

# Cablefax Daily™

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What the Industry Reads First

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## **NASA UHD: Harmonic Seeking Distribution for 1st Consumer UHD Channel**

Earlier this month, Harmonic announced the launch of North America's 1st consumer Ultra HD channel, NASA UHD. The ambient video channel offers up crystal clear, out-of-this-world linear video. It's available on the SES AMC 18C satellite. It's not Harmonic's first foray into UHD channels, having launched a UHD demonstration channel with Intelsat for North American TV markets on Intelsat's Galaxy 13 satellite in Sept. We caught up with Harmonic CMO Peter Alexander to gauge what sort of interest the consumer-focused NASA UHD channel is seeing. **How are discussions with distributors going?** We know we're at the forefront of UHD as a channel type. While most of the pay TV operators are saying they are moving aggressively toward UHD, [it's] primarily been video-on-demand-based. We're not exactly sure how it's going to play out. Most of them have the channel running in their labs. We've been in active discussions with most of the pay TV operators you might name about how to get ahold of the channel, which is relatively simple. My personal opinion is that they're hesitant to announce that they will carry an individual channel without having a broader strategy and a broader set of channels that they're inclined to carry. Of course, those channels are few and far between right now. However, both we and NASA would welcome them saying they're using the channel to verify their systems and that they'll make the channel available for consumers for evaluation. **Are there bandwidth issues with launching such a channel?** Clearly, 13.5 megabits, which is what the channel's bandwidth is, is not trivial. However, I think the issue is more about set-top boxes and their general standards for delivery of UHD channels. Ours is low bandwidth by UHD standards. All of the tests you've seen at the big tradeshow have been in the 50-100 megabits range. Very few have said that's more bandwidth than our network can handle. In the case of NASA, we compressed 2 HD and 1 SD to make room for this. **How did Harmonic get involved in this project with NASA?** We have been producing 4K content for quite a while because so little of it is available, and we wanted to demonstrate our ultra-high def systems. About 3 years ago, we started commissioning 4K content. We license 4K content to more than 90 other industry players, all royalty free... We thought given that we're now building all these UHD systems—an encoder, a package origins server—we thought, 'why don't we show this in use by starting a channel?' We were on a path



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to build our own OTT UHD channel, when one of our partners said, 'You know, NASA has a lot of footage that no has ever seen. It's all in 4K. You guys should talk to each other.' They have a 6K Red Dragon camera on the Space Station... Things went together rather quickly. **Do you have predictions on how long it will be before distributors launch UHD linear channels?** I think they are all just considering their strategies. I believe in time, whether that's in a month or 2-3 months or at **CES**, someone will say they are going to carry this channel. And I think once one does, several will. **What are some of the early findings?** There's a lot of things to consider in terms of encoding rates and the effects of different encoding rates on different kinds of content. Even on the production side, issues like focus. A lot of the UHD cameras are not auto-focused, particularly if you want to create really beautiful content. The cameras generally have much larger sensors... You get a much shallower sense of field. And so, you really have to pay attention to the focusing. We have taken these cameras out to sports venues. We've done some test shooting with the MLS Real Salt Lake, and the 1st couple games we went to, most of the footage came back out of focus. Now we have great footage shot on that learning. If it's just slightly out-of-focus, UHD television sets will highlight that.

**Pole Attachment Rates:** Four years after the **NCTA** filed its petition asking the **FCC** to harmonize pole attachment rates for cable and telecom, the agency approved the change. "We appreciate the Commission's decision to grant our petition and ensure that all telecommunications carriers and cable operators can attach facilities to utility poles at reasonable rates. While much has changed in the four years since the petition was filed, reasonable pole attachment rates continue to be a critical factor in promoting broadband deployment," NCTA said of the order, released late Tues. The issue came to a head in Feb when the FCC approved its Open Internet rules, reclassifying Internet service as a telecommunications service, opening the door for utilities to charge cable companies the higher telecom rate. The Commission did not forbear the pole attachment rate provision in Title II, but promised heavy scrutiny of any increase in rates. Tues' order strikes parity, lowering the telecom rate. While Republican commish *Ajit Pai* applauded the move, he warned that it may be vulnerable in the courts. He also thinks that even after the order goes into effect ISPs and their customers will still be paying too much for pole attachments. "That's because the new telecom rate still includes payments for the capital expenses of the pole owner even when the pole owner has already recovered them separately," he wrote in a statement concurring with the order.

