

# CableFAX Daily™

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What the Industry Reads First

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## Nielsen/Arbitron Deal: FTC Approval Means Alliance with comScore

With an OK from the **FTC** announced late Fri, the **Nielsen/Arbitron** acquisition would force Nielsen to play nice with rival **comScore**. Under the terms, Nielsen will maintain a pre-existing relationship Arbitron had with comScore to develop cross-platform measurement for TV, radio, PC, mobile and tablet engagement. The initiative, dubbed “Project Blueprint,” was launched last year in collaboration with **ESPN**. Nielsen is “obliged to continue to support” the project, even if in the future it doesn’t want to support the portable people meter technology, which measures how many people are exposed to individual TV stations, Nielsen CEO *David Calhoun* said during a conference call Mon. The technology detects hidden audio tones within a station or network’s audio stream. Having said that, the relationship with comScore will change, said Nielsen CFO *Brian West*. “We will become a provider of capabilities to a licensee,” he said. comScore is “in the process of negotiating an agreement with Nielsen to acquire the technology and license the data cited in the (FTC) decree,” pres *Serge Matta* said in a statement. The FTC’s approval will help “preserve comScore’s access to the Arbitron measurement data and associated assets” and helps ensure comScore customers continue to access data, he said. The company plans to continue its work on Project Blueprint and release it as a syndicated product “in a relatively short order.” According to the execs, the FTC conditions also include the potential to license to other 3rd parties the portable people meter technology, something Nielsen looks to integrate soon into its own out-of-home measurement. Also under the FTC’s conditions, Nielsen will need to sell and license assets related to Arbitron’s cross-platform services within 3 months, for at least 8 years. “In this matter, the evidence provided us with a strong reason to believe that absent a remedy, the deal was likely to harm emerging competition in the area of cross-platform audience measurement,” said FTC chair *Edith Ramirez*. Nielsen’s agreement with the FTC doesn’t affect the strategic rationale of the acquisition or the anticipated benefits to Nielsen from the transaction, execs said. No Nielsen assets will be affected by the FTC’s order. The companies expect to close the deal at the end of the month, with Nielsen projecting cost savings of around 20mln.

**Emmys:** With **AMC Networks** and **Showtime** taking top awards, cable again dominated this year’s Emmy wins. **HBO** scored 27, with its drama film “Behind the Candelabra” taking 11 awards, the most of any program. The net’s “Boardwalk Empire” took home 5 Emmys while “Veep” and “Game of Thrones” each got 2. Interestingly, all those accolades came just hours before news broke that HBO entertainment pre *Sue Naegle* would be leaving to start her own production business, with a first-look deal at her former net. Naegle has lead HBO’s development since ’08. Meanwhile, Showtime got 7 wins in top categories, tied for the most wins ever in the net’s history. For the 2nd consecutive year, *Claire Danes* of “Homeland” won the Outstanding Lead Actress in a Drama Series category. *Jeff Daniels* of HBO’s “The Newsroom” was the dark horse this year, beating last year’s winner *Damian Lewis*

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of "Homeland" in the Lead Actor in a Drama Series category. **Netflix**, which bagged the 1st Emmy nominations in major categories for an online TV series, only scored 1 award: *David Fincher* for drama series directing for "House of Cards."

**In the Courts:** The US District Court for the central district of CA denied a preliminary injunction motion filed by **Fox Broadcasting Co** seeking to block 2 place-shifting features found on **DISH's** Hopper platform: DISH Anywhere and Hopper Transfers.

**Advertising:** **Time Warner Cable Media** launched TWC Media Ads Everywhere, which aims to enable marketers to customize and target their brand message in live programming from TV to tablets across more than 50 cable nets. Initial launch will feature options that target marketers' messages, including demographic and content-specific bundles.

**B2B:** **DISH** streamlined its business offerings with its Business Complete and Complete Plus Sports Bundles, replacing several packages it previously offered. While "Business Complete" offers 137 channels, the "Business Complete Plus Sports" includes an additional 21 sports channels.

**AT&T Doings:** **AT&T** sees "strong U-verse sales" as it continues to invest in the Project VIP network expansion, the telco said in a recent release. It expects to reach 10mln U-verse subs by the end of 3Q and expects consumer wireline revenue growth for 3Q to be consistent with 2Q. In its wireline business, the telco continues to see strong sales of its strategic business services, but with continued economic pressure on legacy services and overall wireline business revenue growth.

**Marketing:** To support its flagship program, "SportsCenter," **ESPN** launched a campaign dubbed "DaDaDa DaDaDa." Focusing on the iconic sound that fans associate with the show, the 60-sec launch spot features athletes calling out their "DaDaDa" moments. The TV campaign is running across ESPN nets and beyond.

**From the Street:** A **DirectTV/DISH** merger seemed unlikely, **Moffett Nathanson Research** analysts wrote. They cited DISH's continuing interest in a wireless partner and DOJ's rejection of the **US Airways/American Airlines** merger (a horizontal merger), which makes it "incrementally less likely that DirecTV and DISH Network will be willing to attempt to merge under the current Administration," the analysts said.

