

Cablefax Daily™

Tuesday — June 2, 2015

What the Industry Reads First

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Hill Monday: Democrats Introduce Bill to Reform Lifeline

Just as the FCC works to revamp the Universal Service Fund's Lifeline program to cover broadband, several Democrats on both sides of the chamber launched their own initiative to restructure the program that provides subsidized telecom services for low-income families. Sens *Chris Murphy* (CT) and *Cory Booker* (NJ) and Rep *Doris Matsui* (CA) on Mon reintroduced the Broadband Adoption Act, which directs the FCC to create a broadband Lifeline Assistance program to help low-income Americans living in rural and urban areas with broadband services. Co-sponsors of the bill include Democratic Sens *Ron Wyden* (OE), *Ed Markey* (MA), *Richard Blumenthal* (CT) and *Elizabeth Warren* (MA). The technology-neutral bill also allows eligible consumers to choose different Lifeline services, whether it's broadband, mobile, basic phone services or a bundle of these services. It requires the FCC to establish a national database to determine consumer eligibility for Lifeline and to prevent duplication. It encourages the FCC to consider providing a preference to participating broadband service providers that include components such as digital literacy programs as part of their offerings. In addition, the bill requires the FCC to perform annual evaluation of the program. NCTA welcomed the move. "We look forward to working with all interested stakeholders in developing new, cost-effective strategies that will encourage all Americans to realize the benefits of fast broadband networks," the group said in a statement. It emphasized the importance of educating consumers about the benefits of broadband. "While broadband is the fastest growing consumer technology in history, a small but significant percentage of U.S. consumers do not yet subscribe or see the relevance of the Internet in their daily lives. The cable industry has invested hundreds of billions of dollars to build networks that reach 93 percent of homes and we have worked closely with local, state and federal government agencies and non-profits to educate consumers about the benefits of broadband." The FCC is set to take up its own proposals during its June 18 meeting, which include creating minimum service standards for both voice and broadband, among other things. The bill came a day before the **Senate Communications** subcommittee's scheduled hearing entitled "Lifeline: Improving Accountability and Effectiveness." The panel is expected to examine ways to prevent waste, fraud and abuse of the program. The hearing followed the Government Accountability Office's recent report recommending the FCC evaluate Lifeline's efficiency and effectiveness. In response to that report, the Democrats' bill requires the FCC to perform annual performance reports to the Lifeline program. It also

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Register at www.TheFAXIES.com

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
- ▶ Rachele 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

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 - 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
- ▶ Viewpoint Creative - 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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requires the GAO to conduct another analysis of the Lifeline program one year after the date of enactment of the bill.

Moving On Monday: When *Albert Cheng* announced his pending departure from **Disney/ABC Television** in April, he declared “we were streaming video before streaming video became cool.” It’s coolness status is cemented by the number of folks, including Cheng, joining digital video’s ranks. On Mon, **Amazon Studios** announced the hiring of Cheng along with independent film marketing and distribution head *Bob Berney* (“The Passioni of the Christ” and “My Big Fat Greek Wedding”). Cheng will oversee all of Amazon Studios’ biz operations and software development, while Berney will be the point man for distribution and marketing of Amazon Original Movies. In other executive news, **Sling TV** announced Mon that it hired *Ben Weinberger* to serve as svp, chief product officer. The former co-founder and CEO of **DigitalSmiths** helped broach a deal with top MVPDs for the firm’s video discovery solutions. “In joining Sling TV, I’ve gained the opportunity to lead a talented team whose entrepreneurial spirit will continue to redefine television,” Weinberger said in a statement. “Sling TV is the future of television, and we are rapidly growing an organization that will shape how consumers view video entertainment for generations to come.”

