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What the Industry Reads First

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5Q: A Peek at Comcast's WiFi Plan

Following a mix of deployments in outdoor venues, neighborhood hotspots and business service locations, **Comcast** recently hit a WiFi rollout milestone. It now has more than 10mln hotspots nationwide, up from 8.6mln in May. We talked to Comcast svp of wireless product management Eric Schaefer about next steps and WiFi trends. **What's Comcast's next short-term goal in terms of rolling out hotspots?** In a word, expand. We're continuing to grow the number of Xfinity Wi-Fi hotspots that customers can use for a fast and reliable connection outside of the home. We're investing in building out our outdoor locations like parks, boardwalks, shopping centers and transportation hubs. Recently, in Chicago, we announced that Xfinity Wi-Fi is now available in the popular new park called The 606. You can expect to see us focus on public spaces like The 606 in other Xfinity markets across the country for the remainder of 2015. Additionally, with our partnership in Spectra, we will continue to expand our Wi-Fi presence in a variety of different venues we manage throughout the country. **What have you learned from recent Wi-Fi deployment experiences?** We've learned several key things over the last few years. One is that users crave a simple, easy experience. They don't want to sign-in to access the network all the time, they want the connection to be more automatic. Thus we introduced the Automatic Sign In feature. Usage and customer satisfaction skyrocketed since customers no longer had to hassle with entering their username and password or accepting terms of service again and again. We also learned that if you build it, they will come. We're still cognizant that Wi-Fi has never been used at this scale before, and many of our current efforts are focused on creating a better customer experience. **How can cable better monetize their Wi-Fi assets?** Generally speaking the industry is in a deployment mode right now. We're building out our networks, increasing hotspot locations and encouraging adoption. Things like monetization models and new services are happening in pockets and may expand sometime in the future, but as an industry we need to ensure a great customer experience first, and that is what we're trying to perfect today. The emergence of Wi-Fi initiatives that increase connection quality and security are likely to be the next big steps in the industry. **How do you decide where to deploy WiFi hotspots?** We look for areas where customers might pause, wait or linger; the places where they might pull out their devices looking for access to information or entertainment. Over the last few years, we are seeing an explosive interest in video streaming services

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Source: Nielsen, NPM, L+SD data, July 2015, MSU 8p-11p

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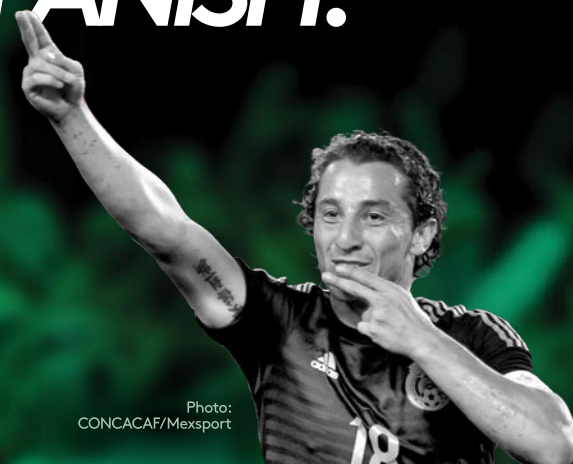


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over Wi-Fi. For operators, this translates into design and deployment strategies that anticipate growing consumption, driven by the frequency of use, the length of use and the applications that are being utilized by customers. **In addition to security, performance and the authentication process, what other areas can operators do to improve WiFi experience?** Security and connection quality are foremost in Comcast's roadmap today. We are also investing in tools that empower customers to manage their Wi-Fi experiences better, both in home and around town, including customizable policies that can be applied by customers down to the individual level, not just at the account level, which is a paradigm shift for the cable industry. The introduction of additional spectrum for Wi-Fi use also represents an opportunity to improve capacity and performance, translating into better Wi-Fi experiences as demand continues to climb.