**ESPN Doings:** **ESPN** joined the **MAGNA Consortium**, which was launched in Aug to improve media planning and buying process. The net will contribute to the group's efforts to test new standards to drive efficiency and automation across all media transactions, **ESPN** said.

**Ratings:** **Lifetime's** "Devious Maids" season 1 finale scored 3mln total viewers Sun night, a series best. Across key demos, the ep drew 1.4mln 18-49, 1.3mln 25-54, 1.2mln women 18-49 and 1mln women 25-54—all series highs. -- "Dexter's" series finale delivered the show's highest-rated telecast ever and the biggest audience ever for an original ep in **Showtime** history, drawing 2.8mln viewers at 9pm Sun. Season-to-date, Dexter averaged 6.4mln weekly viewers across platforms, up from its Season 7 average of 6.1mln. -- **Nat Geo Wild's** "The Incredible Dr. Po!" ended its season on Sat with the highest rated and most watched telecast in the net's history in key demos, including a 1 HH and 0.5 P25-54 rating. An average of 847K viewers over age 2, including 304K viewers 25-54 tuned in.

**Programming:** **Travel Channel's** "Baggage Battles" season 3 premieres with back-to-back eps on Oct 15.



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**Advertising:** The majority of on-line ads geared toward consumers ages 18-49 reached that audience, according to **Nielsen**. These consumers make up about half of the online audience. Meanwhile, ad campaigns geared toward consumers 21-34 reach their intended audience 62% of the time while campaigns targeting 35-54s reach them just 41% of the time, despite the fact that 21-34s make up 22% of the online population vs 1/3 for consumers 35-54.

**International:** **OWN** on Oct 17 will launch an exclusive programming block in South Africa and available to **DStv** subs on **TLC Entertainment**, the new name for TLC in South Africa and 40 Sub-Saharan markets. The block features "Oprah's Next Chapter," "Oprah's Master Class," and "Oprah's Life Class."

**People:** *Scot Safon*, most recently evp of **CNN**, managing the **HLN** network, joined the **Weather Channel** as evp and chief marketing officer. -- *Adam Stotsky* had more to celebrate than **Esquire Net's** launch Mon. He was promoted to pres of the network from gm, effective immediately.

**Editor's Note:** There's still time to register for the **CableFAX** Program Awards and Top Ops breakfast on Wed at NYC's Yale Club. More info here: <http://www.cablefax.com/cfpevents/Program2013a/>

## CableFAX Daily Stockwatch

Company	09/23 Close	1-Day Ch	Company	09/23 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>ECHOSTAR:</b> ..... 43.02 .....(0.64)		
21ST CENTURY FOX:	32.74	(0.27)	GOOGLE:	886.50	(16.61)
DIRECTV:	62.29	(1.12)	HARMONIC:	7.67	0.03
DISH:	46.84	(0.42)	INTEL:	23.62	(0.15)
DISNEY:	64.75	(0.26)	JDSU:	14.65	(0.33)
GE:	24.28	0.27	LEVEL 3:	26.29	(0.28)
<b>MSOS</b>			MICROSOFT:	32.74	(0.05)
CABLEVISION:	17.29	(0.33)	NIELSEN:	36.38	0.51
CHARTER:	133.44	(0.4)	RENTRAK:	32.88	0.77
COMCAST:	43.94	(0.46)	SEACHANGE:	11.55	(0.04)
COMCAST SPCL:	42.54	(0.63)	SONY:	21.29	(0.07)
GCI:	9.52	0.28	SPRINT NEXTEL:	6.15	(0.11)
LIBERTY GLOBAL:	78.40	0.10	TIVO:	12.18	0.01
LIBERTY INT:	24.05	(0.48)	UNIVERSAL ELEC:	32.55	(0.44)
SHAW COMM:	23.44	0.11	VONAGE:	3.04	0.03
TIME WARNER CABLE:	112.58	(1.01)	YAHOO:	30.26	(0.67)
WASH POST:	590.12	9.77	<b>TELCOS</b>		
<b>PROGRAMMING</b>			AT&T:	34.22	(0.1)
AMC NETWORKS:	66.03	(1.48)	VERIZON:	47.98	0.20
CBS:	55.92	(0.16)	<b>MARKET INDICES</b>		
CROWN:	3.26	0.16	DOW:	15401.38	(49.71)
DISCOVERY:	80.58	(1.22)	NASDAQ:	3765.29	(9.44)
GRUPO TELEVISIA:	28.77	0.10	S&P 500:	1701.84	(8.07)
HSN:	54.50	(0.17)	<b>INTERACTIVE CORP:</b> ..... 53.48 ..... 0.08		
INTERACTIVE CORP:	53.48	0.08	LIONSGATE:	33.66	(0.17)
LIONSGATE:	33.66	(0.17)	MADISON SQUARE GARDEN:	56.27	(0.3)
MADISON SQUARE GARDEN:	56.27	(0.3)	SCRIPPS INT:	77.63	(0.12)
SCRIPPS INT:	77.63	(0.12)	STARZ:	26.81	(0.14)
STARZ:	26.81	(0.14)	TIME WARNER:	63.46	(0.84)
TIME WARNER:	63.46	(0.84)	VALUEVISION:	4.59	0.06
VALUEVISION:	4.59	0.06	VIACOM:	83.59	(0.01)
VIACOM:	83.59	(0.01)	WWE:	9.86	0.16
WWE:	9.86	0.16	<b>TECHNOLOGY</b>		
<b>TECHNOLOGY</b>			ADVANTAGE:	2.45	(0.05)
ADVANTAGE:	2.45	(0.05)	ALCATEL LUCENT:	3.42	0.01
ALCATEL LUCENT:	3.42	0.01	AMDOCS:	36.98	(0.05)
AMDOCS:	36.98	(0.05)	AMPHENOL:	77.40	0.64
AMPHENOL:	77.40	0.64	AOL:	34.95	(0.63)
AOL:	34.95	(0.63)	APPLE:	490.64	23.23
APPLE:	490.64	23.23	ARRIS GROUP:	16.67	(0.1)
ARRIS GROUP:	16.67	(0.1)	AVID TECH:	5.59	(0.02)
AVID TECH:	5.59	(0.02)	BLNDER TONGUE:	0.91	(0.03)
BLNDER TONGUE:	0.91	(0.03)	BROADCOM:	27.10	(0.24)
BROADCOM:	27.10	(0.24)	CISCO:	24.27	(0.23)
CISCO:	24.27	(0.23)	CONCURRENT:	7.47	(0.04)
CONCURRENT:	7.47	(0.04)	CONVERGYS:	18.55	(0.34)
CONVERGYS:	18.55	(0.34)	CSG SYSTEMS:	24.48	0.11
CSG SYSTEMS:	24.48	0.11			