CFO Check Outs: *Artie Minson* stuck with **Time Warner Cable** during the **Comcast** merger review process, but he’s not staying put for Round 2. He will remain as an adviser to the company until the proposed **Charter** transaction closes, but he’s joining virtual/physical office space company **WeWork** as pres/COO. Serving as acting co-CFOs in his place will be *William Osbourn*, who currently serves as svp-controller and chief accounting officer, and *Matthew Siegel*, currently svp and treasurer. “I’m grateful that Artie delayed his decision to leave until he was confident that Time Warner Cable’s path forward was established, and in particular for his role in crafting our merger agreement with Charter. We appreciate Artie’s commitment and wish him all the best as he moves on to this next exciting phase of his stellar career,” TWC chmn/CEO *Rob Marcus* said. -- **Disney** CFO *Jay Rasulo* will step down at the end of the month. Many have speculated that he would depart after Disney CEO *Bob Iger* announced *Tom Staggs*’ appointment to COO in Feb, making him, not Rasulo, heir-apparent when Iger steps down in 2018. Disney has not officially named the next CEO. A new CFO hasn’t been named yet, but Rasulo will serve as an adviser in the transition.

Drone to the Rescue: When a major fiber optic line serving **Time Warner Cable** subs in San Marcos, TX, was taken down Sun by flooding, Time Warner Cable took to the air to solve the problem. The swollen Blanco River took down the primary feed, leaving about 20K customers without Internet, video and phone connections. At first, workers tried to get the line to the other side of the river by using a bow and arrow, but the line kept snapping, TWC construction manager *Neville Stewart* said in a video posted on TWC’s corporate blog. Stewart then decided to pull out his drone, which he flies as a hobbyist. It wasn’t strong enough to carry a heavy cable, but it could transport a fishing line attached to a stronger line that would pull the cable across the river. The mission was successful with service restored to the area. Check out the fascinating footage at TWCableUntangled.com.

Retrans Rumble: **Mediacom** lost **Granite Broadcasting** signals at 12:01 am Mon, including **KBJR-NBC** and **MY 9** in Duluth, MN, **WISE-NBC** and **MyTV** in Fort Wayne, IN, and **WEEK-NBC** in Peoria, IL. If a deal isn’t reached by Wed, Mediacom customers could miss out on **NHL** Stanley Cup finals aired on NBC stations. The MSO claims Granite wants more than double the per-sub price paid under the prior retrans consent contract. The broadcaster is using the familiar “pennies a day” per station/per sub refrain. **The American TV Alliance**, a retrans reform group backed by several MVPDs, said this is the 7th blackout in the US this year and 395th since 2010.

Layoffs: **Golf Channel** laid off about 3% (30 employees) Fri, with *Golfweek* reporting that most of the cuts came in its original-production division. The net will continue to produce its “Feherty” talk show and larger docs.

Netflix Ads: Calm down, **Netflix** addicts. While some folks are seeing some trialing of pre- and post-show trailers of Netflix originals (news of which first came from *Cord Cutter News*), the streaming service says it’s not planning on opening the doors to **Cialis**, **Coca-Cola** and others. “We are not planning to test or implement third-party advertising on the Netflix service. For some time, we’ve teased Netflix originals with short trailers after a member finishes watching a show,” a Netflix spokesperson said. “Some members in a limited test now are seeing teases before a show begins. We test hundreds of potential improvements to the service every year. Many never extend beyond that.”

Programming: **NBCSN** will air “Super High Roller Bowl,” a poker championship tourney created and produced

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by **Poker Central**, a new net slated to launch Oct 1. With an expected \$25mln prize pool, the tournament takes place July 2-4 at the ARIA Resort & Casino in Vegas. -- **The Smithsonian Channel** debuts "Nepal Quake: Terror on Everest" on June 8 at 9pm. It tells the story of the devastating quake that killed more than 8500 people and caused widespread destruction. -- **ESPN** said that the ESPY's Arthur Ashe Courage Award for 2015 will be given to *Bruce Jenner*, who came out in April as a transgender woman. On Mon, Jenner revealed his new identity and name (*Caitlyn*) in the latest issue of *Vanity Fair*.

