

Cablefax Daily™

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What the Industry Reads First

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Life After Comcast/TWC: Penthera Signs on Charter, TWC

It's been about a month since **Comcast** called off its merger with **Time Warner Cable** and for *Michael Willner*, current CEO of video software firm **Penthera** and would-be CEO of **GreatLand**, it's back to business as usual. And more. Penthera recently scored deals with **Charter** and Time Warner Cable to provide video download services as part of the companies' TVE offerings. It also recently extended its existing relationship with Comcast, the 1st major MSO that has integrated Penthera's software with its TVE apps. "I have a personal stake in Penthera, and I am committed to it," Willner, who joined Penthera in 2012 after he sold **Insight Communications** to TWC, told us. And even when he was working on the nixed merger transition that would have created new MSO GreatLand, he intended to continue to play a role at Penthera. The long-time cable exec was planning to wait until the deal closed and GreatLand was officially a company to leave the tech firm. In the months leading up to the Comcast walking away from the deal, Willner had identified a slew of well-respected execs to join GreatLand's management team, including former Insight execs *Matt Siegel* (TWC treasurer) and *Keith Hall* (attorney in private practice). All the execs tapped to join GreatLand fully understood the potential risk they were taking, Willner said, and they knew the deal might not go through despite all the work that had gone into the complex transition process. Now they are moving on. So is Willner. Penthera's "Cache & Carry" content delivery technology seeks to enable users to move massive amounts of data between the cloud and a smartphone/tablet, with the download engine dynamically adjusting the number of active threads depending on the network and device capabilities. "It turns your device into a mobile DVR," Willner said. Charter, which has launched a basic version of the video download feature, is in the process of integrating Penthera's service, which can be customized to allow video download during a specific time period and through a specific broadband technology (e.g. WiFi vs. cellular). Penthera is in the process of launching with 2 major programmers (one domestic and one international) and has been in talks with other Tier 1 international and domestic providers. Penthera's expansion is driven by pay-TV providers' demand in finding multiple solutions to enable subs to access and consume content, Willner said. Having just witnessed a mega merger firsthand, Willner said he understands the rational of Charter's proposed merger with TWC. "It makes a lot of sense." And things won't be a lot different after the merger, at least not for Penthera, since both companies are focused on improving TVE offerings and user experience as a whole, he said.

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THE MAGAZINE

the 100

Find out who made
Cablefax's power
player list this year!



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Congratulations Winners! (Pre-Announced)

Direct Response Marketing Award

- ▶ XFINITY High-Value Magalog

Event Marketing Award

- ▶ Big Ten Network - Taking a Bite from the B1G Apple (and the East Coast)

Media Maverick Award

- ▶ Cablevision Systems Corporation - Launch of Freewheel by Cablevision

OTT Marketing Campaign Award

- ▶ Sling TV - Taking the Pain Out of Pay-TV

Technology Vendor Marketing Award

- ▶ Ooyala - Global Video Index Report

The FAXIES Awards Finalists:

Marketer of the Year, VP Level and above

- ▶ Valerie Albanese, Lifetime
- ▶ Shannon Driver, HGTV, DIY Network & GAC
- ▶ Michael Engleman, Syfy
- ▶ Victoria Lowell, TLC Marketing

Marketing Team of the Year

- ▶ Comcast/Grupo Gallegos
- ▶ HGTV, DIY Network & GAC
- ▶ National Geographic Channel
- ▶ TLC Marketing

PR Executive of the Year

- ▶ Sena Fitzmaurice, Comcast
- ▶ Catherine Frymark, Discovery Communications, Inc.
- ▶ Leslie Furuta, Pop
- ▶ Rachelle Savoia, Turner Broadcasting System
- ▶ Todd Smith, Cox Communications

PR Team of the Year

- ▶ HGTV, DIY Network & GAC
- ▶ Investigation Discovery Group PR Team
- ▶ National Geographic Channels
- ▶ Bravo and Oxygen Media Communications
- ▶ Pop
- ▶ USA Network

Acquisition and Upgrade Marketing

- ▶ BabyTV iChannel with AT&Tadworks
- ▶ Comcast High-Value Magalog
- ▶ Comcast XFINITY - Keeping Up With The Joneses
- ▶ HBO Latino Year Ender
- ▶ Mediacom Business Acquisition - Uncover The Truth
- ▶ Univision.net Marketing Platform
- ▶ XFINITY - Because I Can
- ▶ XFINITY University Marketing