DirectTV-AT&T: AT&T, which completed its **DirectTV** acquisition on July 24, quietly disclosed DirecTV's 2Q earnings in a financial filing late Fri. It was the last quarter that DirecTV reported earnings as an independent company. Like several other major pay-TV providers, the company lost video subs (133K). The satcaster's growth in the US has taken a leg down, MoffettNathanson analysts said. The sub loss in 2Q was the company's worse ever, quadrupling last year's 2Q loss and doubling the research firm's estimate, they said. In addition, with revenues down 6.5% and EBITDA down 21.5% YOY, "Latin America is a mess," they said. "All this is AT&T's problem now." Meanwhile, AT&T is wasting no time in launching new services leveraging DirecTV assets. The telco is offering DirecTV and U-verse subs a new promotion of \$500 credit per line for switching to its wireless service. Those who switch within the promotion period will get a \$300 bill credit for each line they port in when they purchase a smartphone on AT&T Next for that line. Subs who trade in a smartphone will get an additional trade-in credit or promotion card for \$200. AT&T will also provide 10K Plenti points to use at participating partners if subs combine their DirecTV or U-verse TV and AT&T mobile services on a single bill. The offer is available for both consumer and business customers. In addition, the previously announced All in One Plan, which combines TV and wireless services in one bill, went live Mon. The plan, which costs \$200 per month for 12 months, includes HD and DVR services, and unlimited talk and text for 4 smartphone lines with 10GB of sharable data. The wireless promotion represents "a pretty clear signal about strategy—buy share. One can reasonably expect a reciprocal offer, where they offer bounties to AT&T Wireless subscribers for taking DirecTV, to follow soon. Those kinds of offers will inevitably help with unit growth... but not with profitability," **MoffettNathanson** analysts wrote in a research note. More information around synergies and strategies will be discussed at AT&T's analyst day later this week in Dallas. Shares of the telco were up more than 1% following the announcement. In addition, weeks before the regular **NFL** season kicks off, DirecTV and the NFL launched NFL-SundayTicket.TV, a live streaming option with packages starting at \$49.99 a month for 4 months and content that flows across viewing platforms. The service aims to hit consumers living in an apartment, condo or townhome and who can't receive DirecTV service, as well as consumers unable to install a DirecTV dish at their home. The companies offer a student price of \$24.99 a month for 4 months for active students at any 4-year university nationwide. A higher end tier NFLSundayTicket.TV MAX costs \$89.99 a month for 4 months, providing access to Red Zone Channel and DirecTV Fantasy Zone, a live channel centered on fantasy football.

NFL/Twitter Deal: **NFL** and **Twitter** inked a multi-year agreement that enables Twitter to offer official NFL video and other content, extending a partnership started in 2013 through Twitter Amplify. The new pact allows Twitter users to access significantly more NFL content including in-game highlights from pre-season through the Super Bowl across platforms.

Ratings: For its summer finale on Wed, **ABC Family's** comedy series "Baby Daddy" scored 2-year finale highs in Total Viewers (1.29mln). The series bagged 394K women 18-34, 668K viewers 12-34 and 567K female 12-34.

Comcast Launches New Channels: **Comcast** will launch 30 new networks in the Santa Cruz area in CA. The MSO will also up the speeds of 2 of its residential Xfinity Internet tiers at no additional cost and offer 4 new tiers of Internet service for commercial customers. All of the additions and changes are scheduled to go live Tues. The Performance tier speeds will jump from 16 Mbps down and 2 Mbps up to 75 Mbps down and 5 Mbps up. The basic tier will go from 24/4 to 150/10. The 4 new tiers are Deluxe 25/10, 75/15, 100/20, and 150/20.

Univision Campaigns: **Univision** is teaming with **Common Sense Media**, a nonprofit promoting safe technology and media for children, to launch "¡Avanzamos Conectados!" (Connected, We Advance!). The initiative will highlight the importance of connectivity to educational attainment and provide families with information about affordable

BUSINESS & FINANCE

access along with guidelines for supervising Internet usage in the home. According to the FCC, 7 in 10 teachers today assign homework that requires Internet access.

