

Cablefax Daily™

Monday — December 19, 2016

What the Industry Reads First

Volume 27 / No. 243

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Source: Nielsen, Live+SD, 2016-to-date (12/28/15-12/13/16), tops all of basic cable with Total Day (M-Su 6a-6a) and Prime (M-Su 8-11p), P2+ (000).
Subject to qualifications which will be made available upon request.

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Voice Control: 5Qs with Universal Electronics' Lou Hughes

Despite the fragmentation in the IoT market, perhaps a common feature that might essentially be integrated into everything connected is voice control. The technology has gained significant traction in the video market, being highlighted as an advanced consumer-friendly feature for both linear video and OTT platforms. And it's looking to steal some of the spotlight at the upcoming CES Jan 5-8 in Las Vegas. We chatted with Universal Electronics' COO Lou Hughes about the shift from the traditional user interface to a world of vocal computing. The company develops universal control and sensing technologies and supports Comcast's voice control-enabled X1 platform. **Moving forward, what new voice technologies are coming and what new services will they enable?** The key with building voice into remote controls is to bring higher and higher levels of accuracy in search query response rates without increasing the cost. We are developing silicone, software and mechanical designs that will enable us to drive our search accuracy to over 95% without expensive noise cancellation. Our goal is to deliver zero distortion to the voice engine at the box and/or cloud. Nobody is close to us in this regard. **Is the consumer electronics industry moving to a world of vocal computing? What does the potential gradual disappearance of traditional user interface mean for the cable industry?** I don't see traditional interfaces for extremely simplistic one-touch commands going away. Using voice to replace your channel up/down button or your volume up/down solution doesn't make much sense. For these types of actions, it is so much easier to just press a button. The goal when you add voice is to limit the number of keys required on a remote and to simplify the user interface on the screen, so that the whole process of interacting with your content is simpler. **What are the challenges as you work with OTT and cable providers to integrate voice services?** We have learned that there are varying degrees of success in fulfilling voice search queries received from the remote control on the couch. It's not about whether it works, it is about how well it works. Voice remote solutions that only successfully fulfill 70% of voice search queries frustrate consumers so much that usage drops off before complete adoption can take place. You must know the specific standards and requirements of the voice search engine you are delivering to, and you better have a strong means of testing in high volumes within many different environments against that engine to be successful. No matter what delivery

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route is used to offer content to subscribers—navigation with a hand held device will not go away. **Regarding CES, do you expect any new trends this year versus last year?** Comcast X1 platform has spurred a revolution, and the move to voice search across the industry is inevitable. That's because consumers are being deluged by so many content choices, and the only efficient way to navigate and search through the near endless trove of programming is by using one's voice. Many hand-held devices are moving towards new, innovative backlighting solutions for low light environments and for our aging population. This includes what we call "reverse etch" backlighting, where only the number or letter is lit up (and not the key around it), which provides much clearer key recognition than traditional backlighting solutions. Automatic detection and effortless configuration will become a standard in entertainment device control in 2017. Consumers are demanding simplicity and ease of use. The smart home is a house divided. There are simply too many different standards for so many smart devices. One way we're working to solve this problem is by developing bridge and translation devices that can communicate with more hubs—ultimately allowing consumers to mix and match devices and hubs running different communication protocols. **What's your plan at CES?** We want to generate greater appreciation for Quickset Cloud and how it is easier than ever to integrate with Linux and Android tv's and set top boxes.

Transparency Waiver: The **FCC** didn't extend the small ISP exemption from the enhanced transparency rules that are part of the net neutrality order. The exemption, which would apply to operators with 250K subs or fewer, was extended by a year last year. **ACA** is, of course, disappointed. No extension means "small ISPs face additional uncertainty and the potential to be subject to onerous requirements. ACA hopes that this unfortunate outcome will not stand and that the FCC will soon do what's right for small ISPs and their customers," pres/CEO Matt Polka said in a statement. **NTCA**, the rural broadband association, was also "disappointed that this work could not be completed by the deadline, but we remain hopeful in light of the apparent consensus on this common-sense issue that any details holding up action can and will be resolved soon so that the relief everyone seems to agree is necessary can in fact be delivered."

Rogers-Comcast Deal: Canada's telecom provider **Rogers Communications** ditched its own effort to develop an IP-based video platform and inked a long-term strategic partnership with **Comcast** to use the MSO's X1 platform to launch a new IPTV service in early 2018. Rogers decided to move to a hosted platform to ensure "it has access to the scale and technical roadmap needed to meet the ongoing pace of IPTV innovation," the company said in a release Fri. In addition, Rogers customers will benefit from "the substantial research and development investments Comcast has made to date and the company's continuing commitment to innovation," it said.

Zombie Domination: Sunday's expanded 90-min mid-season finale of **AMC's** "The Walking Dead" scored 15.2mln total viewers, 9.6mln adults 18-49 and 9.5mln adults 25-54 in **Nielsen** live+3 ratings. In Nielsen live+3 ratings, episode 708 "Hearts Still Beating," was up 2% in total viewers, 3% in adults 18-49 and 2% in adults 25-54 from the previous week, the second week in a row of growth from the previous episode. Mid-way through its 7th season, the series averaged 16.1mln viewers per episode and 10.1mln adults 18-49 across its first 8 eps. Live after-show "Talking Dead" averaged 5.5mln viewers and 3.3mln adults 18-49 in season 7. Digitally, the series generated record viewership of more than 14mln plays so far this half season, up 46% from last season.