Advertising Campaign for a Network

- ▶ DIY Network - #DIYWin/#DIYFail Campaign
- ▶ FYI
- ▶ Investigation Discovery - ID Brand Spot

- ▶ NBC UNIVERSO Re-Launch
- ▶ Pop - TVGN Rebrand to Pop
- ▶ TLC Marketing - TLC Brand Campaign

Advertising Campaign for a Single Program

- ▶ A+E Networks - Bates Motel Season 2
- ▶ Destination America - A Haunting
- ▶ Discovery Channel - Shark Week 2014
- ▶ HBO Program Advertising - Game of Thrones Integrated Marketing Campaign
- ▶ MTV - Rebel Music: Native America
- ▶ Pop - Rock This Boat Marketing Campaign
- ▶ Pop - Schitt's Creek Marketing Campaign
- ▶ TLC Marketing - 19 Kids & Counting S9 Launch Campaign

Affiliate Marketing

- ▶ Discovery's 2014 Shark Week Affiliate Promotions
- ▶ HGTV - SuperLodge at DirecTV Super Fan Fest
- ▶ International Media Distribution - Lunar New Year 2015
- ▶ NBCUniversal - Your Super Solution
- ▶ NBCUniversal - Syfy Ascension Custom Content

Brand Image and Positioning Campaign

- ▶ ABS-CBN International - TFC 20th Year Anniversary Campaign
- ▶ American Heroes Channel - 2014 Brand Launch Spot
- ▶ HGTV - Santa HQ
- ▶ NBC UNIVERSO - Look and Feel Campaign
- ▶ Pop - TVGN Rebrand to Pop
- ▶ TLC Marketing -
- ▶ truTV - #HaveUFoundtruTV
- ▶ Viewpoint Creative - Scripps Networks Travel Channel Brand Upfront and On-Air Spot

Brand Image and Positioning Campaign – Other

- ▶ ARRIS Group, Inc. - The People of ARRIS
- ▶ D4 Creative - Metrocast Begins With Me
- ▶ Mediacom Business Gigabit+Solutions
- ▶ SeaChange International - Redesign of www.schange.com

Community Relations

- ▶ Burrell - In His Shoes - The Weapons of a Movement
- ▶ Cablevision Systems Corporation - Cablevision's Optimum Community Program
- ▶ Cox Communications - "Celebrating the Link Between Digital Learning Environments and Student Achievement"
- ▶ Destination America - Red, White, and You!

Corporate Social Responsibility/Green Campaign

- ▶ Comcast Cable Communications LLC - National Recycling Program
- ▶ ION Television - "Get Wrapped Up in the

Holidays" with the Coalition for the Homeless

- ▶ Pivot TV - Recycle Right
- ▶ Pivot TV - Subaru Dining Out For Life Campaign

Integrated Marketing Campaign – Company

- ▶ ABS-CBN International - TFC 20th Year Anniversary Campaign
- ▶ Big Ten Network - College Sports
- ▶ Comcast Cable - Emily's Oz
- ▶ Grupo Gallegos - Because I Can

Integrated Marketing Campaign - Company Branding

- ▶ Comcast Cable - Blindsided
- ▶ Grupo Gallegos - Fuel Your Rivalry
- ▶ NBCUniversal TV Everywhere Brand Marketing Campaign

Integrated Marketing Campaign – Program

- ▶ HBO Program Advertising - Boardwalk Empire Season 5
- ▶ HBO Program Advertising - Game of Thrones
- ▶ HBO Program Advertising - Silicon Valley Season 1
- ▶ HGTV - Ellen's Design Challenge
- ▶ History Channel - Vikings Season 2
- ▶ Lifetime - Devious Maids Season 2 Integrated Campaign
- ▶ Lifetime - Witches of East End Season 2
- ▶ XFINITY, from Comcast - "Super Bowl Saturday Night"

Marketing Campaign - Marketing of a Network

- ▶ Crown Media Family Networks - Countdown to Christmas 2014
- ▶ NBC UNIVERSO Re-launch
- ▶ truTV - #HaveUFoundtruTV

