

# CableFAX Daily™

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What the Industry Reads First

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## Industry Conundrum: Execs Seek New Cross-Platform Measurement Tools

Advertisers, researchers and TV execs at the 2nd Annual Cross-Platform Video Measurement Summit in NYC Thurs agreed on one thing: it's still a problem. "Severely lacking" was how **Viacom** evp/chief research officer *Colleen Fahey Rush* described cross-platform measurement, particularly when it comes to early adopters of viewing content on smart-phones and tablets—i.e. Viacom's primary audience. "More change is needed but it won't happen overnight." Experts at the conference presented by the **Coalition for Innovative Media Measurement** seemed to coalesce around **TAXI**, the advocacy platform for the adoption of **Ad-ID** and **EIDR** coding of video assets in order to track media across platforms. Today CIMM, Ad-ID and EIDR announced the results of a 2-year study with 28 media companies—including **NBCU**, Viacom, **Turner**, **Hulu**, **Fox** and others—estimating that additional ad dollars and improved workflow animation could add \$2.5bln to the bottom line. The key, however, is getting the industry on board. And cable and broadcasters will not go without their advertisers. "We have over 500 different ways our advertisers send copy to us," said NBCU vp, commercial ops *Brad Epperson*, with as many as 3 different naming conventions for the exact same commercial. The industry's legacy infrastructure will take "the most horsepower" to change, said *Dave Kohl*, advertising sector leader, media & entertainment advisory services, **Ernst & Young**. "On the cost side, broadcast and cable will make the larger investments," he said. Ad-ID chief growth officer *Harold Geller* said step 1 is getting advertisers to register assets. "We need a firm identifiable code that's built with a hierarchy," said *Janice Finkel-Greene*, **Magnaglobal** evp, director of buying analytics. Said Epperson: "Everyone knows now we can take the next step," which is defining "the business case to push it forward... We want to evangelize TAXI as a more elegant method of workflow... but we need advertisers on board, too."

**Verizon 1Q: DISH's** bid for **Sprint** only affirms **Verizon's** strategy to partner with video providers, Verizon CFO *Fran Shammo* said during the company's 1Q earnings call Thurs. The "quad play is extremely important," which is why the telco partnered with **Comcast**, **Time Warner Cable**, **Cox** and **Bright House** in the 1st place, she said. Meanwhile, FiOS was the "foundation" of the telco's growth strategy in the consumer market during the quarter, Shammo said. Indeed, the telco added 188K FiOS Internet subs (vs 193K a year earlier) and 169K (vs 160K last year) TV subs during the quarter. At the end of 1Q, Verizon has 5.6mln FiOS broadband and 4.9mln FiOS TV subs, both up 12% YOY. FiOS now accounts

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for 69% of consumer revenue, partly stemming from the company's FiOS migration strategy: It upgraded 83K homes in its footprint to fiber from the legacy copper infrastructure during the quarter, some of which were Hurricane Sandy-related repairs. The goal is to connect 300K homes to fiber in FiOS markets this year. Shammo said FiOS subs are "buying up in the (speed) tiers," helping to drive the consumer market revenue. About 27% of FiOS Internet subs are on Verizon's Quantum tiers, which offer speeds of 50Mbps. Aside from the obvious cost saving benefits, the conversion to fiber offers the potential for more FiOS services, which could result in additional ARPU over time. Despite FiOS growth, wireline revenue was down 1.2% YOY, partly because of the 89K DSL subs the company lost. When it comes to spectrum, Verizon is focused on ensuring the expected **FCC** spectrum auctions are designed in a way that allows Verizon to participate, Shammo said, declaring that bidding restrictions on particular companies could cause the auctions to fail. The telco is also looking at secondary spectrum market. Having said that, Verizon is "in a very good position with spectrum," he said. Overall, the telco saw its net income rise 15.8% YOY to nearly \$2bln. Total revenue was up 4.2% YOY.

**Cybersecurity:** CISPA made it through the House Thurs, with the chamber approving the Cyber Information Sharing and Protection Act 288-127. The White House had threatened to veto the bill before various amendments were made. If the administration makes a similar threat again, it will dim chances of CISPA making it out of the Senate. 92 Dems joined Republicans in voting for the bill, while 29 Republicans voted against it. Cable has supported the legislation, with **NCTA** calling it an important step in allowing private companies and the govt to share critical info on evolving cyber threats.

