

Cablefax Daily™


Monday — November 2, 2015

What the Industry Reads First

Volume 26 / No. 211


CableCARD Report: 54 Million Deployments vs 618K Retail

The top 9 cable companies have roughly 54mln operator-supplied set-top boxes with CableCARDS currently deployed, **NCTA** said in its latest CableCARD report to the **FCC** Fri. That's an increase of approx 1mln from late July when the trade group issued the last report. The number was 52.6mln in May and 51.5mln in Feb. By contrast, only a little more than 618K CableCARDS have been deployed in retail devices by the 9 largest incumbent cable MSOs. The 5 cable MSOs – **Cablevision**, **Charter**, **Comcast**, **Cox** and **Time Warner Cable**—have deployed more than 587K CableCARDS for use in retail devices. Looking at a few of the MSOs, Charter has a total number of 55K CableCARDS in service through Sept 30. Cox has a total of 57,735 residential CableCARDS in service, while TWC has more than 98K activated. Comcast has over 340K CableCARDS installed in active customer homes. The NCTA report also summarized various CableCARD technology issues. At Comcast, its subs occasionally attempt to move a CableCARD from one device to another, creating service issues. "CableCARDS do not automatically work properly when moved to a different device as the Card and Host must be 'paired' in the headend control system. Comcast personnel and control systems are not equipped to handle moving CableCARDS in this manner so these situations require escalation to restore service in the new device. Comcast discourages this practice," the NCTA report said. For Charter, CableCARD problems encountered this quarter were routine installation issues, which were resolved at the time of installation through Charter's standard troubleshooting process. At TWC, problems include incorrect software/firmware on host devices, which are common across all device brands. NCTA has been filing CableCARD reports since the FCC's integrated security set-top ban went into effect in 2007. The SELAR Act, which took effect last year, will sunset the current ban. The agency's Downloadable Security Technology Advisory Committee (DSTAC) proposed several new technologies aimed at replacing the CableCARD standard, including an apps-based approach and an AllVid-style approach, which would require deploying additional hardware in ops' networks or in subs' homes to decode cable signals for 3rd party devices. Cable ops, in general, oppose the AllVid approach, saying it will cost customers billions each year as it requires



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Nielsen NPM Hispanic 3Q15 (6/29/15-9/27/15) Live +7. Mon-Sun 8-11pm. Program based dayparts, excludes breakouts and non-commercial programming. Entertainment networks only (excludes sports and news networks). Rankings based on Hispanic Adults 18-49, Hispanic Women 18-49, Hispanic Adults 18-34



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more equipment, increasing energy consumption. Like ops, cable vendors such as **Arris** also support the apps-based proposal. Companies like **Google** back the AllVid approach. The Media Bureau recently sought comments on the final DSTAC report, with reply comments due Nov 9.

Apple TV: The new version of **Apple's** Apple TV streaming device went on sale Fri. It comes with a new remote and its own app store. **NBCU** already launched 4 apps for the new Apple set-top for **NBC**, **USA Now**, **NBC Sports Live Extra** and **CNBC**, featuring live and on demand content upon authentication.

ESPN Drops Grantland: **ESPN** is canceling its Internet venture **Grantland**, following the platform's founder **Bill Simmons'** departure a few months ago. In a statement, **ESPN** said "effective immediately we are suspending the publication of **Grantland**. After careful consideration, we have decided to direct our time and energy going forward to projects that we believe will have a broader and more significant impact across our enterprise." Despite the change, **ESPN** platforms seek to continue the legacy of smart long-form sports storytelling and innovative short-form video content, the net said. **Grantland** was founded in 2011 by **Simmons**, who left in May before joining **HBO**.

