

# Cablefax Daily™

Wednesday — April 8, 2015

What the Industry Reads First

Volume 26 / No. 066

## Comcast's Plan: TWC Merger Puts Commercial Services in Spotlight

As cable's traditional residential video market matures, the enterprise market has been picking up steam. At Comcast, it's eyeing a bigger piece of the business market as it works to complete the proposed Time Warner Cable merger. "The ability to serve organizations with multiple locations across our footprint is a key selling point we make to prospective customers," Denise Hasty, svp of marketing and product management with the MSO's enterprise arm told us. The company's sweet spot is centered around 5 vertical markets. "We're seeing growth in data center/cloud connectivity, healthcare, federal, state and local government, education, and professional sports venues," the exec said. While much of the Comcast-TWC discussion has centered on the residential market, Comcast is now toting the merger's benefits for the business market, arguing that the deal will create new competition and lower prices, especially for large multi-city companies. By linking multiple offices spread across major markets including San Francisco, Seattle, Chicago, Houston, Miami, Boston, or Philly, Comcast expects to see \$8bln in price reductions as a result of the merger, Comcast Business pres *Bill Stemper* recently wrote in a blog post. Since it launching in 2006, Comcast's business arm has targeted SMBs and some large corporations. As of 2013, Comcast and TWC combined had "only about 10-15 percent of the market for small- and medium-sized businesses," Stemper wrote. Post-merger, Comcast will offer "more advanced and innovative products to business customers throughout the combined footprint with greater scale—and that means operational efficiencies to better serve our business customers both large and small." The MSO also explained its business plan post-merger in an FCC filing last month. The \$8bln cost savings are calculated over a 10-year period for multi-location businesses with more than 500 employees. The merger will allow Comcast to compete better against incumbent telcos for multi-location enterprise and super-regional businesses that Comcast and TWC aren't able to effectively woo today, the filing said. The MSO has been in aggressive expansion mode lately, launching multi-gigabit Ethernet service in Northern CA and extending its advanced fiber network across the Denver metro area, among other regions. While expanding WiFi hotspots for consumers, it's eyeing businesses looking to offer free WiFi internally and to their



## Cablefax Top Ops AWARDS

### Who are cable's top operators?

Help Cablefax compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators. The Top Ops list will be honored in the July issue of Cablefax: The Magazine.

Enter at [www.cablefax.com/topops](http://www.cablefax.com/topops)  
Questions: Contact Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com)

25523

**NOW ACCEPTING NOMINATIONS!**

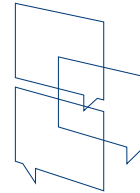
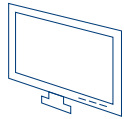
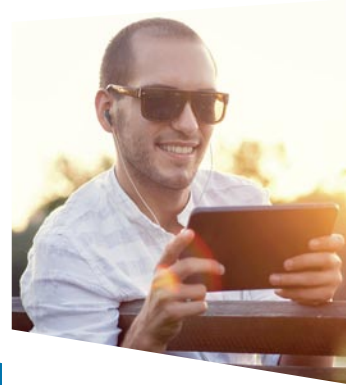
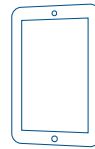
Nomination Deadline:  
**APRIL 17**

Free to Enter



  
the internet &  
television expo

**The Cable Show.**  
Reimagined.



# The World's BIGGEST Internet + TV Mashup

Get ready for the only event where you'll find collaborators and competitors, friends and frenemies, all united by a common vision in the promise and power of a networked digital economy. From online video to wireless broadband to the Internet of Things, every category that matters to this emerging world is represented at INTX: The Internet & Television Expo. You should be too.

May 5-7, 2015 | Chicago, IL | [intx.ncta.com/unite](http://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

customers. “Businesses are beginning to understand that wireless Internet access is a must for their patrons, and that providing free Wi-Fi can give them a competitive edge. We are seeing that if a business provides Wi-Fi now to its employees for business purposes, extending access to its customers is a logical next step that can keep them coming back in the future,” Hasty said. She sees enabling mobility as a major opportunity in enterprise IT. At many organizations, that means they’ve got to retire older, legacy network technology in favor of more scalable, high-performance solutions. “Today’s networks have a lot of ground to cover. The resources companies depend on—cloud-based applications, remote offices, and centralized data centers, to name a few—can be located a significant distance from the business. Networks need to tie all these pieces of the enterprise together, delivering high-performance data and information transfer,” Hasty said.