**New Arris:** With the **Motorola** acquisition complete, **Arris** announced a leadership structure that combines execs from both companies. **Moto Home** chief *Marwan Fawaz* will step down. He has agreed to stay on over the next several weeks to help with the transition, and he will work with Arris chief *Bob Stanzione* as a special consultant over the next few months. Other Moto execs departing include svp, gm network infrastructure *Joe Cozzolino*; svp of strategy and tech *Matt Bell* and vp, finance *Jim Buckley*. Arris' *David Potts* will continue as CFO, as will Arris' chief legal counsel *Larry Margolis*. *John Burke*, formerly vp, corporate finance at Motorola Home, will lead corp strategy & dev and converged experiences. All Arris products and services have been aligned into 2 segments: Home Devices and Network & Cloud. *Larry Robinson*, Motorola gm of home devices, will lead Home Devices, while Arris' *Bruce McClelland* will lead the Network & Cloud biz. Sales will be 2 separately run units: North America (run by Motorola Home's *Rob McLaughlin*) and Intl (run by Arris' *Ron Coppock*). Motorola Mobility's *Jim Brennan* will lead Supply Chain Mgmt and Quality teams.

**DISHing:** At **CEA's** annual Digital Patriots Dinner Wed, honoree **DISH** CEO *Joe Clayton* talked up giving the consumer what they want. This goes beyond the controversial Hopper ad-skipping tech, with Clayton making a case for the proposed **DISH-Sprint** combo. He pointed to history. "[HD] It was debated and delayed by broadcasters, and then the computer industry, for over a decade. Yet again, those resistant corporations found HDTV to be a huge benefit and attraction for viewers and advertisers. Even satellite-delivered television was fought by broadcasters and cable companies, while today it delivers content to more than 30mln subscribers," Clayton said, according to prepared remarks.

**On the Hill:** **Mediacom** CEO *Rocco Commisso* wrote the heads of **Sen Commerce** to ask that they fill the emptying **FCC** slots with individuals who will "promptly [address] the broken video programming marketplace." FCC chmn *Julius Genachowski* and Republican commish *Robert McDowell* are both leaving in the coming weeks. Commisso ticked off a list of complaints, noting that it has been more than 5 years since then-chmn *Kevin Martin* initiated a proceeding regarding program bundling and 3 years since Genachowski solicited comments on petitions seeking retrans consent reform. "In our view, the Commission has used its assertion that it lacks the authority to take effective action as an excuse for doing nothing," the CEO wrote. "Many of us in the industry have hired the best legal minds in the country to examine the question of whether the Commission's existing statutory authority is broad enough to permit it to adopt meaningful reforms, and their advice has been that the Commission does have the necessary authority."

**Boston:** At the start of Thurs' open meeting, **FCC** chmn *Julius Genachowski* pledged to follow up on cell service issues in Boston following the bombings Mon. He called reports that mobile service had been shut down incorrect. "It is essential communication services be there when we need them," he said. Genachowski praised 1st responders and citizens who worked to minimize the casualties. "It reminded us once again that the best of America will always overcome even the worst of attacks," he said. -- The London Marathon will go on Sun, and **Universal Sports** will provide live coverage in the US, beginning at 4am ET. Race organizers have announced a 30-sec moment of silence to mark the tragic events in

# BUSINESS & FINANCE

Boston. Universal Sports is promoting on-air and online **One Fund Boston**, a place to make donations to families and victims. -- **MLB Net** will televise the Royals at Red Sox Fri, the 1st Red Sox game at Fenway Park since Mon's tragic attacks at the Boston Marathon. *Matt Vasgersian, John Smoltz and Tom Verducci* will call the game, 7pm ET.

-- **NAACP** called out **CNN** for a report from *John King* Wed that the Boston Marathon bomber suspect was "a dark skinned male," based on info from an anonymous source. "The fact that this information was false is only part of the problem" said NAACP pres/CEO *Benjamin Todd Jealous*. "Our concern is that CNN used an overly-broad, unhelpful and potentially racially inflammatory categorization to describe the potential suspect. History teaches us that too often people of color are unfairly targeted in the aftermath of acts of terrorism." NAACP asked that CNN and media outlets exercise caution.