Marketing Campaign - Marketing of a Show

- ▶ A+E Networks - Bates Motel Season 2
- ▶ A+E Networks - Wahlburgers Season 2
- ▶ HGTV - Ellen's Design Challenge
- ▶ History Channel - Vikings Season 2
- ▶ TLC Marketing - 19 Kids & Counting S9 Launch Campaign
- ▶ TLC Marketing - The Little Couple, Season 6 Launch

Marketing of a Continuing Series

- ▶ A+E Networks - Bates Motel Season 2
- ▶ A+E Networks - Wahlburgers Season 2
- ▶ HBO Program Advertising - Barclay's Epic Fan Experience
- ▶ HGTV - Fixer Upper
- ▶ History Channel - Vikings Season 2
- ▶ Lifetime - Devious Maids Season 2 Integrated Campaign
- ▶ Lifetime - Witches of East End Season 2 Integrated Campaign
- ▶ SundanceTV - Rectify Campaign (Season 2)

The FAXIES Awards Finalists

Marketing of a New Series or Show

- ▶ BET Networks - Nellyville #CuddleNelly Sweepstakes
- ▶ Discovery Channel - Skyscraper LIVE 2014
- ▶ NBC UNIVERSO - A Toda Gloria
- ▶ Pivot TV - Fortitude
- ▶ TLC Marketing - My Big Fat Fabulous Life S1 Launch Campaign
- ▶ WE tv's Society for the Prevention of Celebrity Divorce

Marketing of a Special or Documentary/ Documentary Series

- ▶ Discovery Channel - Shark Week 2014
- ▶ Discovery Channel - Skyscraper LIVE 2014
- ▶ HBO Multicultural Marketing - Santana "Corazon" Live from Mexico
- ▶ History Channel - World Wars
- ▶ Investigation Discovery - A Crime to Remember Launch
- ▶ MTV - Rebel Music: Native America

Media Event

- ▶ A+E Networks - Bates Motel Comic-Con Presence 2014
- ▶ A+E Networks - Bates Motel SXSW Facade and Party
- ▶ Crown Media Family Networks - Television Critics Association (TCA) Summer 2014 Christmas Party
- ▶ National Geographic Channel - American War Generals Premiere
- ▶ National Geographic Channel - Food Press Tour
- ▶ NBCUniversal - NBCSN 2014 Stanley Cup Playoffs "Home Ice Pops"
- ▶ Pac-12 Networks - The Drive: Pac-12 Football - Season 2 Announcement

Media Relations Campaign

- ▶ ESPN - 2014 FIFA World Cup
- ▶ ESPN's SEC Network Launch
- ▶ National Geographic Channel - COSMOS: A Spacetime Odyssey
- ▶ NBC UNIVERSO Re-launch
- ▶ Pop Rebrand and "Schitt's Creek" Launch
- ▶ Showtime Networks Inc. - THE AFFAIR Season One
- ▶ TiVo Hijacks Super Bowl Excitement and Leads the Data Conversation

Multicultural Marketing

- ▶ Burrell & Skai Blue Media - Making History Today
- ▶ C-SPAN's Historically Black Colleges & Universities Tour
- ▶ Grupo Gallegos - Because I Can
- ▶ Grupo Gallegos - Fuel Your Rivalry
- ▶ HBO Multicultural Marketing - Game of Thrones Mixtape Vol. 1
- ▶ NBC UNIVERSO Re-launch
- ▶ Ready Set Rocket - Univision.net Marketing Platform
- ▶ Time Warner Cable - TWC 2014 Supplier Diversity Webinar Series

Non-Profit Partnerships

- ▶ Cablevision & The Lustgarten Foundation's curePC Campaign - the curePC Courage Project
- ▶ Investigation Discovery - Inspire a Difference Partnership with Glamour
- ▶ Scripps Networks Interactive - HGTV, DIY Network & Rebuilding Together

Partnership Marketing

- ▶ Discovery Channel - Deadliest Catch & Sprint
- ▶ Discovery Channel - Shark Week & Gillette
- ▶ Discovery Channel - Shark Week & Redd's Apple Ale
- ▶ HISTORY - American Pickers & Ford
- ▶ MTV - Life Is Better With Intel
- ▶ truTV - Jokers in Miami with the Roaming Gnome
- ▶ Turner Entertainment Networks - Chili's and TNT on the Menu Partnership