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## CableFAX TECH

### Microsoft's Plan: Live TV

From Day 1, **Microsoft** made clear that its upcoming Xbox One would be more than just a gaming console. Non-game features were highlighted in May when the device was unveiled, and a new ad cements the importance of the box as an entertainment hub. As Xbox One's Nov 22 launch day nears, it appears that the software giant is looking to potentially expand its TV programming beyond the "Halo" TV series, based on its best-selling Halo video game. The company is "excited by the high level of interest we've seen from potential partners," a spokeswoman told us. No specifics, but we're promised more details soon. "We want Xbox users to have one central place for the entertainment they care about, including games, TV, movies, music and sports," said the rep. Sports content could be an important part of the mix, if the 1st Xbox One ad provides any hint. Rather than focusing on gaming, the ad, published online and on TV earlier this month, centers on the ability to integrate with **NFL** live games. Timed for football season, the video spot also shows how users can voice-control the console to call up their favorite team. Features showcased include built-in fantasy football tracking with personalized highlights and the ability to Skype with friends while the game plays in picture-in-picture mode. Aiming to make Xbox One a sports-viewing companion, Microsoft also expanded on features currently available on the Xbox 360 **ESPN** app, providing WatchESPN, ESPN.com, and ESPN 3 video content, both live and on-demand. Like the NFL app, the ESPN app also allows for personalized scores and stats. The company realizes the desire to experience sports "in a more immersive, connected and even multi-screen way," said the spokesperson. As more companies plan all-in-one media consoles, the line between different entertainment services is disappearing.

**Aereo:** As expected, over-the-air broadcaster **Aereo** launched its services in Dallas Mon, as it works toward

its goal of launching in 22 markets by the end of the year. Subscriptions start at \$8 a month for 20 hours of cloud DVR storage. For \$12 a month, subs get 60 hours of DVR storage.

**Unbundling: Vimond Media Solutions** will start unbundling its products for distributors that don't need an end-to-end solution as ops look to customize multiplatform delivery. Standalone products now include Vimond Cross Resume, which collects all end-user logins in a database, enabling users to, for example, pause a video on one device and continue playback from another; Vimond Device Control, a multiplatform rights management service; and Vimond Event Analyzer, a turnkey indexing/chaptering service. Vimond will continue offering its end-to-end platform and full support for ops that want to replace or start an online offering.

**Play On: MediaMall Technologies'** online streaming service **PlayOn** will be adding **Google's Chromecast** to its list of supported streaming devices. It also launched PlayCast, a PlayOn feature that offers a Chromecast-like browser video projection experience for customers who use **Roku, Xbox 360** and even Chromecast itself. PlayOn's support for Chromecast will bring more than 60 additional channels, including **Hulu, HBO GO, CBS** and **NBC**, to Chromecast's current offering of 4: **YouTube, Google Play, Netflix** and the Chrome Internet browser. Users will also be able to stream their personal videos and media files from their PC to their TV via Chromecast using PlayOn's free MyMedia channel.

**CableFAX Tech Awards:** That's right. We're rolling out a new awards program to recognize the best technology solutions helping cable compete and forge ahead in the 21st century. Categories include everything from Cloud Solution to Residential Software to Tech Marketing Campaign. More info here: <http://www.cablefax.com/cfp/events/cablefaxtechawards/>



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