Cox Connects LVCVA: **Cox Business/Hospitality** Network teamed with **InSite Wireless Group** to launch one of the country's largest Neutral-Host Distributed Antenna Systems (DAS) throughout the **Las Vegas Convention and Visitors Authority** property. The initiative aims to offer anyone visiting the Las Vegas Convention Center access to wireless voice and data cellular services, which are now being transported over the new DAS. In addition to the center's existing high-density WiFi network, the capacity of the new cellular DAS is capable of delivering service to more than 100K guests simultaneously, meaning visitors can expect faster download speeds on their smartphones than typically provided on most corporate networks. The roughly \$18mln DAS project took 3 years to plan and 10 months to build.

Cablefax Week in Review

Company	Ticker	12/16 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	58.40	(1.02%)	2.13%
ENTRAVISION:	EVC	6.70	(1.47%)	(13.1%)
GRAY TELEVISION:	GTN	10.55	(3.21%)	(35.28%)
MEDIA GENERAL:	MEG	18.62	(2.26%)	15.29%
NEXSTAR:	NXST	61.95	(4.55%)	5.54%
SINCLAIR:	SBGI	33.25	(1.92%)	2.18%
TEGNA:	TGNA	22.13	(4.32%)	(13.28%)
MSOS				
CABLE ONE:	CABO	623.53	2.02%	43.78%
CHARTER:	CHTR	288.44	3.45%	57.62%
COMCAST:	CMCSA	69.86	0.59%	23.80%
GCI:	GNCMA	18.02	(2.54%)	10.62%
LIBERTY BROADBAND:	LBRDA	72.44	2.69%	40.25%
LIBERTY GLOBAL:	LBTYA	30.48	1.13%	(28.05%)
SHAW COMM:	SJR	20.23	0.05%	17.68%
SHENTEL:	SHEN	27.65	(7.83%)	(35.77%)

Company	Ticker	12/16 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	28.03	(0.64%)	3.20%
AMC NETWORKS:	AMCX	51.24	(2.21%)	(31.39%)
CBS:	CBS	64.54	3.16%	36.94%
DISCOVERY:	DISCA	28.39	(2.44%)	6.41%
DISNEY:	DIS	103.91	(0.91%)	(1.11%)
GRUPO TELEVISIA:	TV	20.24	(2.41%)	(25.62%)
HSN:	HSNI	35.60	(3.13%)	(29.74%)
MSG NETWORKS:	MSGN	21.20	(0.47%)	1.92%
SCRIPPS INT:	SNI	70.30	(1.98%)	27.33%
TIME WARNER:	TWX	94.80	(0.45%)	46.59%
VIACOM:	VIA	39.50	(6.95%)	(10.21%)
WWE:	WWE	18.54	(8.53%)	3.92%

Company	Ticker	12/16 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.65	(0.6%)	(8.84%)
AMDOCS:	DOX	59.56	(1.67%)	9.14%
AMPHENOL:	APH	67.40	(1.62%)	29.04%
APPLE:	AAPL	115.97	1.85%	10.17%
ARRIS GROUP:	ARRS	30.88	3.80%	1.01%
AVID TECH:	AVID	4.32	(5.47%)	(40.74%)
BLNDER TONGUE:	BDR	0.53	3.92%	32.50%
CISCO:	CSCO	30.59	1.76%	12.63%
COMMSCOPE:	COMM	36.46	(0.19%)	40.83%
CONCURRENT:	CCUR	5.10	(8.6%)	3.03%
CONVERGYS:	CVG	24.52	(3.62%)	(1.49%)
CSG SYSTEMS:	CSGS	49.02	1.79%	36.24%
ECHOSTAR:	SATS	52.38	(1.02%)	33.93%
GOOGLE:	GOOG	790.80	0.19%	4.21%
HARMONIC:	HLIT	5.35	3.88%	31.45%
INTEL:	INTC	36.31	1.54%	5.40%
INTERACTIVE CORP:	IAC	65.92	(3.4%)	9.78%
LEVEL 3:	LVL	56.71	0.84%	4.32%
MICROSOFT:	MSFT	62.30	0.53%	12.29%
NETFLIX:	NFLX	124.22	1.09%	8.60%
NIELSEN:	NLSN	43.14	0.98%	(7.42%)
SEACHANGE:	SEAC	2.45	(7.2%)	(63.65%)
SONY:	SNE	28.44	(3.27%)	15.56%
SPRINT NEXTEL:	S	8.24	(2.83%)	127.62%

Company	Ticker	12/16 Close	1-Week % Chg	YTD %Chg
SYNACOR:	SYNC	3.25	4.84%	85.71%
UNIVERSAL ELEC:	UEIC	65.95	(3.58%)	28.43%
VONAGE:	VG	6.66	(2.63%)	16.03%
YAHOO:	YHOO	38.61	(7.54%)	16.09%
TELCOS				
AT&T:	T	41.67	3.19%	21.10%
CENTURYLINK:	CTL	24.17	0.21%	(3.93%)
FRONTIER:	FTR	3.56	(3%)	(23.77%)
TDS:	TDS	29.20	(0.21%)	12.78%
VERIZON:	VZ	52.27	1.51%	13.09%
MARKET INDICES				
DOW:	DJI	19843.41	3.51%	13.88%
NASDAQ:	IXIC	5437.16	(0.13%)	8.58%
S&P 500:	GSPC	2258.07	(0.06%)	10.48%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. SYNACOR:	3.25	4.84%
2. BLNDER TONGUE:	0.53	3.92%
3. HARMONIC:	5.35	3.88%
4. ARRIS GROUP:	30.88	3.80%
5. DOW:	19843.41	3.51%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CONCURRENT:	5.10	(8.6%)
2. WWE:	18.54	(8.53%)
3. SHENTEL:	27.65	(7.83%)
4. YAHOO:	38.61	(7.54%)
5. SEACHANGE:	2.45	(7.2%)

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