Sports Conference: **Fox Sports** has its eyes on the goal. "We are here to compete... We aren't going to concede any ground to **ESPN**," pres of national networks **Jamie Horowitz** said at **Sports Business Journal's** annual conference Thurs. Emphasizing the value of original content for live sports, he said the net seeks to ink more exclusive deals moving forward. Sports host **Colin Cowherd** left **ESPN** and joined **Fox Sports** in Sept as a TV, radio and digital personality. "If you want to watch him you can only find him on **Fox**," **Horowitz** said. And that's the net's programming strategy: It differentiates by having content that other nets don't have, he said. Meanwhile, a lot of rights **Fox Sports** likes to have are tied up for a long time, the exec said, except for Big 10, which the net is circling. Despite the lack of new sports assets, nets can still grow by expanding their existing audience and driving audience to general entertainment content by promoting them during sports programs, said **Sam Flood**, exec producer with **NBC Sports Net**. And **NBC Sports** has a different programming strategy. Without owning rights to major league sports, **NBC Sports** avoids being in direct competition with nets like **ESPN**, according to **Flood**. -- With more content shot in 4K and prices for 4K TVs going down, execs expect 4K to gain a lot of traction next year, especially in live sports programming. "In 2016 you will see live 4K events," said **Chris Wagner**, evp/co-founder of **NeuLion** late Wed. The company is ready to deliver 4K streaming with its partners in 1Q and 2Q next year, he acknowledged. Unlike the analog-to-digital transition, in which the government played a key part, the upgrade to 4K is 100% market driven, said **Sony Electronics** vp, sales and marketing **John Studdert**. "4K is capitalism at work," he said. Digital networks might be early adopters of 4K as they see 4K streaming as an important differentiator, **Wagner** said.

Programming: **AMC** renewed "The Walking Dead" for a 7th season. The net also booked another season of live after show "Talking Dead." For the new **TWD** 7th season, **Scott Gimple** will return as the series' showrunner and exec producer, along with exec producers **Robert Kirkman**, **Gale Anne Hurd**, **David Alpert**, **Greg Nicotero** and **Tom Luse**. Around the world, the new season of "The Walking Dead" will again be "First on **FOX**," with **Fox International Channels (FIC)**, airing the show in 125+ markets as part of the pair's international rights deal. -- **OWN's** series "Belief" will start its international rollout in Dec in more than 220 countries on **Discovery Networks International** nets. The original docu-series features people with beliefs searching for deeper meaning in the world around them.

People: **Univision Digital**, the digital unit of **Univision Communications**, appointed **Carlos Chirinos** to senior political editor as part of the company's ongoing focus on beefing up its digital offerings. He will report to digital vp **Borja Echevarría**.

Editor's Note: Don't miss the fast-approaching deadline to submit your best technology products, services and campaigns for recognition in **Cablefax's Tech Awards**. Entries are due on Nov. 6. Distributors, programmers and vendors are all eligible. More info at cablefax.com

Cablefax Week in Review

Company	Ticker	10/30 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	62.97	0.86%	(13.61%)
ENTRAVISION:	EVC	8.76	1.86%	35.19%
GRAY TELEVISION:	GTN	15.89	6.36%	41.88%
MEDIA GENERAL:	MEG	14.86	0.88%	(11.18%)
NEXSTAR:	NXST	53.23	0.53%	2.78%
SINCLAIR:	SBGI	30.01	1.15%	9.69%
TEGNA:	TGNA	27.04	3.32%	0.00%

MSOS

CABLE ONE:	CABO	433.44	2.16%	0.00%
CABLEVISION:	CVC	32.59	(0.37%)	57.90%
CHARTER:	CHTR	190.94	4.34%	14.60%
COMCAST:	CMCSA	62.62	1.03%	7.95%
COMCAST SPCL:	CMCSK	62.71	0.58%	8.93%
GCI:	GNCMA	20.37	(2.23%)	48.11%
LIBERTY BROADBAND:	LBRDA	54.56	2.10%	8.92%
LIBERTY GLOBAL:	LBTYA	44.52	0.59%	(11.33%)
SHAW COMM:	SJR	20.75	4.69%	(23.12%)
SHENTEL:	SHEN	46.79	(1.12%)	49.73%
TIME WARNER CABLE:	TWC	189.40	2.27%	24.56%