Research: Due to seasonality and competition from OTT services, major pay-TV providers lost around 570K video subs in 2Q, **Evercore ISI Media** analysts said in a research note Sun. That's 300K more losses than in 2Q, 2014. Among the providers, cable lost share but at a decelerating pace while extending "dominance" in high speed data and voice, they said. Top pay-TV providers' broadband net additions of 310K were less than the 460 net additions in the year-ago quarter. Cable also added voice subs at an accelerating pace as part of its bundling efforts while telcos continued to lose primary access lines, the analysts said.

Programming: IFC will pre-premiere an ep of its newest original comedy "Documentary Now!" on VICE.com starting Mon, 10 days prior to the series' linear premiere. In addition to VICE.com, the ep will simultaneously be made available on IFC.com, **YouTube**, VOD, **DISH** channel 102, **iGuide** and on TVE platforms through IFC's distributors. The ep will be available through Aug 27. -- **Great American Country** renewed 2 RV series: "RV Nation" and "Celebrity Motor Homes." Meanwhile, the net will premiere new series "Lake Docks and Decks" on Aug 22, and "Lake Guys" on Sept 5.

Cablefax Daily Stockwatch

Company	08/10 Close	1-Day Ch	Company	08/10 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	67.25	0.33	CONCURRENT:	5.38	0.11
ENTRAVISION:	8.29	0.31	CONVERGYS:	23.64	0.23
GRAY TELEVISION:	14.44	(0.16)	CSG SYSTEMS:	31.99	0.14
MEDIA GENERAL:	13.78	0.03	ECHOSTAR:	47.17	0.74
NEXSTAR:	55.07	1.01	GOOGLE:	633.73	(1.57)
SINCLAIR:	28.77	1.14	HARMONIC:	5.93	0.06
TEGNA:	27.04	0.46	INTEL:	29.64	0.76
MSOS					
CABLE ONE:	430.30	14.88	INTERACTIVE CORP:	75.46	0.96
CABLEVISION:	26.44	0.62	LEVEL 3:	49.14	0.42
CHARTER:	184.82	0.97	MICROSOFT:	47.33	0.59
COMCAST:	59.45	0.63	NETFLIX:	123.03	(0.49)
COMCAST SPCL:	59.45	0.55	NIELSEN:	48.00	1.55
GCI:	17.49	(1.27)	RENTRAK:	60.30	(1.08)
LIBERTY BROADBAND:	54.58	0.99	SEACHANGE:	6.63	0.19
LIBERTY GLOBAL:	52.48	0.33	SONY:	27.15	0.32
SHAW COMM:	20.83	0.18	SPRINT NEXTEL:	3.84	0.47
SHENTEL:	36.07	0.55	TIVO:	9.88	0.18
SHENTEL:	36.07	0.55	UNIVERSAL ELEC:	48.36	(0.03)
TIME WARNER CABLE:	189.33	0.42	VONAGE:	6.41	0.17
PROGRAMMING					
21ST CENTURY FOX:	30.66	(0.03)	YAHOO:	37.15	0.48
AMC NETWORKS:	76.64	0.60	TELCOS		
CBS:	51.18	0.84	AT&T:	34.78	0.57
CROWN:	4.70	0.13	CENTURYLINK:	28.76	1.11
DISCOVERY:	29.55	0.11	FRONTIER COMMUNICATIONS:	5.33	0.16
DISNEY:	111.00	1.65	TDS:	30.31	1.01
GRUPO TELEVISA:	33.50	0.35	VERIZON:	47.23	0.87
HSN:	64.74	0.29	MARKET INDICES		
LIONSGATE:	38.31	0.70	DOW:	17615.17	241.79
MSG:	78.19	(0.46)	NASDAQ:	5101.80	58.25
SCRIPPS INT:	59.17	0.41	S&P 500:	2104.18	26.61
STARZ:	37.20	(0.14)			
TIME WARNER:	82.16	2.03			
VIACOM:	47.40	1.47			
WWE:	21.26	(0.71)			
TECHNOLOGY					
ADVANTAGE:	2.24	UNCH			
AMDOCS:	58.50	0.65			
AMPHENOL:	56.63	1.07			
APPLE:	119.72	4.20			
ARRIS GROUP:	28.62	0.96			
AVID TECH:	12.02	0.58			
BLNDER TONGUE:	0.81	0.00			
BROADCOM:	51.47	1.15			
CISCO:	28.59	0.44			
COMMSCOPE:	26.05	0.02			



