

# Cablefax Daily™

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What the Industry Reads First

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## Next Step: Cox Bringing the Home Security to Business

While MSOs have been busy bringing security and automation to residential customers, **Cox** has been piloting integrating those features into its **Cox Business** offering. “We’re taking learnings from residential and are deep into our business security pilot. We’re seeing a lot of early success,” Cox Business svp *Stephen Rowley* said. It’s a product set that really goes beyond traditional alarm services’ detection and surveillance. “What you see business owners talk about who have this product is their phone and the things that they can do with it,” he said. “As a business owner, you always are connected to your business. I think when you go away from it, there’s always in the back of your head, ‘I hope everything’s going well.’ There’s that calming effect that says I can pull this out and get a feel for how we’re doing.” Cox Business customers can use the app to view video cameras, which could show how many customers there are, staffing levels, etc. Some even trigger time-stamped video every time the safe is opened. The pilot is in the Northeast, with success particularly in the small- to medium-sized space. Rowley said take rates and revenue are in line with forecasts. “We’re nearing the end of the pilot and figuring out how to take it into production,” he said. While Cox does have home automation capabilities (such as controlling the air conditioning or lighting), that probably won’t be part of the initial launch for Cox Business. Cox has been a pioneer in the business services space, reaching \$1bln in sales in 2010. Rowley said it’s on track to hit \$2bln in annual sales by 2016. Small business plays a huge role in that, with close to 80% of Cox Business’ customers coming from that sector. “There’s still a great desire to have voice, video and data,” he said, with about 60% of customers taking dual products on the sell-in (usually data and voice). Cox keeps investing in that side of the business. Recent examples include its 2015 Small Business Survey (Cox’s third) and its local “Get Started” events with *Inc Magazine* that include leadership discussions, networking and a pitch competition (winners’ prizes include free Cox Business technology packages).

**College Football:** Game day is here, and MSOs are doing their part to make it easier for subscribers to find the teams they love. **Bright House** launched “Game Finder,” an online tool where customers can quickly find when

## Cablefax TV Innovation Summit

October 1, 2015 | The Yale Club, NYC

Cablefax’s intensive one-day summit will examine how rapid changes in the TV ecosystem are dramatically shifting the landscape for content distributors, programmers, technology innovators and other industry players. The industry is at a historic crossroads—and fortunes could be made and lost based on the decisions executives make this year as they plan budgets for 2016.

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For any media executive, there’s only one question: **Will you blaze a trail forward or get left behind?**

View Complete Agenda and Register at: [www.cablefaxtvsummit.com](http://www.cablefaxtvsummit.com)

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and where college football games are aired. By visiting [brighthouse.com/gamefinder](http://brighthouse.com/gamefinder) and entering their zip codes, fans are alerted to games currently in progress or airing within 10 days. A “Watch Now” feature lets users view games live on the Bright House TV app. -- **ESPN's** Thurs night college football season opener (a doubleheader) earned nice upticks for the net. NC at SC's 2.1 overnight rating is tied as the 5th best ESPN Thurs night opener of all-time and is up 40% compared to last year. The following TCU at MN game was up 27%, garnering a 1.9 overnight rating. – Despite lots of rumors and hope following the **AT&T** merger's closing, the **Pac-12 Networks** aren't available on DirecTV for the kickoff of college football. The satcaster has said it's negotiating with Pac-12.

**That's Settled:** **DirecTV** and **Midwest Television** made nice Thurs evening, reaching a new retrans deal that returned **KFMB (CBS 8** in San Diego) to subs a day ahead of Fri's Chargers game. The network went dark on DirecTV Aug 13 a couple hours before the Chargers' first preseason game. It returned around 5:30pm PT Thurs. DirecTV still has a dark station in the Salt Lake City market. Bonneville-owned **NBC** affil **KSL** went dark on Aug 21 after multiple extensions.

**Sprint Ups the Ante:** After offering **DirecTV** customers a full year of free wireless service for joining **Sprint**, the carrier is upping the promo in response to customers who wanted more data options. Now they can choose from 2GB of data per line for free or 4GB for \$10/month (per line) or 6Gb for \$20. The offer is on the table through Sept 30.