People: Comcast Spotlight tapped *Justin Evans*, formerly of **Collective, Inc**, as vp, principal data and research strategist. Spotlight also promoted *Sarah Nastasi* to vp, sales research and data integration.

Accessibility Awards: Comcast's Talking Guide is a winner in the **FCC's** 4th annual Awards for Advancement in Accessibility. The Chairman's AAA, a project of the FCC's Accessibility and Innovation Initiative (A&I Initiative), recognizes outstanding private and public sector ventures in communications technology accessibility and innovation. Comcast was recognized in the "Video Description" category for its X1 voice guidance for viewers blind or visually impaired. Other honorees include **Convo Lights** and **Google's** "no CAPTCHA reCAPTCHA."

Cablefax Daily Stockwatch

Company	06/01 Close	1-Day Ch	Company	06/01 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	90.95	(0.09)	COMMSCOPE:	26.33	0.08
DISH:	72.07	1.28	CONCURRENT:	6.05	(0.1)
ENTRAVISION:	6.86	0.11	CONVERGYS:	24.98	0.15
GRAY TELEVISION:	16.36	0.40	CSG SYSTEMS:	32.08	0.89
MEDIA GENERAL:	17.01	0.45	ECHOSTAR:	51.01	0.91
NEXSTAR:	58.14	1.25	GOOGLE:	533.99	1.88
SINCLAIR:	30.40	0.36	HARMONIC:	6.78	(0.03)
MSOS					
CABLEVISION:	24.64	0.13	INTEL:	33.91	(0.56)
CHARTER:	179.15	0.13	INTERACTIVE CORP:	76.92	1.85
COMCAST:	58.78	0.32	JDSU:	12.89	0.07
COMCAST SPCL:	58.43	0.43	LEVEL 3:	55.49	0.01
GCI:	15.82	(0.25)	MICROSOFT:	47.23	0.37
GRAHAM HOLDING:	1080.00	9.00	NETFLIX:	623.02	(1.04)
LIBERTY BROADBAND:	53.78	(0.13)	NIELSEN:	44.83	(0.16)
LIBERTY GLOBAL:	57.42	(0.11)	RENTRAK:	67.86	(0.06)
SHAW COMM:	22.15	0.08	SEACHANGE:	6.71	(0.05)
SHENTEL:	30.93	(0.5)	SONY:	30.80	(0.12)
SHENTEL:	30.93	(0.5)	SPRINT NEXTEL:	4.64	(0.01)
TIME WARNER CABLE:	180.28	(0.61)	TIVO:	10.50	(0.03)
PROGRAMMING					
21ST CENTURY FOX:	33.58	(0.02)	UNIVERSAL ELEC:	51.93	0.11
AMC NETWORKS:	78.72	0.13	VONAGE:	4.60	(0.06)
CBS:	61.50	(0.22)	YAHOO:	43.35	0.41
CROWN:	4.26	0.18	TELCOS		
DISCOVERY:	33.93	(0.01)	AT&T:	34.35	(0.19)
DISNEY:	110.96	0.59	CENTURYLINK:	32.87	(0.37)
GRUPO TELEVISIA:	38.13	0.28	TDS:	29.54	(0.15)
HSN:	67.43	0.32	VERIZON:	49.22	(0.22)
LIONSGATE:	32.92	(0.17)	MARKET INDICES		
MSG:	85.10	(0.33)	DOW:	18040.37	29.69
SCRIPPS INT:	66.75	(0.26)	NASDAQ:	5082.93	12.90
STARZ:	41.69	(0.27)	S&P 500:	2111.73	4.34
TIME WARNER:	84.39	(0.09)			
VIACOM:	67.30	(0.25)			
WWE:	13.86	(0.44)			
TECHNOLOGY					
ADDVANTAGE:	2.38	0.03			
AMDOCS:	55.49	0.64			
AMPHENOL:	57.20	0.15			
AOL:	50.04	0.03			
APPLE:	130.54	0.26			
ARRIS GROUP:	32.67	(0.34)			
AVID TECH:	17.85	0.04			
BLNDER TONGUE:	0.74	(0.03)			
BROADCOM:	55.47	(1.39)			
CISCO:	29.18	(0.13)			