PR Stunt

- ▶ A+E Networks - Bates Motel SXSW Facade and Party
- ▶ Animal Planet - Puppy Bowl XI
- ▶ Big Ten Network - NYC Event Party
- ▶ Crown Media Family Networks - Cedar Cove Bike Brigade
- ▶ HBO Multicultural Marketing - Boardwalk Empire "Back Room" Special Event
- ▶ HBO Program Advertising - Barclay's Epic Fan Experience
- ▶ Oxygen Media - Street Art Throwdown

Press Kit

- ▶ A+E Networks - Wahlburgers Fan Mailer
- ▶ FYI Mailer
- ▶ History Channel - Vikings Season 3
- ▶ Pop Launch
- ▶ Showtime Networks Inc. - Penny Dreadful

Programming Stunt

- ▶ BET Networks - Tune In and Turn Up Watch and Win
- ▶ Big Ten Network - BTN B1G 10K
- ▶ Discovery Channel - Shark Week 2014
- ▶ Investigation Discovery - Shop Til You Drop Black Friday with Roseanne Barr
- ▶ TLC Marketing - TLC Season

Public Affairs Campaign

- ▶ American Heroes Channel - Ruby Bridges Black History Month Campaign
- ▶ Cablevision Systems Corporation - Cablevision's Meet the Leaders
- ▶ National Geographic Channel - Cause An Uproar
- ▶ Pivot TV - Say Something
- ▶ TakePart.com - Save Our Bees

Shoestring Marketing

- ▶ HBO Program Advertising - The Leftovers Season 1 at San Diego Comic-Con 2014
- ▶ International Media Distribution - DW (Amerika) Gift With Purchase Campaign

- ▶ International Media Distribution - TV JAPAN HD Charter Launch
- ▶ International Media Distribution - Xfinity Store Filipino Event
- ▶ MTV - Rebel Music: Native America
- ▶ truTV - Hennessy Upload with Shaq

Social Media During a Program

- ▶ Syfy - Sharknado 2
- ▶ truTV - Jokers in Miami with the Roaming Gnome
- ▶ Universal Cable Productions - "Girlfriends' Guide to Divorce" Twitter Party
- ▶ VH1 - Shazam the Mob Wives
- ▶ Lifetime - "The Saturday Night #Social"

Social Media Marketing

- ▶ Grupo Gallegos - #FirmaMiTweet / #Sign MyTweet
- ▶ Grupo Gallegos - Fuel Your Rivalry
- ▶ Lifetime - Grumpy Cat Interactive Social Media Campaign
- ▶ MTV - Rebel Music: Native America
- ▶ truTV - #HaveUFoundtruTV
- ▶ truTV - Jokers in Miami with the Roaming Gnome
- ▶ Turner Entertainment Networks - #LiveDieRetweet Turner Cross-Divisional Campaign
- ▶ @XFINITYSports Establishes XFINITY as Your Home for the Most Live Sports

Sweepstakes and Games Marketing

- ▶ BET Networks - Almost Christmas Cash Out
- ▶ Crown Media Family Networks - Cedar Cove Sweepstakes & Digital Experience
- ▶ Crown Media Family Networks - Joy To The World Sweepstakes & Digital Experience
- ▶ Lifetime - Witches of East End Season 2 Spell Caster
- ▶ NBCUniversal - E! Fashion Week Interactive Quiz
- ▶ Turner Entertainment Networks - #LiveDieRetweet
- ▶ VH1 - Shazam the Mob Wives

Tchotchke

- ▶ BET Networks - Nellyville Cuddle Nelly Body Pillow
- ▶ Big Ten Network - College Sports T-shirts and Sweatbands
- ▶ International Media Distribution - "Now Boarding" IMD 2015 Calendar & Digital App

Trade Show Marketing/PR

- ▶ A+E Networks - Bates Motel Comic-Con Presence 2014
- ▶ A+E Networks - Bates Motel SXSW Facade and Party
- ▶ BET Networks - BETN Pavilion at BET Experience
- ▶ International Media Distribution - NCTA 2014 TFC 20th Anniversary Karaoke Party & Gift Bag
- ▶ Lifetime - Witches of East End at SDCC

Congratulations to all the finalists! We are looking forward to a fun filled June 19 breakfast, including team photos, and networking with friends and colleagues. Tables will be positioned on a first come basis.