PROGRAMMING

21ST CENTURY FOX:	FOXA	30.69	1.93%	(20.1%)
AMC NETWORKS:	AMCX	73.89	4.99%	15.87%
CBS:	CBS	46.52	4.56%	(15.94%)
CROWN:	CRWN	5.79	(1.36%)	63.56%
DISCOVERY:	DISCA	29.44	(1.11%)	(14.54%)
DISNEY:	DIS	113.74	0.57%	20.76%
GRUPO TELEVISIA:	TV	29.14	2.71%	(14.45%)
HSN:	HSNI	61.85	2.93%	(18.62%)
LIONSGATE:	LGF	38.97	0.80%	21.71%
MSG NETWORKS:	MSGN	20.52	1.79%	0.00%
SCRIPPS INT:	SNL	60.08	5.42%	(20.18%)
STARZ:	STRZA	33.51	(11.7%)	12.83%
TIME WARNER:	TWX	75.34	2.83%	(11.8%)
VIACOM:	VIA	51.33	(0.52%)	(32.01%)
WWE:	WWE	17.83	(14.36%)	44.49%

TECHNOLOGY

ADVANTAGE:	AEY	2.31	1.76%	(5.33%)
AMDOCS:	DOX	59.57	(2.31%)	27.67%
AMPHENOL:	APH	54.22	1.29%	0.76%
APPLE:	AAPL	119.50	0.35%	8.26%
ARRIS GROUP:	ARRS	28.26	(4.53%)	(6.39%)
AVID TECH:	AVID	8.45	(3.87%)	(40.53%)
BLNDER TONGUE:	BDR	0.48	2.13%	(82.16%)
BROADCOM:	BRM	51.40	(3.26%)	18.62%
CISCO:	CSCO	28.85	(1.7%)	3.70%
COMMSCOPE:	COMM	32.43	0.90%	42.05%
CONCURRENT:	CCUR	4.97	(2.74%)	(29.9%)
CONVERGYS:	CVG	25.67	0.27%	26.02%
CSG SYSTEMS:	CSGS	33.52	1.95%	33.71%
ECHOSTAR:	SATS	44.83	(0.66%)	(14.61%)
GOOGLE:	GOOG	710.81	1.25%	35.03%
HARMONIC:	HLIT	5.76	(4.32%)	(17.83%)
INTEL:	INTC	33.86	(2.98%)	(6.7%)
INTERACTIVE CORP:	IACI	67.01	(2.46%)	10.23%

Company	Ticker	10/30 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVL	50.95	4.06%	3.18%
MICROSOFT:	MSFT	52.64	(0.44%)	13.33%
NETFLIX:	NFLX	108.38	8.34%	(68.27%)
NIELSEN:	NLSN	47.51	(1.57%)	6.22%
RENTRAK:	RENT	55.18	3.74%	(24.22%)
SEACHANGE:	SEAC	6.47	(6.91%)	1.41%
SONY:	SNE	28.40	(1.39%)	38.74%
SPRINT NEXTEL:	S	4.73	0.42%	13.98%
TIVO:	TIVO	9.08	(2.58%)	(23.31%)
UNIVERSAL ELEC:	UEIC	47.57	3.71%	(26.85%)
VONAGE:	VG	6.07	(2.72%)	59.32%
YAHOO:	YHOO	35.62	7.39%	(29.48%)

TELCOS

AT&T:	T	33.51	(0.68%)	(0.24%)
CENTURYLINK:	CTL	28.21	0.68%	(28.73%)
FRONTIER:	FTR	5.14	(4.81%)	(19.69%)
TDS:	TDS	28.64	6.39%	13.43%
VERIZON:	VZ	46.88	1.56%	0.21%

MARKET INDICES

DOW:	DJI	17663.54	0.10%	(0.9%)
NASDAQ:	IXIC	5053.75	0.44%	6.71%
S&P 500:	GSPC	2079.36	0.20%	0.99%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. NETFLIX:	108.38	8.34%
2. YAHOO:	35.62	7.39%
3. TDS:	28.64	6.39%
4. GRAY TELEVISION:	15.89	6.36%
5. SCRIPPS INT:	60.08	5.42%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. WWE:	17.83	(14.36%)
2. STARZ:	33.51	(11.7%)
3. SEACHANGE:	6.47	(6.91%)
4. FRONTIER:	5.14	(4.81%)
5. ARRIS GROUP:	28.26	(4.53%)



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