

CableFAX Daily™

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What the Industry Reads First

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Energy Alert: Set-Top Boxes' Power Usage Under Microscope

No pun intended, but energy continues to be a hot topic for the industry. Recall the, ahem, heat it took last summer for a **Natural Resources Defense Council** study that found the combination of an HD set-top with an HD DVR uses more Kilowatt hours/year than an Energy Star 21 cubic-foot fridge—and that the boxes use almost as much power when not in use as they do when on. The matter was also on display Thurs in Philly with top execs meeting at the **SCTE's** Smart Energy Management Initiative to hash out ways to speed up cable's move to green technologies (*Cfax*, 3/16). Then, there's the **Dept of Energy's** Dec request for info on the energy use and efficiency of set-top boxes. In a filing late Thurs, **NCTA** assured the agency that it's committed to improving energy efficiency in the boxes, citing voluntary industry efforts (boxes with "light sleep" capabilities for when the box isn't in active use, energy efficient DTAs and "deep sleep" boxes that are expected to be ready for field tests in '14). What has NCTA steamed, however, is DOE's proposal for govt regulation to make the boxes more energy efficient. "NCTA urges the Department to focus instead on what the marketplace is delivering, the early returns from the cable industry's recent energy initiatives, and expert projections that the number of deployed set-top boxes likely will peak and decline as operators shift to IP-based, network-based, and other alternative solutions," the trade group wrote, adding that its own efforts will provide results years before any regulation could take effect ("The Department has acknowledged [it] would be 2018 at the earliest," NCTA said). It's times like these you have to wonder if **Comcast NBCU** DC pres *Kyle McSarrow's* old ties could come in handy (recall that he was Deputy Sec of Energy before becoming NCTA's pres/CEO in '05). Specifically, cable takes issue with DOE's broad approach—noting that boxes are not major appliances priced to pay back consumers through energy-efficiency, but instead leased at regulated rates and returned when consumers change services, etc. Other hot buttons: any DOE mandate would have to focus not just on MVPD set-tops, but over-the-top and other boxes. NCTA claims that most of the 200mln OTT and other video devices out there are less energy-efficient than MVPD-supplied devices. Whether the DOE moves forward to regulate the boxes remains to be seen, but look for the fire to continue to blaze. In Nov, NCTA announced a new industry initiative aimed at improving the energy efficiency of consumer set-tops and other devices, and at developing advanced cable-enabled services to promote consumer energy conservation. **CableLabs' Energy Lab** is playing a key role, and **SCTE** also will be a facilitator.

Retrans: **DISH** is in danger of losing **Morgan Murphy Media**-owned stations (**CBS** affils **WKBT** and **WISC** in La Crosse and Madison, WI, respectively and **ABC** affils **KVEW** and **KXLY** in Yakima and Spokane, WA, respectively) if a deal isn't reached by 12:01am Sat (Mar 17). **DISH** claims the broadcaster's demands translate into more than a 250% increase. **Morgan Murphy** says its asking rate is fair and that it has reached agreements with all other local ops in the past 90 days.

In the Courts: This month's historic US Supreme Court health care oral arguments won't be televised. The Court rejected **C-SPAN's** request for TV camera coverage. In expressing its disappointment, **C-SPAN** said it continues

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to believe allowing video coverage of SCOTUS oral arguments is in the public's best interest. The net said it does appreciate the steps the court has taken to expedite release of audio recordings of the oral arguments Mar 26-28. It will provide same-day airing on **C-SPAN3, C-SPAN Radio** and C-SPAN.org as soon as they are released.

Research: The 18 largest cable and phone providers—representing about 93% of the market—acquired 3mln net additional high-speed Internet subs in '11, **Leichtman Research** said. Annual net broadband additions in 2011 were 88% of the total in 2010. The top cable companies accounted for 75% of last year's additions. At year end, the top broadband providers had more than 78.6mln subs, representing an increase of nearly 25mln over the past 5 years.

ACA News: ACA added 3 new board members: **James Cable's Kate Adams, Liberty Cablevision's John Conrad** and **Atlantic Broadband's Dave Keefe**. It's a bit of a homecoming for Keefe, with Atlantic leaving the trade assoc in '08 along with **Bresnan** and **Midcontinent** because of a disagreement over ACA's stance to urge the **FCC** to prevent the wholesale bundling of networks. Atlantic rejoined the group earlier this year. ACA pres/CEO **Matt Polka** said during the group's annual Summit in DC Wed that the group is pleased to have the operator and Keefe, a former ACA vice chmn, back in the saddle. ACA tallied 330 registered attendees for the Summit from nearly 60 member companies. They completed 148 office visits with policymakers last week, spreading the word on life for small, independent operators.