**In the Courts:** Broadcaster's challenge of the **FCC** media ownership rules was moved out of the DC Circuit to the Third Circuit. The DC Circuit had been scheduled to hear oral arguments in the case, which challenges tighter restrictions to joint sales agreements for broadcasters, on Dec 3. That's now off. **Prometheus Radio Project** filed the motion to transfer the cases to the Third Circuit, which previously remanded another iteration of the FCC's media ownership rules.

**Programming:** **Nat Geo** and **Bill O'Reilly** are at it again. This time they're "Killing Patton," with the film to explore the death of WWII Army General *George Patton*. Like others in the franchise, it's based on a book by O'Reilly and *Martin Dugard*. Production will begin next year, with "Killing Reagan," the next installment in the franchise, to premiere in 2016. -- **John Hendricks'** SVOD offering **CuriosityStream** is now available on **Amazon Fire TV**. -- **Disney** ordered a 3rd season of "Girl Meets World." -- **Epix** launches its "25 Days of Bond" programming stunt on Dec 1, with the net airing a 007 film every night through Dec 25. "Dr No" kicks things off. The net's Christmas Eve and Christmas Day lineup includes "Kirk Cameron's Saving Christmas" and Robin Williams' "A Merry Friggin' Christmas."

**Board Moves:** **NAMIC** added 5 directors to its board: *James Brown*, svp, head of content distribution, **Revolt TV**; *Jay Grant*, svp, associate general counsel, **Univision**; *Mark Kang*, svp, worldwide distribution, **INSP TV**; *Indrajit Ponnambalam*, group vp, finance, **Time Warner Cable**; and *Ninoska Zucconi*, vp, distribution marketing, Univision. The 5 will serve 3-year terms that begin on Jan 1. -- **NATPE** announced the election of 10 media execs to its board, effective immediately. They include **Epix** pres/CEO *Mark Greenberg*, **Telemundo** pres *Luis Silberwasser* and **HBO Intl** and content distribution pres *Simon Sutton*. NATPE is gearing up for its annual Miami Market and Conference, Jan 19-21.

**Happy Thanksgiving:** **Cablefax** would like to wish everyone a Happy Thanksgiving. We have so much to be thankful for, including our dedicated readers. Enjoy the holiday, and your next issue will arrive Mon evening.

Cablefax Week in Review

Company	Ticker	11/25 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDs</b>				
DISH	DISH	62.90	(1.44%)	(13.71%)
ENTRAVISION	EVC	8.50	1.31%	31.17%
GRAY TELEVISION	GTN	17.13	2.39%	52.95%
MEDIA GENERAL	MEG	15.82	0.89%	(5.44%)
NEXSTAR	NXST	58.77	(2.52%)	13.48%
SINCLAIR	SBGI	35.67	2.56%	30.37%
TEGNA	TGNA	28.17	0.14%	0.00%

Company	Ticker	11/25 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLE ONE	CABO	441.18	0.12%	0.00%
CABLEVISION	CVC	30.38	(1.94%)	47.19%
CHARTER	CHTR	186.09	(0.21%)	11.69%
COMCAST	CMCSA	61.40	(2.38%)	5.84%
COMCAST SPCL	CMCSK	61.45	(2.48%)	6.74%
GCI	GNCMA	20.73	0.39%	50.76%
LIBERTY BROADBAND	LBRDA	52.84	(1.07%)	5.49%
LIBERTY GLOBAL	LBTYA	42.29	(1.17%)	(15.77%)
SHAW COMM	SJR	20.50	(1.58%)	(24.05%)
SHENTEL	SHEN	49.43	(1.77%)	58.18%
TIME WARNER CABLE	TWC	183.80	(0.38%)	20.87%

