

Cablefax Daily™

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What the Industry Reads First

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INTX: It Doesn't Stand for 'In Texas'

Cable Show, National Show, **NCTA**, IN-TX (as in In-Tex)... NCTA has heard just about every name when it comes to its annual trade show, which it rebranded this year as "INTX, the Internet and Television Expo." But no matter what people call it (and to be clear, NCTA prefers you call it I-N-T-X), the organization promises it will be unlike the trade show of years past. "In terms of content and what you will find when you come to Chicago, as a staff, we're very proud of what we've accomplished," *Barbara York*, NCTA's svp of industry affairs, told us. "The change is visceral and palpable to us." It starts with the general session and NCTA's partnership with **Re/code** (*Kara Swisher* and *Peter Kafka* will interview execs on stage), and continues with the speakers (**AT&T**, **Google**, **T-Mobile** execs are among them) and trickles down to the exhibit floor, which will have a cityscape concept with avenues and boulevards. "Where those intersect we're creating themed content and technology showcases that are reflective of the themes of INTX. INTX stands for the Internet and Television Expo, and what we hope to do thematically is explore that intersection," said NCTA industry affairs vp *Mark Bell*. INTX will have 5 intersections: TV Everywhere (which NCTA is producing in partnership with **CTAM**), online video/streaming media (online video companies, including hardware manufacturers, CDNs, digital networks, etc), the Internet of Things, advanced navigation and gaming/immersive entertainment. "The idea is that these are things that traditionally NCTA may have done as an industry exhibit, but we're pushing outside and inviting companies that are leaders or are ahead in each of these categories to demonstrate what they're up to," Bell said. So different is the show floor vibe that NCTA is bringing back the happy hour on the show floor at each day's end that was so popular in cable's 1980s heydays. "The industry ... became much more corporate. We're hoping to bring back that community feeling," York said. One thing that won't change is programmers pulling back on participation. Over the years, big content groups, including **MTV Networks** and **Disney/ESPN**, have sometimes opted out of a big booth presence. York said that's understandable given the changing business, but added that everyone will be present in some form, be it a suite, attendance, speaking roles... "I think what you're seeing is the democratization of the industry, where buyers are buyers and sellers, and sellers are sellers and buyers," York said. "The definition of who is doing what is much harder. The best evidence, you would have never seen



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Kick off the first day of NCTA's Internet & Television Expo (INTX) with WICT, and help us applaud some of the industry's standout initiatives.

- ★ A+E Networks/Lifetime Stop Breast Cancer for Life
- ★ Comcast Internet Essentials
- ★ Juniper Networks/Juniper Networks Foundation Fund Not for Sale Reinvent Program
- ★ Liberty Global/Virgin Media Closing the Gender Gap: "Think, Act, Report - Mending the Gap"
- ★ Suddenlink Communications Suddenlink Family First

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Top Ops AWARDS

WHO ARE CABLE'S BEST OPERATORS?

Nomination Deadline April 17, 2015 – Free to Enter!

The Top Ops Awards recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement.

Help us 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.



Independent Operator Awards*

- Independent Operator of the Year
- Independent Customer Service Award
- Independent Financial Executive of the Year
- Independent Lifetime Achievement Award
- Independent Marketer of the Year
- Independent Project Launch of the Year
- Independent Financial Executive of the Year
- Independent System Executive of the Year
- Independent Technology Award
- Social Media Maverick Award

* In Conjunction with NCTC and ACA

MSO Awards Categories

- MSO of the Year
- Community Service Award System-Level
- Customer Care
- Financial Executive of the Year
- Leadership Award
- Lifetime Achievement Award
- Project Launch of the Year
- Regional Executive of the Year
- Sales Team of the Year
- Social Media Maverick Award
- Technology Award

The Top Ops winners will be honored in the July issue of Cablefax: The Magazine. The Independent Operator of the Year Award (IOY) is presented in conjunction with ACA and NCTC—and the IOY Award is presented at the July Independent Show.