**People:** Former **SyFy** exec *Terry Minogue* was named svp, brand marketing and creative for **Spike**. -- **NBCU** named *Brian Schwagerl*, formerly of **Hearst Corp**, as svp, facilities ops, planning and services.

**On the Circuit:** Following last month's inaugural **WICT** Senior Executive Summit, the organization is moving forward with a 2nd Summit to take place Mar 16-20 on the campus of Stanford Graduate School of Business in Palo Alto. More info at [www.wictSES.org](http://www.wictSES.org).

## CableFAX Daily Stockwatch

Company	04/18 Close	1-Day Ch	Company	04/18 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	53.95	(0.21)	CSG SYSTEMS:	20.31	0.02
DISH:	38.45	0.62	ECHOSTAR:	37.21	(0.48)
DISNEY:	59.99	(0.69)	GOOGLE:	765.91	(16.65)
GE:	22.67	(0.09)	HARMONIC:	5.47	(0.03)
NEWS CORP:	30.55	(0.58)	INTEL:	22.24	0.31
<b>MSOS</b>					
CABLEVISION:	14.10	(0.07)	JDSU:	12.58	(0.3)
CHARTER:	102.73	(1.3)	LEVEL 3:	20.15	(0.05)
COMCAST:	39.99	(0.62)	MICROSOFT:	28.79	(0.04)
COMCAST SPCL:	38.35	(0.5)	RENTRAK:	22.82	(0.48)
GCI:	8.94	(0.11)	SEACHANGE:	10.81	0.10
LIBERTY GLOBAL:	72.85	(0.54)	SONY:	16.18	(0.23)
LIBERTY INT:	20.00	(0.34)	SPRINT NEXTEL:	7.19	0.10
SHAW COMM:	22.48	(0.03)	TIVO:	10.91	(0.26)
TIME WARNER CABLE:	90.64	(1.32)	UNIVERSAL ELEC:	21.49	0.44
VIRGIN MEDIA:	48.93	(0.39)	VONAGE:	2.89	0.10
WASH POST:	427.96	(2.16)	YAHOO:	23.26	(0.44)
<b>PROGRAMMING</b>					
AMC NETWORKS:	63.28	(1.43)	<b>TELICOS</b>		
CBS:	44.71	(0.73)	AT&T:	37.74	(0.04)
CROWN:	1.98	UNCH	VERIZON:	50.91	1.37
DISCOVERY:	76.64	(1.67)	<b>MARKET INDICES</b>		
GRUPO TELEVISIA:	25.26	(0.04)	DOW:	14537.14	(81.45)
HSN:	51.07	(0.19)	NASDAQ:	3166.36	(38.31)
INTERACTIVE CORP:	43.70	(0.55)	S&P 500:	1541.61	(10.4)
LIONSGATE:	22.50	(0.07)			
OUTDOOR:	8.72	UNCH			
SCRIPPS INT:	66.54	(0.85)			
STARZ:	21.92	0.05			
TIME WARNER:	58.47	(1.05)			
VALUEVISION:	4.12	(0.12)			
VIACOM:	65.61	(0.37)			
WWE:	8.68	(0.13)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.30	UNCH			
ALCATEL LUCENT:	1.33	(0.06)			
AMDOCS:	34.28	(0.45)			
AMPHENOL:	72.23	(0.03)			
AOL:	37.94	(0.25)			
APPLE:	392.05	(10.75)			
ARRIS GROUP:	16.29	(0.19)			
AVID TECH:	6.19	0.17			
BROADCOM:	32.03	(0.49)			
CISCO:	20.58	(0.05)			
CLEARWIRE:	3.29	0.02			
CONCURRENT:	6.53	(0.22)			
CONVERGYS:	15.91	(0.19)			