**Al Jazeera-DirecTV:** **DirecTV** and **Al Jazeera America** have settled their contract suit, according to court documents. *The Hollywood Reporter* 1st reported the news. A case summary in the L.A. Superior Court shows that a notice of settlement was filed on Aug 28. The lawsuit, filed in July 2014, references DirecTV's contract with then-owner Current TV. “We're pleased to have settled the MFN violation lawsuit with Al Jazeera America and ensure that our customers receive a fair deal. Al Jazeera America continues to be available on the DIRECTV and U-Verse platforms,” DirecTV said.

**Ratings:** **AMC's** “Fear the Walking Dead” added 3.5mln viewers with 3 days of time shifting, bringing L+3 ratings to 11.7mln total viewers for ep 2. Among 18-49s, the series picked up 2.4mln viewers for 7.6mln L+3. No new eps this week because of the Labor Day holiday, but the net will run encores of the first 2 eps on Sun.

**Programming:** **Disney Channel** ordered family comedy “Stuck in the Middle” about an engineering whiz who uses her inventions to navigate life as the middle child in a family of seven kids.

**Honors:** **A+E Networks** will receive the **Television Academy's** 2015 Governors Award in recognition of their corporate social responsibility programs. The programmer's efforts include **A&E's** Intervention Town Hall Meetings, **Lifetime's** Broad Focus, **History's** Thank a Veteran at Work and Take A Veteran to School. The award will be presented during the Creative Arts Emmys on Sept 12. “Television is a powerful medium and we are proud to be able to use our networks and platforms to shine a light on important social issues,” A+E pres/CEO *Nancy Dubuc* said.

**Imagine Tackles Video Storage:** Video and ad tech firm **Imagine Communications** expanded its transcoding products with the launch of SelenioNext Just-In-Time Transcoding (JITT). Based on Imagine's SelenioNext transcoder for high-channel count live/linear applications, JITT is expected to help service providers gain video storage efficiency. The offering aims to significantly reduce the footprint of storage-intensive applications such as cloud DVR while reducing costs and opening up new monetization opportunities for content owners and distributors.

**TLC to Give a Little:** TLC launched “Give A Little TLC,” a national multiplatform campaign designed to empower viewers to make a difference in the lives of those in need by giving a little of their time, support and compassion. The initiative kicked off on Hunger Action Day on Thurs and is in partnership with **Feeding America**, the nation's largest domestic hunger-relief organization with the goal of providing one million meals for those in need by the end of the year.

**Editor's Note:** Your next issue of **Cablefax Daily** will arrive Tues, Sept 8 because of the Labor Day holiday.

**Cablefax Week in Review**

Company	Ticker	9/4 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH:	DISH	58.93	(1.16%)	(19.15%)
ENTRAVISION:	EVC	7.42	(1.98%)	14.51%
GRAY TELEVISION:	GTN	11.26	(0.88%)	0.54%
MEDIA GENERAL:	MEG	11.15	(5.83%)	(33.35%)
NEXSTAR:	NXST	43.95	(5.67%)	(15.14%)
SINCLAIR:	SBGI	25.85	(2.23%)	(5.52%)
TEGNA:	TGNA	22.93	(5.09%)	0.00%

<b>MSOS</b>				
CABLE ONE:	CABO	415.63	(0.61%)	0.00%
CABLEVISION:	CVC	27.44	15.59%	32.95%
CHARTER:	CHTR	183.02	0.79%	9.84%
COMCAST:	CMCSA	55.78	(1.76%)	(3.84%)
COMCAST SPCL:	CMCSK	56.78	(1.46%)	(1.37%)
GCI:	GNCMA	16.82	(1%)	22.33%
LIBERTY BROADBAND:	LBRDA	55.05	0.73%	9.90%
LIBERTY GLOBAL:	LBTYA	47.20	(2.56%)	(5.99%)
SHAW COMM:	SJR	19.63	(2.24%)	(27.27%)
SHENTEL:	SHEN	39.90	1.12%	27.68%
TIME WARNER CABLE:	TWC	187.83	0.21%	23.52%