Company	Ticker	11/25 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX	FOXA	29.90	(0.57%)	(22.16%)
AMC NETWORKS	AMCX	82.22	2.58%	28.93%
CBS	CBS	50.98	(1.37%)	(7.88%)
CROWN	CRWN	5.86	0.17%	65.54%
DISCOVERY	DISCA	31.12	1.14%	(9.67%)
DISNEY	DIS	118.67	(1.17%)	25.99%
GRUPO TELEVISIA	TV	28.96	(0.34%)	(14.97%)
HSN	HSNI	50.65	1.00%	(33.36%)
LIONSGATE	LGF	34.97	(0.14%)	9.21%
MSG NETWORKS	MSGN	19.88	(0.6%)	0.00%
SCRIPPS INT	SNI	57.97	0.50%	(22.98%)
STARZ	STRZA	35.48	0.37%	19.46%
TIME WARNER	TWX	70.30	(0.59%)	(17.7%)
VIACOM	VIA	53.92	(0.44%)	(28.58%)
WWE	WWE	17.10	(0.87%)	38.57%

Company	Ticker	11/25 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE	AEY	2.30	1.32%	(5.74%)
AMDOCS	DOX	56.68	(0.37%)	21.47%
AMPHENOL	APH	54.76	0.05%	1.77%
APPLE	AAPL	118.03	(1.06%)	6.93%
ARRIS GROUP	ARRS	30.52	0.43%	1.09%
AVID TECH	AVID	6.91	5.18%	(51.37%)
BLNDER TONGUE	BDR	0.37	(9.73%)	(86.24%)
BROADCOM	BRCM	54.09	1.05%	24.83%
CISCO	CSCO	27.24	(1.2%)	(2.08%)
COMMSCOPE	COMM	28.24	(0.21%)	23.70%
CONCURRENT	CCUR	4.99	5.05%	(29.62%)
CONVERGYS	CVG	25.70	2.64%	26.17%
CSG SYSTEMS	CSGS	35.78	0.70%	42.72%
EHOSTAR	SATS	38.94	(1.22%)	(25.83%)
GOOGLE	GOOG	748.15	(1.12%)	42.13%
HARMONIC	HLIT	5.55	2.78%	(20.83%)
INTEL	INTC	34.45	(0.61%)	(5.07%)
INTERACTIVE CORP	IACI	63.19	(1.17%)	3.95%

Company	Ticker	11/25 Close	1-Week % Chg	YTD %Chg
LEVEL 3	LVL	50.84	(0.2%)	2.96%
MICROSOFT	MSFT	53.69	(0.92%)	15.59%
NETFLIX	NFLX	124.16	0.26%	(63.65%)
NIELSEN	NLSN	46.76	(1.99%)	4.54%
RENTRAK	RENT	48.83	(1.33%)	(32.94%)
SEACHANGE	SEAC	6.45	(1.23%)	1.10%
SONY	SNE	26.51	(1.41%)	29.51%
SPRINT NEXTEL	S	3.76	(1.83%)	(9.4%)
TIVO	TIVO	9.77	7.24%	(17.48%)
UNIVERSAL ELEC	UEIC	53.45	4.78%	(17.81%)
VONAGE	VG	6.52	(0.91%)	71.13%
YAHOO	YHOO	33.16	0.15%	(34.35%)

Company	Ticker	11/25 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T	T	33.45	(0.62%)	(0.42%)
CENTURYLINK	CTL	26.98	(0.92%)	(31.83%)
FRONTIER	FTR	4.90	(0.41%)	(23.44%)
TDS	TDS	28.39	(0.8%)	12.44%
VERIZON	VZ	44.92	(1.04%)	(3.98%)

Market Indices	Value	1-Week % Chg	YTD %Chg	
DOW	DJI	17813.39	(0.06%)	(0.05%)
NASDAQ	IXIC	5116.14	0.22%	8.03%
S&P 500	GSPC	2088.87	(0.01%)	1.46%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. TIVO	9.77	7.24%
2. AVID TECH	6.91	5.18%
3. CONCURRENT	4.99	5.05%
4. UNIVERSAL ELEC	53.45	4.78%
5. HARMONIC	5.55	2.78%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE	0.37	(9.73%)
2. NEXSTAR	58.77	(2.52%)
3. COMCAST SPCL	61.45	(2.48%)
4. COMCAST	61.40	(2.38%)
5. NIELSEN	46.76	(1.99%)

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