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CFX TECH by Joyce Wang

All About IPv6 Migration

The American Registry for Internet Numbers (ARIN), the IP address authority, recently confirmed that its pool of IPv4 addresses has shrunk to 90K and will be exhausted within weeks. Many cable MSOs started migrating to IPv6 a while ago. For example, a key aspect of **Comcast's** IPv6 program is to make the company's content available over IPv6. But what about those who put it off? Are we on the verge of an IP nightmare? We talked to *Stephane Bourque*, pres/CEO of **Incognito Software Systems**, which counts global broadband providers as clients, about the transitioning and potential problems.

What are the challenges of the transition? Shifting to a dual-stack IPv6/IPv4 world takes time and a great deal of planning. For most providers, the main issue is the cost associated with upgrading customer premises equipment (CPE) and network infrastructure. There are also routing changes, network planning, staff training and IP address management to consider, all of which may come at a cost to the business. ARIN has been warning for some time that it has been running out of public IPv4 addresses, however some providers have been slow to act. They may have had enough existing IPv4 resources to meet their current demand, or they may rely on workarounds, such as network address translation (NAT), or intend to purchase IPv4 addresses from other organizations on the transfer market. The problem with this strategy of stretching IPv4 resources to delay IPv6 adoption is that it can quickly become expensive and can't be sustained. With IPv6, operators have the opportunity to break free from workarounds and renumber their network from scratch. IPv6 offers greater security by enhancing stronger firewalls, VPNs and next-gen applications, and makes name-based security attacks more difficult. Multiple subs sharing a single public IPv4 address could potentially affect the quality of service of a system where an IPv4 address uniquely identifies an Internet sub. **How will this affect the future of broadband?** As time goes on, IPv6 will become the "new normal," and refusing to adopt

IPv6 could be problematic. Eventually all websites, applications and consumer devices will move over to IPv6. Subscriber services such as VPNs will cease to work on IPv4, while access to next-generation apps may be limited. Global companies such as Google have already deployed IPv6 and are likely to soon launch services that require IPv6. Providers stuck in an IPv4-only world may be faced with increasingly complex networks or find that their subscribers demand IPv6 to access these new applications and services. **How can companies streamline their transition?** Most providers will look at running IPv4 and IPv6 in dual-stack mode. To enable IPv6 devices, routing, firewalls, load balancers and DNS servers must all be IPv6-ready. In almost all cases, a new IPv6 numbering plan will be required, and service providers will also need to look at new methods for device provisioning, as Dynamic Host Configuration Protocol (DHCP) works differently with IPv6 than with IPv4. Steps may include: Creating a detailed numbering plan; determining IPv6 hierarchy and design; auditing network and application systems for IPv6 support; acquiring IPv6 address management tools, and ensuring device provisioning supports IPv6. **Should the average broadband user be concerned?** Right now, there is no need for the average consumer to be concerned. Our 2014 global survey found that more than three-quarters of communication service providers are currently transitioning to IPv6, while only 14% are IPv6-ready and 10% had not started preparations. A lack of IPv4 resources was largely the reason behind adoption. This indicates that it may be a few years until IPv6 is widely adopted and offered to end users; however most providers see the need to adopt IPv6.

People: SCTE tapped *Terry Maloney* as vp, marketing and business development. Maloney has held senior-level marketing positions with **Comcast, AT&T Broadband** and other cable companies during his 2-decade career.

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

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