<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	26.47	(5.19%)	(31.09%)
AMC NETWORKS:	AMCX	72.13	(2%)	13.11%
CBS:	CBS	42.92	(6.27%)	(22.44%)
CROWN:	CRWN	5.23	14.69%	47.74%
DISCOVERY:	DISCA	26.73	(1.4%)	(22.41%)
DISNEY:	DIS	100.97	(1.47%)	7.20%
GRUPO TELEVISIA:	TV	28.80	(4.82%)	(15.44%)
HSN:	HSNI	58.95	(5.5%)	(22.43%)
LIONSGATE:	LGF	37.67	1.18%	17.65%
MSG:	MSG	71.20	0.24%	(5.39%)
SCRIPPS INT:	SNI	52.87	(0.58%)	(29.76%)
STARZ:	STRZA	37.56	(0.45%)	26.46%
TIME WARNER:	TWX	70.01	(3.27%)	(18.04%)
VIACOM:	VIA	44.45	1.95%	(41.13%)
WWE:	WWE	18.83	(3.39%)	52.59%

<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.38	6.25%	(2.46%)
AMDOCS:	DOX	56.25	(2.46%)	20.55%
AMPHENOL:	APH	50.75	(8.67%)	(5.69%)
APPLE:	AAPL	109.27	(3.55%)	(1.01%)
ARRIS GROUP:	ARRS	25.92	(3.36%)	(14.14%)
AVID TECH:	AVID	8.54	0.35%	(39.9%)
BLNDER TONGUE:	BDR	0.61	3.41%	(77.32%)
BROADCOM:	BRCM	50.40	(2.68%)	16.32%
CISCO:	CSCO	25.52	(1.85%)	(8.27%)
COMMSCOPE:	CTV	25.85	(0.23%)	0.82%
CONCURRENT:	CCUR	5.32	(2.56%)	(24.96%)
CONVERGYS:	CVG	22.48	(1.49%)	10.36%
CSG SYSTEMS:	CSGS	29.64	(4.82%)	18.23%
ECHOSTAR:	SATS	43.20	(3.12%)	(17.71%)
GOOGLE:	GOOG	600.70	(4.71%)	14.11%
HARMONIC:	HLIT	5.60	0.36%	(20.11%)
INTEL:	INTC	28.52	0.35%	(21.41%)
INTERACTIVE CORP:	IACI	68.88	(3.58%)	13.31%

Company	Ticker	9/4 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVLT	44.96	(0.9%)	(8.95%)
MICROSOFT:	MSFT	42.61	(3.05%)	(8.27%)
NETFLIX:	NFLX	98.79	(16.05%)	(71.08%)
NIELSEN:	NLSN	44.96	(0.66%)	0.51%
RENTRAK:	RENT	43.43	(7.26%)	(40.36%)
SEACHANGE:	SEAC	6.39	8.31%	0.16%
SONY:	SNE	24.56	(5.06%)	19.98%
SPRINT NEXTEL:	S	4.95	5.10%	19.28%
TIVO:	TIVO	8.85	(3.28%)	(25.25%)
UNIVERSAL ELEC:	UEIC	44.87	(1.5%)	(31.01%)
VONAGE:	VG	5.63	0.36%	47.77%
YAHOO:	YHOO	31.58	(4.71%)	(37.48%)

<b>TELCOS</b>				
AT&T:	T	32.56	(2.19%)	(3.07%)
CENTURYLINK:	CTL	26.18	(3.18%)	(33.86%)
FRONTIER:	FTR	5.39	6.10%	(15.78%)
TDS:	TDS	27.18	(4.73%)	7.64%
VERIZON:	VZ	44.82	(2.71%)	(4.19%)

<b>MARKET INDICES</b>				
DOW:	DJI	16102.38	(3.25%)	(9.65%)
NASDAQ:	IXIC	4683.92	(2.99%)	(1.1%)
S&P 500:	GSPC	1921.22	(3.4%)	(6.69%)

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. CABLEVISION:	27.44	15.59%
2. CROWN:	5.23	14.69%
3. SEACHANGE:	6.39	8.31%
4. ADVANTAGE:	2.38	6.25%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. NETFLIX:	98.79	(16.05%)
2. AMPHENOL:	50.75	(8.67%)
3. RENTRAK:	43.43	(7.26%)
4. CBS:	42.92	(6.27%)
5. MEDIA GENERAL:	11.15	(5.83%)

**OVERACHIEVERS**  
**UNDER 30** PRESENTED BY  
**Cablefax**

Entry Deadline: September 9 | Final Deadline: September 16

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