**ACA’s Plead:** ACA continues to hammer rising programming costs. “If current trends continue, already high video programming fees will continue to escalate, causing the margins from traditional pay-TV service for smaller cable operators to shrink and then dry up within five years... The **FCC** must use its power to restore some semblance of sanity to the out-of-control video content market, or broadband investment will suffer,” said ACA President and CEO *Matthew Polka* in a statement Tues. The group is once again asking the agency to use Section 706 and other provisions in the Comm Act to curb surging programming costs. Under the section, the FCC is required to take immediate action when deployment of advanced telecom capability is not reasonable and timely. In addition, ACA asked the FCC to update the program access rules to ensure MVPD buying groups like **NCTC** can bring a complaint against a cable-affiliate programmer that imposes discriminatory rates, terms, and conditions. Other requests by ACA include: Reform retransmission consent by adopting a rule mandating that broadcasters and MVPDs continue to offer a broadcast station’s signal to consumers after an existing retransmission consent agreement expires; monitor and be prepared to address commercially unreasonable actions by content (edge) providers; launch the rulemaking requested by Media-com to limit forced program bundling and prohibit volume discounts that bear no relation to cost.

**HBO Now:** HBO Now, the net’s standalone streaming service, went live Tues on **Apple** devices. Cablevision is also offering the service to its Internet subs for \$15 a month. HBO is offering a 30-day free trial for customers who sign up in April.

**CBS Lands on Roku:** CBS’s subscription OTT service debuted on the connected device Tues with its **Roku** launch. The CBS All Access Channel costs \$5.99 a month and will replace the current CBS Channel (which only offers video clips). Existing users will get an automatic upgrade to the new channel but can still watch clips without a subscription.

**USA Upfront:** As part of its upfront presentation, **USA** announced **WWE**’s “SmackDown” is coming to the net in 1Q, 2016, from **Syfy**. The move makes USA the TV home for all major WWE events. The net will premiere 5 original dramas, 2 reality series and 1 comedy this summer.

**A+E Networks/Sony Partnership:** A+E Nets scored an online partnership with **Sony** to use the company’s direct-to-consumer marketing and commerce solution relentlessGENERATOR to build dedicated anchor storefronts for **A&E**, **History** and **Lifetime**. Each store features a mix of products, including: custom and licensed merchandise, show-branded apparel, games, collectible items, and media.

**SCTE Details Expo Plan:** The SCTE Cable-Tex Expo this year will explore technologies that can help MSOs avoid costs, deploy new revenue-generating services, and increase the quality and reliability of services, the group said. Expo workshops will feature 5 tracks: B2B solutions and Energy 2020, next-gen services, wireless and home networks, fiber and core networks. The Expo will be held Oct 13-16 in New Orleans.

**Elemental Scores Comcast Contract:** **Elemental Technologies**, which provides video processing services for content including 4K, scored a contract with **Comcast** to offer encoding for the X1 DVR with cloud technology. Comcast began offering the X1 DVR last year, which lets customers record TV shows and movies in the Comcast cloud.

**History Campaigns:** **History** kicked off its Civil War Week across digital platforms Tues, a multi-week campaign

# BUSINESS & FINANCE

commemorating the 150th anniversaries of the end of the American Civil War and the assassination of *President Abraham Lincoln*. As part of the campaign, History Digital will provide original content around the 2 events and will release an updated version of it's the Civil War Today iPad app featuring more Civil War Content. In addition, History Channel will debut 4-part docu-series "Blood and Glory: The Civil War In Color" on Tues and April 14.

**Programming:** Discovery Channel series "Unearthed" premieres April 29. The series follows truffle foragers in Oregon as they hunt for the delicacy. -- **VH1's** new reality series "Swab Stories" debuts April 29th.

**People:** Jen Mintz was promoted to vp, marketing at **Starz**. She was most recently exec dir, original marketing. -- **Cablevision** upped *Matthew Grover* to svp, sales operations and commercial sales, effective immediately. He will report to Cablevision evp, sales and marketing, *Robert Sullivan*. Grover joined the company in 2001 and was vp of sales operations. -- **Bunim/Murray Productions** cofounder/CEO *Jonathan Murray* is departing to take on a producer position, said parent company **Banijay Group**. *Gil Goldscheine* is now the chmn/CEO.