Customer Service: Based on consumer feedback, **Temkin Group** said **Bright House** and **DISH** were the only video providers to rate at least "OK" on its customer experience gauge, and that **Cablevision** was the only ISP to do so. All other major players were rated "poor" in each category, while **Charter** ranked "very poor" in each.

Ratings: 2nd-round coverage of the **NCAA** Div 1 Men's basketball championship Thurs delivered a combined 5.3 HH ratings (+6% vs. 2011) and 7.7mln total viewers (+4% vs. 2011), across **TBS, CBS, TNT** and **truTV**, according to **Nielsen** Fast Nationals. **Turner** and **CBS** said Thurs night's coverage across the 4 nets delivered the highest-rated and most-viewed Thurs of the tourney since '91, when it expanded to 4 telecast windows. -- Another quarter, another **USA** prime victory. The net said its 3mln prime viewer avg in 1Q marks its 23rd straight quarterly title, and that it's on pace to take the 1Q total day crown among 25-54s (557K). -- **truTV's** opening-round March Madness games featured amazing comebacks, but the contest still earned a 0.9 metered market HH rating, matching last year's avg for the net's 1st 4 games.

Programming: New to **A&E** this summer, "Barter Kings," about entrepreneurs pursuing items they want by trading other items they currently own. -- **TBS** ordered 8 eps of "King of the Nerds." It's described as a "nerd-on-nerd warfare" competition series and is slated for an early '13 premiere. -- **The Hub** is adding classic sitcoms "Sabrina The Teenage Witch," "Facts of Life" and "Mork & Mindy" beginning Apr 2 (9-10:30pm ET, with repeats in late night and on weekends).

TiVo Exit: **TiVo** co-founder and svp, CTO **Jim Barton** resigned from his post effective Fri, according to an **SEC** filing. The company plans to enter into a consulting agreement with him through Mar 15, '15, paying him \$25K/month.

Honors: **The Cable Center** announced **Granite Associates** chmn/CEO and **Gerry Foundation** chmn **Alan Gerry** as the '12 **Bresnan** Ethics in Business Award recipient. Also the founder/chmn/CEO of **Cablevision** Industries (now CVC), Gerry will be feted during the Cable Hall of Fame Celebration during The Cable Show '12. -- **ESPN** and **ESPNHS** vp **Rosalyn Durant** will receive this year's **Disney ABC Television Group** Black Achiever in Industry Award, presented by the Harlem branch of the YMCA of Greater NY.

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CableFAX Week in Review

Company	Ticker	3/16 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	47.47	0.68%	11.01%
DISH:	DISH	31.51	0.16%	10.64%
DISNEY:	DIS	43.19	2.25%	15.17%
GE:	GE	20.20	4.99%	12.79%
NEWS CORP:	NWS	20.29	0.79%	11.61%
MSOS				
CABLEVISION:	CVC	14.65	1.67%	3.02%
CHARTER:	CHTR	63.99	4.75%	12.38%
COMCAST:	CMCSA	29.50	(1.14%)	24.42%
COMCAST SPCL:	CMCSK	29.01	(1.09%)	23.13%
GCI:	GNCMA	10.33	0.78%	5.52%
KNOLOGY:	KNOL	18.32	(0.11%)	29.01%
LIBERTY GLOBAL:	LBTYA	50.68	0.82%	23.52%
LIBERTY INT:	LINTA	19.59	4.87%	20.78%
SHAW COMM:	SJR	20.71	0.53%	6.92%
TIME WARNER CABLE:	TWC	79.31	(0.46%)	24.76%
VIRGIN MEDIA:	VMED	24.18	(3.67%)	13.10%
WASH POST:	WPO	400.00	3.47%	6.15%
PROGRAMMING				
AMC NETWORKS:	AMCX	43.80	(4.14%)	16.55%
CBS:	CBS	31.59	2.53%	16.40%
CROWN:	CRWN	1.34	6.35%	10.74%
DISCOVERY:	DISCA	47.93	1.59%	16.99%
GRUPO TELEVISIA:	TV	21.02	1.20%	(0.19%)
HSN:	HSNI	37.11	(1.77%)	2.34%
INTERACTIVE CORP:	IACI	49.73	2.22%	16.74%
LIONSGATE:	LGF	13.21	(2.44%)	58.77%
LODGENET:	LNET	3.49	3.25%	46.03%
NEW FRONTIER:	NOOF	1.30	(1.52%)	26.21%
OUTDOOR:	OUTD	7.80	(0.38%)	4.56%
SCRIPPS INT:	SNI	47.55	5.11%	12.09%
TIME WARNER:	TWX	35.91	(2.21%)	(0.64%)
VALUEVISION:	VVTV	2.00	19.05%	6.38%
VIACOM:	VIA	52.92	(2.11%)	(0.77%)
WWE:	WWE	8.80	(2.44%)	(5.58%)