Contact Diana Rojas at drojas@accessintel.com with any questions.
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Comcast on the floor in the old days of cable.” **Comcast** has one of the largest booths at the show, and it’s not the only distributor on the floor, with **Cox** found in the IoT Intersection. **INTX** should even have a different flavor of attendees. No, 50% of the crowd won’t be from outside the industry, but “we’re getting nice blocs from companies outside the core industry,” York said, noting that telcos and direct-to-home satellite will be well represented. It sounds like attendance should be on par with last year’s 10K for the Cable Show in L.A. As for some of the stumbling over the show’s new name, it doesn’t sound like **NCTA** is too concerned. “Our mission here has been to make this much more than a name change, and that we’re producing a show that’s much more reflective of where the industry is going,” said Bell.

NCTC Eyes Education/Training Initiative: **NCTC** is looking to provide educational and training resources to its members through Indie Ed, an initiative it launched with **Jones/NCTI**, a provider of field learning content and tools. The company’s 2-year agreement offers discounted technical, customer care and leadership training curriculum for **NCTC** member companies, along with access to Amp, Jones/NCTI’s mobile learning application that provides real-time knowledge and information to field employees. In addition, some Jones/NCTI white papers, blogs and webinars will be available through the new **NCTC** Indie Ed educational microsite.

AT&T Fined over Privacy Violation: **AT&T** was fined \$25mIn as part of its settlement with the **FCC** to resolve an investigation into consumer privacy violations at the telco’s call centers in Mexico, Colombia and the Philippines. The action is the **FCC**’s largest data security enforcement action by far. According to the agency, the data breaches involved the unauthorized disclosure of nearly 280K US customers’ names, full or partial Social Security numbers, and unauthorized access to protected account-related data, known as customer proprietary network information (CPNI). The investigation found that employees at the call centers accessed CPNI while obtaining other personal information that was used to request handset unlock codes for **AT&T** mobile phones, and then provided that information to unauthorized third parties who appear to have been trafficking in stolen cell phones or secondary market phones that they wanted to unlock.

NAMIC Vision Awards: **NAMIC** announced the 2015 **NAMIC** Vision Awards nominees. A total of 27 networks and producers/distributors generated 75 nominations for awards in 16 categories. Among the top nominated networks are **ESPN**, **E:60** and **ESPN Deportes** with 11 nominations. **Nick** received 10 nominations with **HBO** receiving 9. Other networks receiving multiple nominations include **OWN** and **OWN Digital** with a total 5 noms; **Universal Television** also received 5 with **CNN**, **Discovery Latin America/USH** and **TV One** each earning 4; **BET Networks**, **Lifetime** and **NBC Universo** bagged 3 nominations respectively with **Showtime** getting 2.

Carriage: **TV One** reached a multi-year distribution agreement with **Charter**. Under the terms, Charter subs will continue to have access to the net’s content including shows like “R&B Divas” and “Unsung.”

Comcast Smart Home: **Comcast** is upping its smart home game by partnering with home safety company **Kwikset**. The MSO has added the Kwikset SmartCode 914 door lock to its Xfinity Home platform, the 1st third-party lock to the platform. The lock allows users to remotely lock or unlock their doors by using the MSO’s Xfinity Home app across platforms. Users can also use Kwikset’s 11-button keypad to unlock doors.

FCC Doings: The **FCC**’s Wireline Bureau has extended the deadlines for filing comments to its special access FNPRM to July 1, and reply comments to July 22. The Commission is seeking feedback on proposed changes for special access services offered by incumbent providers such as **AT&T**, **Verizon** and **CenturyLink**. Initial deadlines were April 6 and May 18.

TCM Eyes more Auctions: **Turner Classic Movies** inked a new multi-year deal with auction firm **Bonhams** that includes a new auction entitled Picture Perfect: The Art of Movie Posters to be held July 20 in LA. The auction is focused on posters. The deal came after 2 movie memorabilia auctions totaling \$16mIn. The movie memorabilia auction will return on Nov 23 in NY.