**Editor's Note:** Save the date for **Cablefax's** upcoming TV Innovation Summit in NYC on Oct 1, the day after the Kaitz Dinner. See you there!!

## Cablefax Daily Stockwatch

Company	04/07 Close	1-Day Ch	Company	04/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	86.48	(0.17)	COMMSCOPE:	26.28	0.01
DISH:	70.60	(0.55)	CONCURRENT:	6.16	(0.04)
ENTRAVISION:	6.44	(0.01)	CONVERGYS:	22.97	(0.16)
GRAY TELEVISION:	13.86	(0.07)	CSG SYSTEMS:	30.53	(0.13)
MEDIA GENERAL:	16.95	(0.24)	ECHOSTAR:	51.10	(0.19)
NEXSTAR:	57.90	(0.6)	GOOGLE:	537.02	0.26
SINCLAIR:	31.45	(0.35)	HARMONIC:	7.31	(0.06)
<b>MSOS</b>					
CABLEVISION:	18.02	(0.33)	INTEL:	31.26	0.22
CHARTER:	189.75	(3.44)	INTERACTIVE CORP:	69.42	1.54
COMCAST:	58.31	0.10	JDSU:	13.09	0.04
COMCAST SPCL:	57.82	(0.03)	LEVEL 3:	54.05	(0.01)
GCI:	16.58	(0.22)	MICROSOFT:	41.53	(0.01)
GRAHAM HOLDING:	1064.68	9.34	NETFLIX:	423.46	1.15
LIBERTY BROADBAND:	55.75	(0.1)	NIELSEN:	45.68	(0.23)
LIBERTY GLOBAL:	52.05	(0.13)	RENTRAK:	51.19	(1.22)
SHAW COMM:	22.97	(0.05)	SEACHANGE:	6.42	(0.11)
SHENTEL:	33.02	(0.17)	SONY:	28.97	(0.38)
SHENTEL:	33.02	(0.17)	SPRINT NEXTEL:	4.99	0.02
TIME WARNER CABLE:	155.15	0.26	TIVO:	10.86	(0.04)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	34.24	(0.2)	UNIVERSAL ELEC:	56.47	(0.27)
AMC NETWORKS:	75.58	(0.73)	VONAGE:	4.99	(0.1)
CBS:	60.88	(0.01)	YAHOO:	43.61	(0.06)
CROWN:	3.90	(0.08)	<b>TELCOS</b>		
DISCOVERY:	32.92	0.21	AT&T:	33.16	(0.17)
DISNEY:	105.43	(0.2)	CENTURYLINK:	35.41	0.03
GRUPO TELEVISA:	35.01	(0.09)	TDS:	27.07	0.31
HSN:	66.43	(0.68)	VERIZON:	49.27	(0.36)
LIONSGATE:	33.68	(0.25)	<b>MARKET INDICES</b>		
MSG:	82.99	(0.95)	DOW:	17875.42	(5.43)
SCRIPPS INT:	69.11	(0.13)	NASDAQ:	4910.23	(7.08)
STARZ:	35.31	0.14	S&P 500:	2076.33	(4.29)
TIME WARNER:	85.31	0.03			
VIACOM:	67.53	(1.39)			
WWE:	13.40	0.02			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.35	(0.03)			
AMDOCS:	53.70	0.01			
AMPHENOL:	58.84	(0.13)			
AOL:	38.75	0.03			
APPLE:	126.01	(1.34)			
ARRIS GROUP:	29.68	0.15			
AVID TECH:	15.14	(0.33)			
BLNDER TONGUE:	0.81	(0.05)			
BROADCOM:	43.17	0.07			
CISCO:	27.39	0.17			

## CableJobs

Post your job openings on Cablefax's Job Board today!

- Reach the most qualified candidates.
- Check out resumes for free, and only pay for the ones that interest you!
- Job posting packages allow you to post multiple jobs at your convenience at a discounted rate.

**Cablefax has a recruitment product to fit your budget and business needs.**

Visit us at [www.cablefax.com/jobs](http://www.cablefax.com/jobs)