Company	Ticker	3/16 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.25	(1.32%)	7.14%
ALCATEL LUCENT:	ALU	2.43	2.10%	55.77%
AMDOCS:	DOX	31.10	1.20%	9.01%
AMPHENOL:	APH	57.73	1.58%	27.19%
AOL:	AOL	18.10	2.26%	19.87%
APPLE:	AAPL	585.57	7.41%	44.59%
ARRIS GROUP:	ARRS	11.23	(0.44%)	3.79%
AVID TECH:	AVID	10.72	(2.19%)	25.67%
BLNDER TONGUE:	BDR	1.38	1.46%	13.11%
BROADCOM:	BRCM	37.81	3.93%	28.78%
CISCO:	CSCO	20.03	1.16%	10.79%
CLEARWIRE:	CLWR	2.27	1.34%	17.01%
CONCURRENT:	CCUR	3.73	(0.27%)	(1.58%)
CONVERGYS:	CVG	12.85	2.64%	0.63%
CSG SYSTEMS:	CSGS	15.91	(0.56%)	8.16%
ECHOSTAR:	SATS	28.77	0.45%	37.39%
GOOGLE:	GOOG	625.04	4.13%	(3.23%)
HARMONIC:	HLIT	5.33	(11.17%)	5.75%

Company	Ticker	3/16 Close	1-Week % Chg	YTD %Chg
INTELS				
INTEL:	INTC	27.73	2.44%	14.35%
JDSU:	JDSU	14.21	5.97%	36.11%
LEVEL 3:	LVL	26.50	10.14%	55.97%
MICROSOFT:	MSFT	32.60	1.91%	25.58%
MOTOROLA MOBILITY:	MMI	39.32	(1.08%)	1.34%
RENTRAK:	RENT	19.96	(0.3%)	39.78%
SEACHANGE:	SEAC	7.94	16.59%	12.94%
SONY:	SNE	21.81	2.59%	20.90%
SPRINT NEXTEL:	S	2.89	3.96%	23.50%
THOMAS & BETTS:	TNB	72.01	(0.28%)	31.89%
TIVO:	TIVO	11.54	2.35%	28.71%
UNIVERSAL ELEC:	UEIC	19.28	(0.1%)	14.29%
VONAGE:	VG	2.30	5.02%	(6.12%)
YAHOO:	YHOO	15.18	3.76%	(5.89%)
TELCOS				
AT&T:	T	31.59	1.31%	4.46%
VERIZON:	VZ	39.57	1.20%	(1.37%)
MARKET INDICES				
DOW:	DJI	13232.62	2.40%	8.31%
NASDAQ:	IXIC	3055.26	2.24%	17.28%
S&P 500:	GSPC	1404.17	2.43%	11.65%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS	COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	VVTV	2.00	19.05%
2. SEACHANGE:	SEAC	7.94	16.59%
3. LEVEL 3:	LVL	26.50	10.14%
4. APPLE:	AAPL	585.57	7.41%
5. CROWN:	CRWN	1.34	6.35%

THIS WEEK'S STOCK PRICE LOSERS	COMPANY	CLOSE	1-WK CH
1. HARMONIC:	HLIT	5.33	(11.17%)
2. AMC NETWORKS:	AMCX	43.80	(4.14%)
3. VIRGIN MEDIA:	VMED	24.18	(3.67%)
4. LIONSGATE:	LGF	13.21	(2.44%)
5. WWE:	WWE	8.80	(2.44%)

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