One World Sports Tackles Podcasts: **One World Sports** will launch “The Meter is Running,” its 1st originally produced podcasts, on Fri. Hosted by sports-talk radio personality *Jon Meterparel*, the podcast will focus on top influences and stars in global sports. The show will be distributed on iTunes, social media platforms and **ONEWorld-**

BUSINESS & FINANCE

Sports.com.

Ratings: Spike's "Lip Sync Battle's" premiere on Thurs drew 3.2mln viewers with 3-day playback factored in, making it the most-watched series premiere in network history and 2nd most-watched original series telecast in network history. It bagged a 2.0 rating with 18-49, the 2nd highest all-time for an original series in channel history.

Programming: ESPN Latin America and ESPN Brazil scored exclusive rights to Rugby World Cup 2015 in England. Under the terms, ESPN Latin America and ESPN Brazil will broadcast live coverage of at least 16 matches and will also deliver various TV, digital, mobile and radio offering. ESPN Latin America will also air all of the matches in Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela.

People: Chachi Senior was upped to svp, Spike TV, original series. He will report to Sharon Levy, evp of original series. Senior was previously CEO of entertainment company Ardaban. - Schoen Media Group tapped Art Maulsby as svp of communications. - BBC America named Courtney Thomasma vp of research. She was formerly dir of research at SundanceTV. She will continue to report to Tom Ziangas, svp of research for AMC Networks.

Cablefax Daily Stockwatch

Company	04/08 Close	1-Day Ch	Company	04/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	86.76	0.28	COMMSCOPE:	26.29	0.01
DISH:	71.18	0.58	CONCURRENT:	6.11	(0.05)
ENTRAVISION:	6.29	(0.15)	CONVERGYS:	23.12	0.15
GRAY TELEVISION:	14.16	0.30	CSG SYSTEMS:	30.57	0.04
MEDIA GENERAL:	17.07	0.12	ECHOSTAR:	51.24	0.14
NEXSTAR:	58.27	0.36	GOOGLE:	541.61	4.59
SINCLAIR:	31.34	(0.1)	HARMONIC:	7.37	0.06
MSOS					
CABLEVISION:	17.95	(0.07)	INTEL:	31.31	0.05
CHARTER:	190.78	1.02	INTERACTIVE CORP:	72.52	3.10
COMCAST:	59.18	0.87	JDSU:	13.07	(0.02)
COMCAST SPCL:	58.72	0.90	LEVEL 3:	54.22	0.17
GCI:	16.83	0.25	MICROSOFT:	41.42	(0.11)
GRAHAM HOLDING:	1059.02	(5.66)	NETFLIX:	441.35	17.89
LIBERTY BROADBAND:	55.79	0.04	NIELSEN:	45.61	(0.07)
LIBERTY GLOBAL:	52.32	0.27	RENTRAK:	50.24	(0.95)
SHAW COMM:	23.16	0.19	SEACHANGE:	6.36	(0.06)
SHENTEL:	33.54	0.52	SONY:	29.52	0.55
SHENTEL:	33.54	0.52	SPRINT NEXTEL:	4.91	(0.08)
TIME WARNER CABLE:	157.25	2.10	TIVO:	10.94	0.08
PROGRAMMING					
21ST CENTURY FOX:	34.12	(0.12)	UNIVERSAL ELEC:	57.58	1.11
AMC NETWORKS:	75.54	(0.04)	VONAGE:	5.00	0.01
CBS:	61.27	0.39	YAHOO:	45.17	1.56
CROWN:	3.92	0.02	TELCOS		
DISCOVERY:	32.84	(0.08)	AT&T:	32.65	(0.04)
DISNEY:	106.36	0.93	CENTURYLINK:	35.50	0.09
GRUPO TELEVISA:	35.35	0.34	TDS:	27.05	(0.02)
HSN:	66.63	0.20	VERIZON:	49.13	0.41
LIONSGATE:	31.45	(2.23)	MARKET INDICES		
MSG:	83.55	0.56	DOW:	17902.51	27.09
SCRIPPS INT:	70.18	1.07	NASDAQ:	4950.82	40.59
STARZ:	34.55	(0.76)	S&P 500:	2081.90	5.57
TIME WARNER:	85.18	(0.13)	TECHNOLOGY		
VIACOM:	68.68	1.15	ADDVANTAGE:	2.34	(0.01)
WWE:	13.80	0.40	AMDOCS:	53.88	0.18
TECHNOLOGY					
ADDVANTAGE:	2.34	(0.01)	AMPHENOL:	59.21	0.37
AMDOCS:	53.88	0.18	AOL:	39.36	0.61
AMPHENOL:	59.21	0.37	APPLE:	125.60	(0.41)
AOL:	39.36	0.61	ARRIS GROUP:	29.45	(0.23)
APPLE:	125.60	(0.41)	AVID TECH:	15.18	0.04
ARRIS GROUP:	29.45	(0.23)	BLNDER TONGUE:	0.81	UNCH
AVID TECH:	15.18	0.04	BROADCOM:	42.97	(0.2)
BLNDER TONGUE:	0.81	UNCH	CISCO:	27.55	0.16
BROADCOM:	42.97	(0.2)			
CISCO:	27.55	0.16			