Reserve your table today at www.TheFAXIES.com

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Programmers on Charter Merger: Discovery chief David Zaslav acknowledges that consolidation “always presents challenges,” but he sees some upside potential in Charter’s plan to acquire Time Warner Cable (and Bright House). “In the case of Charter, I think the challenge is [it creates] another big player... The positive of it is that you have another major player driving with real force toward TV Everywhere,” he said at an investor conference Wed. Zaslav’s belief is that Charter CEO Tom Rutledge, Liberty’s John Malone and Greg Maffei will look at what Comcast is doing with X1 and say, “why aren’t we doing this?” In that sense, the merger could be “a very positive force.” That’s in stark contrast to Discovery’s take on Comcast’s proposal to take over Time Warner Cable. Discovery was the only major programmer to raise concerns about that deal at the FCC, suggesting it could result in lower quality programming and fewer independent voices. At the conference, Zaslav complained about the pace of TVE, saying that if the market was “rationalized,” it would have been deployed 5 years ago. “You have distributors that are incredibly smart and have invested in amazing infrastructure, the likes of which you don’t see almost anywhere in the world,” he said. “There’s nothing stopping the cable industry in the aggregate from deploying TV Everywhere. And if they did, it would be a huge boon to all of us on the content side. It’s just dysfunction that has stopped that from happening.” -- RFD TV founder Patrick Gottsch, who told Congress during Comcast-Time Warner Cable hearings last year that the indie net lost almost 400K households after Comcast pulled its distribution in Co and NM, is hoping that the new merger on the table really looks at rural issues—such as carriage of rural programming like his. Charter carries RFD in some markets as does TWC, but Gottsch would like broader distribution with both MSOs. “What’s really interesting to us about this new merger is that before you had Comcast, who said they were primarily an urban-clustered cable company... Now you’ve got from our perspective the exact opposite going on,” Gottsch told us. “You’ve got a primarily rural-clustered cable company, Charter, buying Time Warner. We’re very optimistic that concerns of rural America are going to be addressed in this one.” -- One programmer who will obviously benefit from the proposed merger is Time Warner Cable-managed SportsNet LA. After Charter’s Rutledge told the LA Times that Charter was committed to launching the channel very soon, a spokesman said that the MSO expects to launch the net in the “coming weeks.”

Hulu for You: Suddenlink will give subs access to Hulu via the same TiVo set-tops it leases to customers. The MSO had been a TiVo partner since July '10. “We’re working with Internet content providers like Hulu in a continuing effort to offer innovative solutions that benefit consumers,” said Suddenlink Chief Programming Officer Kathy Payne. Suddenlink, which is being acquired by Altice for \$9.1bln, already offers Netflix on its TiVo boxes.

NBA Conference Finals: TNT was the most-watched cable net last week, averaging 2.9mln total viewers, followed by ESPN (2.5mln). Both got considerable help from the NBA Conference Finals, which accounted for the top 6 programs of the week. Cleveland’s 114-111 win Sun over Atlanta in Game 3 was the most-watched game, averaging 7.76mln viewers on TNT. But the finals aren’t just scoring on a linear front. Turner reports that live streaming for the 4 games across digital screens, including its TVE platforms, are up 74% in starts, 71% in total minutes consumed and 56% in uniques over last year. Overall, TNT’s Eastern Conference Finals coverage averaged 6.8mln total viewers and a 4.2 US HH rating, up 7% and 5% over the net’s comparable Conference Finals game telecasts last year, based on Nielsen Fast Nationals. Game 4 Tues, which gave the Cavs the sweep, averaged 6.3mln total viewers and a 4.0 HH rating, making it the most-viewed sports program of the day across all TV. Mon’s Game 4 of the Western Conference finals on ESPN (Houston Rockets vs Golden State Warriors) was the most-watched telecast of the playoffs so far, averaging 8.3mln total viewers. That’s up 59% from the last time ESPN televised Game 4 of the Western finals (San Antonio-Memphis 2013).