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CFX TECH by Joyce Wang

All About WiFi Performance

With the expansion of smart home services and various Internet of Things applications, improving WiFi performance in the home is more important than ever. That's why **CableLabs** has focused on getting consistent WiFi performance, *Dan Rice*, svp of network technology told us. In-home WiFi network quality depends on several variables, including materials used for home construction, distance between the access point and client, level of interference, antenna orientation, radio frequency spectrum and device capabilities, he said. So that's why CableLabs wants to improve radio frequency performance of a WiFi device, all aimed at enabling WiFi ops to provide reliable and quality network performance and deliver consistent data rates at expected ranges. In terms of spectrum, more in-home services run on the 5 GHz band, which Rice noted offers more channels and is less crowded than the 2.4 GHz band. In addition, WiFi signals in the 5GHz band provide consistent coverage in homes with drywall panel walls. According to CableLabs, 3 HD video streams can be successfully transmitted to 3 WiFi clients up to 80 feet from the access point in a home with drywall construction. However, WiFi signals in the 5GHz band are limited in houses with brick walls or concrete floors. CableLabs has studied the effect of different building materials on WiFi performance. For example, the stone and cement materials common in EU housing construction don't work well with WiFi, Rice said. He noted another factor impacting WiFi performance is the density of homes. CableLabs are working on technologies that operators can integrate to manage WiFi points collectively in one building, he said. Perhaps one of the biggest projects at CableLabs is LTE-U, or unlicensed LTE. Wireless carriers are looking to use unlicensed LTE technology to increase their capacity. **T-Mobile** and **Verizon Wireless** have already announced plans to deploy the technology in the 3.5 GHz and the 5 GHz unlicensed bands, and are eyeing early 2016 for initial deployments. The problem is that LTE-U potentially interferes with or overpowers WiFi signals, Rice said. CableLabs is actively

working with standards bodies including 3GPP to ensure the latest wireless technology can co-exist well with WiFi. "We are making progress," Rice said.

Frontier Goes OTA with TiVo: Frontier Communications is working with **TiVo** on a trial service that combines over-the-air with OTT video, pres/CEO *Dan McCarthy* said during the **Bernstein** 31st Annual Strategic Decisions Conference last week. The move came after Frontier's announcement in Feb that it will market TiVo's Roamio OTA DVR to broadband-only subs. TiVo launched the \$49.99 Roamio OTA DVR last Aug as a limited edition model and has expanded it to retailers nationwide. "We're in a trial right now with TiVo as our partner to bring a combination of over-the-air and over-the-top content provisioned to a single user interface with DVR and time-shifting... We are trying to see if that appeals to a different segment, a millennial segment that isn't interested in a linear feed from anybody," McCarthy said.

DOCSIS 3.1 Agreement: Training service provider **Jones/NCTI** inked a new agreement with **CableLabs** to develop DOCSIS 3.1 training and course content. As part of the deal, Jones/NCTA will integrate CableLabs training material into an updated version of the Broadband Digital Installer course that will be released this month. It will also develop content for 3 new 3.1 courses designed for technicians and other frontline employees. The new courses will roll out starting in 2Q or early 3Q.

SCTE is Hiring: SCTE is searching for a CO-based dir of network technical operations who can "accelerate SCTE's ability to develop new educational resources, training materials and standards that are aligned with the needs of the industry." The dir will serve as a Visiting Engineer at **CableLabs'** Louisville facility and will play a key role in "the industry's transfer of knowledge by providing SCTE with increased visibility into programs that require workforce as well as technology solutions for deployment."

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at jwang@accessintel.com

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