		
SCRIPPS INT:.....	72.44	0.14	ADDVANTAGE:.....	2.42	UNCH
STARZ:.....	34.03	0.79	AMDOCS:.....	53.00	0.50
TIME WARNER:.....	82.77	0.91	AMPHENOL:.....	57.22	0.76
VIACOM:.....	71.08	0.86	AOL:.....	40.90	0.36
WWE:.....	17.25	0.81	APPLE:.....	129.09	0.63
<b>TECHNOLOGY</b>			ARRIS GROUP:.....	29.81	0.43
ADDVANTAGE:.....	2.42	UNCH	AVID TECH:.....	15.55	(0.13)
AMDOCS:.....	53.00	0.50	BLNDER TONGUE:.....	1.78	0.03
AMPHENOL:.....	57.22	0.76	BROADCOM:.....	46.19	0.96
AOL:.....	40.90	0.36	CISCO:.....	30.19	0.68
APPLE:.....	129.09	0.63			
ARRIS GROUP:.....	29.81	0.43			
AVID TECH:.....	15.55	(0.13)			
BLNDER TONGUE:.....	1.78	0.03			
BROADCOM:.....	46.19	0.96			
CISCO:.....	30.19	0.68			

# The FAXIES

Presented by Cable

**CALL FOR ENTRIES  
ENTER TODAY!**

**Best PR & Marketing for Cable & Broadband**

Entry Deadline: March 20 | Final Entry Deadline: March 27 [www.thefaxies.com](http://www.thefaxies.com)



## CFX TECH by Joyce Wang

### An Update on Energy 2020

SCTE held its Energy 2020 plenary meeting in Herndon, VA, last month, where the results of an analysis of energy usage across major network operators was presented. The initiative, which aims to help cable optimize technology for maximum energy efficiency, was launched last year and is picking up speed, the group's pres/CEO *Mark Dzuban* told us in an interview. "We went from 'Why are we doing this?' to 'How quickly can you move the ball?'" The urgency stems from a forecast that the cable industry's energy costs will quadruple to \$4 billion per year by 2020 if it continues operating at its current state, Dzuban said. So far, SCTE has streamlined projects to increase program efficiency, created benchmarks to measure effectiveness and has been working on standards for equipment design and purchase. It has launched 9 operator-led working groups tackling different standards and operational practices. For example, **Cox** is leading the access network efficiency working group, while **Time Warner Cable** heads the facility classification working group. **Comcast** is in charge of 3 working groups looking at areas such as alternative energy, energy in operations, and density and consolidation. In addition, SCTE's standards sustainability management subcommittee has evolved to a broader, better-resourced energy management subcommittee, Dzuban said. "This is the beginning of... a snowball going downhill." Over the next couple months, the goal is to get major equipment vendors such as **Arris**, **Intel** and **Cisco**, as well as cable operators aligned. Hopefully by 2017 or early 2018, "we will start to see very notable impact" on the industry's energy consumption, Dzuban said. "We are looking at all facilities and energy consuming elements within our business." Some specs covering energy management and common environmental and sustainability requirements for equipment already have been adopted. These standards have been distributed to cable operators as components that should be put in their purchase

agreements to make sure companies are constantly using the most energy-efficient equipment, Dzuban said. As the name implies, Energy 2020 is a 5-year project. That doesn't mean the industry has plenty of time to execute the plan. It takes time for standards to be finalized and implemented. According to Dzuban, it will probably take 4 years for the impact of many efforts being made today to be felt in the equipment market so the need for acceleration is critical. And equally important is industry-wide adoption of Energy 2020 standards to ensure future cable network equipment is energy efficient, he said. The next Energy 2020 status meeting will be in May. And as expected, the initiative will be a big part of the **SCTE Cable-Tec Expo** in Oct, which will also tackle cybersecurity, DOCSIS 3.1 and other issues.

**Vobile Gets Rentrak Unit:** **Vobile** recently acquired the pay-per-transaction business from **Rentrak**. The company will integrate the PPT system with its VDNA platform to enable content owners and distributors to increase their video inventory and better track digital consumption, Vobile CEO *Yangbin Wang* told us. Through the acquisition, the video content protection, measurement and monetization service provider will gain Rentrak's existing PPT customers, including **Paramount**, **Universal**, **Warner Bros**, **Sony**, **Lions Gate** and **Films**.

**Broadway Systems Partners with Placemedia:** Ad management software provider **Broadway Systems** teamed with programmatic planning and buying service **Placemedia** to beef up their ad management offerings. The partnership aims to allow networks to manage all programmatic advertising orders and details from Placemedia through the Broadway Systems platform. Broadway will make its ad management platforms, including the advanced Deal Change Cockpit and the Optimized Spot Placement, available to networks using the Placemedia integration.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at [jwang@accessintel.com](mailto:jwang@accessintel.com)

25355

## Cablefax's Awards Breakfast

Honoring three amazing programs under one roof!

REGISTER TODAY!  
MARCH 26  
NYC

# DIGITAL + TECH + TRAILER

Plus The Digital Hot List 2015

Questions: Contact Allie DeNicuolo at [allie@accessintel.com](mailto:allie@accessintel.com) or 301-354-1810.

[www.Cablefax.com/march26](http://www.Cablefax.com/march26)