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TV Innovation Summit

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Of Details and Devils

Commentary by Steve Effros

I admit it. I haven't read the entire massive FCC decision on net neutrality or the complete missives of the dissenters. I just dip in and out to look at some of the "good parts" every once in a while when I hear about something that defies my imagination. Unfortunately, in most cases my imagination is losing. Every time I hear about something that I think just can't possibly be, sure enough, it is! This document, along with the dissents, is likely to become a classic when all is said and done... if that ever happens, because there are so many things that seem contradictory, so many things that seem to say one thing and then apparently are intended to say something else, and so many things that are just unintelligible, that it will be held up in future years as a great example of how not to get something done.

We've all heard the old adage that the "devil is in the details." Well, in this case, there are so many details missing that the lawyers poring over the multi-hundred page document are having a devil of a time even understanding what the FCC intended to do or say or mean. One friend of mine, for instance, pointed out that when it comes to privacy rules the Commission said it wasn't planning to adopt the "Title II" privacy rules as written, that they intended to have a rulemaking (eventually) to adopt new, more appropriate rules. But in the meantime, the Statute, upon which the original privacy rules are based, would apply! Well, what does that mean? We really don't know, in this case, what the devil they intend us to do to comply!

While the document is about to be printed in the Federal Register (finally) thus triggering the clock on formal



filings of appeals in various courts, there are so many glaring issues that it's hard to know where to begin. The most obvious, on a global level, is that the Commission says it has no intention of regulating rates for broadband service but then proceeds to suggest that "paid priority" is prohibited. Well, that's regulating a rate.

A lot of the "logic" behind these rules is based on conclusions about how the marketplace has developed. It's also based on how the Commission thinks it should develop in the future, and their judgment as to the best way to get there without undue economic influence being applied by certain folks; namely the broadband suppliers.

But if you comb through the document carefully you will note that there is virtually no economic analysis to support any of those conclusions! The Courts are going to be fascinated by that lack of supporting data, one would think. That's why I said last week that the decision in court was likely to be influenced more by the proclivities of the judges hearing the case than in most other instances. The Commission is making a massive change in regulatory structure for an entire industry based on supposition. The courts can either "punt" and say the "expert agency" is the one to make those calls, not the courts, or the judges can say no, there has to be more substance, and maybe clearer legislation, rather than just rhetoric to support such a change. Either way, what these rules actually do, and how they can be implemented while all this gets argued out is anyone's guess, since it's devilishly hard to find any consistent or understandable details.

Steve

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(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry)

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