

# Cablefax Daily™

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What the Industry Reads First

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## FCC Workshop: Consumer Privacy Debated Following Title II Order

The FCC kicked off discussions around Internet customer proprietary network information (CPNI) in a workshop Tues. The move came after the agency's Title II net neutrality order, which includes measures prompted by Section 222 of the Communications Act. Currently, CPNI rules apply to phone companies, preventing them from sharing customer information without express consent. Under the order, the agency has general authority on consumer protection when it comes to broadband access, although how the rules translate in the broadband context, where various Internet marketing tactics rely on some type of tracking, is unclear. FTC also has authority over consumer privacy, and the FCC wants to figure out how to work with the FTC under the new authority provided by the net neutrality order. The order, which has been challenged in court by numerous trade groups, has already been filed at the Federal Register, meaning it will become effective in June. Chmn *Tom Wheeler* noted broadband access CPNI is a new area. The goal is to ensure consumers are protected while promoting innovation and investment, he said. During the workshop, speakers representing ISPs warned against implementing new consumer privacy and security rules. Rather than applying CPNI rules exactly as they applied to phone companies, the Commission should adopt a privacy regime that reflects the reality of the Internet ecosystem, said *Nancy Libin*, partner with law firm **Wilkinson Barker Kanauer**. She advises companies on privacy issues. **AT&T** seemed to be on the same page, with its svp and chief privacy officer *Robert Quinn* asking the agency to look at edge providers that like ISPs can also access consumer data. In addition, companies like AT&T will continue to engage in marketing that requires the collection of some consumer data. Scholars chimed in as well. *Peter Swire*, senior fellow at the **Future of Privacy Forum**, said that translating Section 222 privacy protections to the broadband sector is far from a simple task. He noted "considerable technical and market differences from the telephone market governed by the 1996 CPNI rules." While the FTC has some authority over privacy, as some Internet companies have suggested, the FCC has rulemaking authority over CPNI when it comes to broadband and should be leading the effort, **Public Knowledge** svp *Harold Feld* said.





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**Cablevision/Hulu Deal:** Cablevision became the 1st cable MSO to offer Hulu content. The company inked an agreement with the SVOD provider to provide Hulu's streaming service to Optimum subs. No pricing info was announced. The move followed Cablevision's deal to offer HBO Now, the programmer's standalone OTT service. "There is a new generation of consumers who access video through the Internet, and whatever their preference, Cablevision will facilitate a great content experience... The partnership with Hulu reflects Cablevision's desire to meet customers where they are," Cablevision COO *Kristin Dolan* said in a statement. "Even with the rapid growth in streaming, there is a huge audience that consumes television through their cable provider, and we want to be there for them too," Hulu's svp of distribution *Tim Connolly* said.

**Weather Scores DISH EVP:** The Weather Company restructured its TV division with changes across its programming, distribution, broadcast operations, video technology and addressable TV ad platforms. The company tapped *Dave Shull*, most recently chief commercial officer and evp at DISH, as group pres of the division starting May 4. He will report to chmn/CEO *David Kenny*. Reporting to Shull will be *David Clark*, The Weather Channel network pres; *Jennifer Dangar*, chief strategy officer and head of distribution; and *George Lott*, svp, television technology. The move came as the company explores new business models with distributors such as DISH's streaming service Sling TV and a la carte services. The company is also looking to increase the coverage of local content such as traffic and news.

**AT&T Adds TVE Nets:** AT&T expanded its U-verse TVE lineup with 41 live programming networks and made the app compatible to Samsung Gear S wearable devices. The upgrade means the telco's subs now can access 236 live channels inside their homes and 173 channels for mobile streaming. Nets added to the lineup include BET, Comedy Central, MTV, VH1, Nick, Spike TV, Fox Sports 1, Galavision, HGTV and Univision. The app for Samsung Gear S means subs can use the device as a remote control to access programming and TVE interface.

**TWC on Xbox One:** Time Warner Cable added live TV streaming to its TWC TV app for Microsoft's Xbox One. The MSO launched its TVE app on the platform a few months ago with access to VOD content.

**SCTE's IP Challenge:** The 5th annual SCTE IP Challenge is next month. The challenge features questions in 6 categories: Routing, Network Theory, CMTS DOCSIS, Internet Protocol, Configuration, and Multimedia over IP. Eight semifinalists will receive complimentary registrations to SCTE Cable-Tec Expo.

**FCC's Tech Meeting:** The FCC's Technological Advisory Council (TAC), comprised of various tech experts to help the Commission identify areas of innovation, is scheduled to meet on June 11. *Dennis Roberson*, vice provost and research professor with Illinois Institute of Technology, is chmn of the council.

**Bright House Tackles Hospitality:** Bright House Networks Enterprise Solutions, the MSO's enterprise arm, launched its Hosted Voice for Hospitality to support hotel communications service. The cloud-based system can be integrated with legacy property management systems to combine a property's communications services and operational practices to streamline those services for guests and staff.