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# PROGRAMMER'S PAGE

## Rectify Yourself...

Ray McKinnon has achieved much in front of and behind the camera, including an Oscar for his short film "The Accountant." His latest project is "Rectify," Sundance Channel's first wholly-owned scripted production premiering Apr 22, which he wrote and executive produced. The story follows Daniel Holden who, having been released from prison after 19 years on death row, tries to reintegrate into his community. Here is McKinnon on his creative inspiration. (Read the full Q&A at [cablefax.com](http://cablefax.com)) **It seems as if the music is vital to "Rectify." Where did you look for inspiration?** Yes, I wanted music to walk that fine line of sometimes leading the action or emotion and sometimes staying back and supporting as the narrative leads. There is so much great, fresh music in the world today. So many musicians are now influenced by cinema that finding music was not the issue. Deciding was. **Did you intend to make Daniel a sympathetic character?** I was sympathetic to Daniel but I was also fascinated by him. And not quite sure about him. I have always felt if we have him completely figured out, it's not a show I would be interested in. Daniel is not a protagonist in the traditional sense nor is he the anti-hero that has been explored so thoroughly in the last decade or so in television. Daniel is unformed. We are able to project our own experiences and bias on him, so he can be what we want him to be. I actually watched this when I had the flu and slightly delirious. It made some of the philosophical discussions even more profound. I think delirium is a perfect state of mind to enter into the world of Paulie, Georgia. It might soften you up some. I like philosophical discussions. We keep doing the same shit over and over, perhaps we could talk about why that is... again. **Which do you prefer more: in front of or behind the camera?** I like both positions in relation to the camera. It's all about storytelling, both have their positives. I am, as they say, taking a break from the action. - *Kaylee Hultgren*

**Reviews:** "Call Me Crazy: A Five Film," Sat, 8p, **Lifetime**. The 2nd offering from Lifetime's "Five" franchise has less on-camera star power than the '11 short films about breast cancer, but is no less compelling. It examines the iniquity of mental illness and how therapy, support and medicine can provide hope. Naysayers may scoff at that uplifting message, but kudos to exec prod *Jennifer Aniston* for bringing the issue to the screen. Particularly strong is a *Laura Dern*-directed story about a bipolar mother (*Melissa Leo*). [See also *Mike Grebb's* essay at [cablefax.com](http://cablefax.com)]. -- "Murder in Paradise," Sat, 9p, **Investigation Discovery**. A balanced view of boxer *Arturo Gatti's* perplexing death. Did he commit suicide or was he murdered? It depends whom you ask. -- "The King's Skeleton," Sun, 9p, **Smithsonian**. In archaeology it rarely gets more theatrical than this. The first artifacts found on the first day of digging in the first hole excavated (under a London parking lot) might be *King Richard III*. Smithsonian plays it like a reality show, music and all. Still, it's a good pastiche of education and entertainment. -- "Rectify," premiere, Mon, 9p ET, **Sundance**. The net's 1st original is a promising series about a man (*Aden Young*) exonerated after 19 years in prison. But who's the killer? And will the small-town prosecutors rest? - *Seth Arenstein*

Basic Cable Rankings (4/08/13-4/14/13)			
Mon-Sun Prime			
1	DSNY	1.9	1852
2	USA	1.7	1699
3	HIST	1.4	1381
3	TBSC	1.4	1347
3	A&E	1.4	1347
3	FOXN	1.4	1347
7	TNT	1.2	1185
8	ESPN	1.1	1071
9	ADSM	1.0	1014
9	HGTV	1.0	992
11	LIFE	0.9	855
11	BRAV	0.9	812
11	DSE	0.9	67
14	MTV	0.8	836
14	NAN	0.8	794
14	FOOD	0.8	751
17	FX	0.7	733
17	DISC	0.7	705
17	SYFY	0.7	695
17	AMC	0.7	693
17	TLC	0.7	660
17	TRU	0.7	616
17	ID	0.7	571
24	CMDY	0.6	630
24	FAM	0.6	620
24	TVLD	0.6	589
24	APL	0.6	542
24	DSJR	0.6	332
29	BET	0.5	496
29	HLN	0.5	492
29	SPK	0.5	491
29	MSNB	0.5	485
29	LMN	0.5	451
29	HALL	0.5	415
29	HMC	0.5	240
36	CNN	0.4	394
36	EN	0.4	380
36	NGC	0.4	379
36	VH1	0.4	375
36	ESP2	0.4	345
36	OXYG	0.4	311
36	GSN	0.4	305
36	NKJR	0.4	289
36	H2	0.4	255
45	CMT	0.3	319
45	TRAV	0.3	315

\*Nielsen data supplied by ABC/Disney

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