Viacom Renewal: Given its drop by Cable One and Suddenlink, every Viacom renewal takes on a little more significance these days. Mediacom is the latest to re-up with the programmer. In addition to continued carriage of 19 cable nets and Epix, Mediacom subs will get additional content across devices, including a substantial increase in VOD and TVE.

Leichtman Research: More than half of all US HHs have at least 1 TV connected to the Internet via a gaming console. A smart TV set, a Blu-ray player, and/or a standalone device such as Roku, Apple, Google’s Chromecast or Amazon Fire TV, Leichtman Research said. That’s up from 44% 2 years ago and 24% in 2010. While 27% of all HHs have a TV set connected via one device, 29% of HHs are now connected via multiple devices—up from 17% in 2013. In terms of viewing Internet video, 29% of adults overall watch it via a connected TV at least weekly, compared to 17% in 2013, and 5% in 2010. Among Netflix streaming video users, 85% watch Netflix on a TV set—a slightly higher level than in any previous year. On a daily basis, 33% of adults watch video on non-TV devices (including home computers, mobile phones, iPads,

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tablets, and eReaders), and 58% weekly—up from 27% daily, and 53% weekly 2 years ago. In terms of direct-to-consumer streaming products, 10% of adults are very interested in HBO Now at \$14.99 per month without having to subscribe to a pay-TV service

Programming: ESPN2 and ESPN Deportes will simulcast **One World Sports'** historic live telecast from Havana of Tues' NY Cosmos vs the Cuba national soccer team. -- **Destination America** acquired the rights to pro wrestling league **Ring of Honor's** weekly programming. ROH, a wholly-owned subsidiary of **Sinclair Broadcast**, debuts June 3 at 8pm, leading into new premieres of **Impact Wrestling**. -- **NBC Sports Group** launched **NBC Sports Films** to produce sports docs that will air across platforms. The initiative will feature multiple long-form projects annually. The first project is "Center of Attention: The Unreal Life of *Derek Sanderson*," a 1-hour documentary that chronicles the life of the former **NHL** star and 2-time Stanley Cup Champion (premieres June 8).

Hammer to be Feted: UJA-Federation of NY will honor **NBCU Cable Ent** chmn *Bonnie Hammer* at its Leadership Awards Dinner with the *Steven J. Ross* Humanitarian Award, in honor of the late Ross, a visionary and renowned philanthropist. Guests expected at Tues' fundraising dinner include NBCU's *Steve Burke*, **IAC's** *Barry Diller*, "Suits" star *Sarah Rafferty* and "Today's" *Hoda Kotb*.

Cablefax Daily Stockwatch

Company	05/27 Close	1-Day Ch	Company	05/27 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			COMMScope:26.39.....0.17		
DIRECTV:	91.68	0.11	CONCURRENT:	6.27	(0.15)
DISH:	69.95	0.91	CONVERGYS:	24.80	0.52
ENTRAVISION:	6.80	0.04	CSG SYSTEMS:	30.48	0.73
GRAY TELEVISION:	16.19	0.35	ECHOSTAR:	49.39	0.37
MEDIA GENERAL:	16.82	0.22	GOOGLE:	539.79	7.47
NEXSTAR:	57.97	0.57	HARMONIC:	6.86	0.08
SINCLAIR:	30.62	0.24	INTEL:	33.71	0.60
MSOS			INTERACTIVE CORP:	75.99	1.57
CABLEVISION:	25.31	(0.55)	JDSU:	12.79	0.19
CHARTER:	178.25	(1.53)	LEVEL 3:	55.92	1.17
COMCAST:	59.34	0.75	MICROSOFT:	47.61	1.02
COMCAST SPCL:	58.85	0.68	NETFLIX:	629.00	13.05
GCI:	16.45	0.19	NIELSEN:	45.48	0.16
GRAHAM HOLDING:	1084.50	11.28	RENTRAK:	63.74	(3.52)
LIBERTY BROADBAND:	53.59	0.01	SEACHANGE:	6.82	(0.05)
LIBERTY GLOBAL:	58.48	0.74	SONY:	31.24	(0.39)
SHAW COMM:	22.10	(0.1)	SPRINT NEXTEL:	4.72	(0.01)
SHENTEL:	32.31	(0.07)	TIVO:	10.71	0.35
SHENTEL:	32.31	(0.07)	UNIVERSAL ELEC:	51.80	0.42
TIME WARNER CABLE:	183.57	(0.03)	VONAGE:	4.63	0.11
PROGRAMMING			YAHOO:	43.38	0.53
21ST CENTURY FOX:	34.16	0.21	TELCOS		
AMC NETWORKS:	78.64	0.93	AT&T:	34.95	0.28
CBS:	62.65	1.97	CENTURYLINK:	33.94	0.34
CROWN:	4.01	0.07	TDS:	30.28	0.74
DISCOVERY:	33.10	0.25	VERIZON:	49.57	0.15
DISNEY:	110.37	0.93	MARKET INDICES		
GRUPO TELEVISA:	37.65	0.44	DOW:	18162.99	121.45
HSN:	67.81	0.68	NASDAQ:	5106.59	73.84
LIONSGATE:	32.98	0.01	S&P 500:	2123.48	19.28
MSG:	86.83	0.89			
SCRIPPS INT:	67.50	0.83			
STARZ:	41.55	0.40			
TIME WARNER:	85.22	0.90			
VIACOM:	68.78	2.39			
WWE:	14.04	0.25			
TECHNOLOGY					
ADDVANTAGE:	2.33	UNCH			
AMDOCS:	53.92	0.40			
AMPHENOL:	57.65	0.47			
AOL:	50.00	(0.14)			
APPLE:	132.05	2.43			
ARRIS GROUP:	33.10	0.28			
AVID TECH:	17.49	0.79			
BLNDER TONGUE:	0.70	0.02			
BROADCOM:	57.16	10.10			
CISCO:	29.31	0.36			