**New Front:** The message from Maker Studios' newfront Tues am: It's cornering the market on short-form content. 80% of millennials watch short-form content every day, CEO *Ynon Kreiz* told the crowd. "This is our domain." Maker unveiled a preview of results of a forthcoming study to back up the claims. Among the highlights: Of the 80% watching short-form, nearly half watch multiple times per day. 76% of millennials 13-34 visit YouTube, with 60% visiting daily or more often, and 77% say YouTube influences how they think about brands and products. 66% of those surveyed said a YouTube video influenced a recent purchase, and 61% are more likely to buy a brand recommended in a short-form video. -- Over at BuzzFeed, the king of viral content is visualizing how stories spread across the Internet on social platforms. On Monday the company presented a new, proprietary technology called Pound that creates data visualizations of how content is shared on the web, according to BuzzFeed publisher *Dao Nguyen*. Pound takes into account spreading from one sharer to another, downstream visits and even movement to one-to-one sharing platforms like Gchat and email. It aims to measure word of mouth marketing. Nguyen said Pound is seeking advertising beta partners. The company has analyzed why people share and came up with three reasons: for the purposes of

# BUSINESS & FINANCE

identifying with content, for gaining information, and for emotional connections, said chief revenue officer *Lee Brown*. It's also doing lots of data analysis into the science of sharing and doubling its research department.

**Helping Nepal:** MSOs such as **Bright House, Time Warner Cable and Comcast** are offering their phone subs the ability to call family and friends in Nepal for free through the end of May, following the devastating earthquake that resulted in thousands of deaths in the region. The MSOs will issue credits for subs calling directly to Nepal during the period.

**YouTube Rated in Germany:** German TV rating data provider **AGF** is including **YouTube** and other online video services in its rating data. **Nielsen** announced late last year that it's rolling out a new system measuring online video.

**RDK Update:** Vendors, software providers and MSOs that have adopted the Reference Design Kit (RDK) have grown around 60% over the past year, according to **RDK Management**, a joint vendor between **Comcast** and **Time Warner Cable**. RDK is a pre-integrated software bundle that can be developed and licensed to create a common framework for supporting IP or hybrid set-top boxes and gateway devices.

## Cablefax Daily Stockwatch

Company	04/28 Close	1-Day Ch	Company	04/28 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	91.54	1.38	COMMSCOPE:	26.75	0.17
DISH:	68.43	(1.25)	CONCURRENT:	5.96	0.01
ENTRAVISION:	6.83	0.08	CONVERGYS:	23.42	0.57
GRAY TELEVISION:	13.93	0.02	CSG SYSTEMS:	30.16	0.52
MEDIA GENERAL:	16.95	0.31	ECHOSTAR:	51.56	0.58
NEXSTAR:	59.17	(0.42)	GOOGLE:	553.68	(1.69)
SINCLAIR:	31.30	0.03	HARMONIC:	7.45	0.14
<b>MSOS</b>					
CABLEVISION:	20.34	(0.11)	INTEL:	33.02	0.52
CHARTER:	182.30	(0.66)	INTERACTIVE CORP:	71.46	0.11
COMCAST:	59.00	0.12	JDSU:	13.34	0.07
COMCAST SPCL:	58.85	0.28	LEVEL 3:	54.66	0.54
GCI:	16.70	0.35	MICROSOFT:	49.16	1.12
GRAHAM HOLDING:	1048.65	(8.35)	NETFLIX:	563.06	(3.02)
LIBERTY BROADBAND:	53.40	0.02	NIELSEN:	45.69	0.17
LIBERTY GLOBAL:	52.57	0.28	RENTRAK:	48.51	0.68
SHAW COMM:	23.04	0.13	SEACHANGE:	7.00	0.11
SHENTEL:	36.80	1.43	SONY:	31.01	(0.18)
SHENTEL:	36.80	1.43	SPRINT NEXTEL:	5.29	0.03
TIME WARNER CABLE:	157.89	1.52	TIVO:	11.31	0.02
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	34.53	0.02	UNIVERSAL ELEC:	57.20	0.99
AMC NETWORKS:	76.63	0.87	VONAGE:	4.93	0.18
CBS:	61.60	(0.1)	YAHOO:	44.34	(0.02)
CROWN:	3.95	0.08	<b>TELCOS</b>		
DISCOVERY:	31.70	(0.54)	AT&T:	34.86	0.77
DISNEY:	109.92	(0.24)	CENTURYLINK:	36.78	0.49
GRUPO TELEVISIA:	36.80	0.30	TDS:	26.92	0.12
HSN:	64.65	(0.26)	VERIZON:	50.55	0.47
LIONSGATE:	31.45	(0.4)	<b>MARKET INDICES</b>		
MSG:	81.88	0.70	DOW:	18110.14	72.17
SCRIPPS INT:	68.90	(0.19)	NASDAQ:	5055.42	(4.82)
STARZ:	38.54	0.36	S&P 500:	2114.76	5.84
TIME WARNER:	84.98	0.22			
VIACOM:	71.44	1.50			
WWE:	13.93	(0.41)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.45	0.03			
AMDOCS:	55.43	0.09			
AMPHENOL:	55.99	(0.23)			
AOL:	39.97	(0.29)			
APPLE:	130.56	(2.09)			
ARRIS GROUP:	34.99	0.01			
AVID TECH:	16.50	0.39			
BLNDER TONGUE:	0.83	0.08			
BROADCOM:	44.69	0.18			
CISCO:	29.32	0.43			

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