WICT & WOMEN: Cable's not-so-secret weapons

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Think about that for a minute...

Selling Eyeballs

Commentary by Steve Effros

That's what it used to be called: selling eyeballs. When I first got into the business, on the television side, that was the business I was told we were ultimately in. Selling eyeballs. The underlying objective of everything in most of the media "business" is to attract viewers/listeners/readers for the purpose of then selling those eyeballs/ears to those who want to, in turn, sell them something, whether it's a product, idea or service.

Now I know that we all have additional perceptions of the media, from both the creative side and the user side. Art, information, public good and all the rest are part and parcel of the deal. But at the end of the day, someone has to pay, and whether it's through advertising or subscription (commercial or "public") or even sometimes government subsidy, the bottom line is that financing all that programming and distribution costs money, and the receipt of that money, in whatever form, is directly associated to the success the media has in attracting those eyeballs and ears.

But now things are starting to change. While the attraction of ears and eyeballs has traditionally been intended to facilitate the direct delivery of advertising, whether it's in the newspaper, the magazine, on radio or television, a new dimension has been added that seems to be overriding some of the traditional assumptions. It starts with the ability—the almost scary ability—to accumulate data on the individual likes, dislikes, habits and needs of the audience. And "audience" takes on a new dimension as well. When you include the Internet, it's probably more accurate to say "user" than "audience."

Advertisers (and politicians, political parties, advocacy groups and the like) really, really want to know about those users. They want to know everything they can



possibly find out, from age, which was the traditional advertising measure for television (15-29, 30 somethings, etc.) to income, zip code, race, marital status, how many kids, and the list goes on. Regrettably, all that data and a whole lot more is now available. A lot of it started with the "data mining" of the Internet. Google is the champ. When you search for diapers from an online merchant, you've given up some key data to use, or sell regarding what group you're in, and what type of advertising should be aimed at you. The same thing is true for a whole host of other things.

So now there's a whole new intermediary industry of "big data" that supplies the far more targeted information advertisers demand. Combine that with the traditional role of delivering the advertising, and "scraping" even more data from the information gleaned from what you watch, when, and you get the picture of the "new world" that companies like Verizon are trying to take advantage of by buying companies like AOL. Verizon already has lots of data about their customers, and they, of course, have lots of customers; wireline, wireless and video. But what they didn't have as much of was the expertise in the technology of marrying that data with the sale of advertising. That's what the AOL purchase gives them.

Just like Amazon offering "Instant Video" not primarily to be in the video business but to retain customers for its retail sales business, Verizon is now moving to capitalize on the sale of data rather than eyeballs, or at least make that eyeball sale a lot more enticing. The game is changing, and it may not be better for either media creators or users.

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