

CableFAX Daily™

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What the Industry Reads First

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Tom Wheeler's Take: Let Data Pricing Evolve

Some cable ops exploring tiered pricing will be happy to know that new FCC chmn *Tom Wheeler* isn't necessarily against the idea. "There will be variations of pricing and services," Wheeler said during a Q&A following his first policy speech late Mon at Ohio State U where he graduated more than 40 years ago. "I am a firm believer in the marketplace." **Comcast** has been testing usage-based pricing plans in numerous states. Citing growing data usage as consumers stream content from OTT players like **Netflix**, Wheeler said "we want to let those things [different pricing models] evolve... The market is where these decisions ought to be made." When it comes to regulating the Internet, Wheeler made it crystal clear that it's a "non-starter." However, "what the Internet does is an activity where policymakers must be judiciously prudent and should not be involved... But assuring the Internet exists as a collection of open, interconnected facilities is a highly appropriate subject," he said. A DC Circuit ruling on the net neutrality case filed by **Verizon** against the FCC could come as early as this month, although the case could go to the U.S. Supreme Court or get remanded to the lower courts for more debate. Of course, Wheeler's free-market stance doesn't mean he won't scrutinize mergers as rumors surrounding **Time Warner Cable** persist. "I have seen enough about how markets operate to know that they don't always, by themselves, solve every problem," he said. Citing the FCC's blocking of the **AT&T-Mobile USA** merger, Wheeler said the bottom line is to evaluate how competition can best serve the public and what action is needed to preserve competition. Video accessibility will also be a priority for the new chmn: Pausing for a quick shout out about the closed captioning of his speech, Wheeler said "as our video realities change and expand, so must our vigilance to assure that access to those new capabilities includes all Americans." Between turkeys and eggnog, the FCC will have a busy holiday month with multiple comment due dates: replies to Communications and Video Accessibility Act implementation are due Wed. The FCC sought comments on potential synchronization requirements for device vendors. A week later, comments on **NIST's** preliminary cybersecurity framework are due. And then there's the IP transition proceeding that the FCC will tackle during its Open Commission Meeting on Dec 12. Cable is watching closely...

VOD Advertising: **Comcast** is working with **Nielsen** to introduce "On Demand Commercial Ratings," which will allow it to insert the full C3 ad load into not only the most recent VOD ep of a series, but every prior ep of a series. Such a move could encourage more programmers to offer up entire seasons of a series because viewers could binge and catch up to live shows while watching the same ad load as the original air play. **NBCU** has trialed the technology, but Comcast plans to start working with other major nets, including ABC and CBS. "We're seeing a lot of enthusiasm from the programming community around ODCR. We're not advocating this as the right business model. We're just trying to put forward options and tools to give the programming community maximum flexibility to think about the best ways to monetize their programming," said *Matt Strauss*, svp and gm of video services for Comcast Cable. "It would be a

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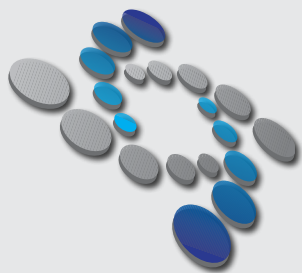


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CAMPAIGN CATEGORIES:

- Ad/Series of Ads
- App (for Smartphone)
- App (for Tablet)
- Authenticated Content Marketing Campaign
- Best Visual Design
- Best Website Navigation
- Blog or Series of Blogs
- Contest/Online Games
- Digital Agency of the Year
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence
- Facebook Campaign
- Mobile Marketing Campaign
- Online Community
- Online Newsroom
- Online Store/Merchandizing
- Original Content
- Podcast or Videocast

- Social Good Campaign
- Social Media Campaign
- Social Media Dream Team
- Supplemental Web Content
- Use of Facebook
- Use of Pinterest
- Use of Twitter
- Use of Video/Moving Image
- Web Site Design
- Web Site Redesign

PEOPLE CATEGORIES:

- Blogger
- Tweeter
- Online Community Facilitator
- Community Editor
- Digital Hot List
- Web Content Director
- Other (please enter an executive who is successfully leading your organization's digital initiatives)

BEST OVERALL WEBSITES:

- Cable Network - Small and Mid-Size (Fewer than 50mln subs)
- Cable Network - Large (More than 50mln subs)
- Cable Operator
- Official Show Website
- Regional/Local Programmers
- Technology Partners

TV EVERYWHERE CATEGORIES:

- Best Content Marketing/PR
- Best Portal Site (Distributor)
- Best Portal Site (Programmer)
- Best TV Everywhere Technology (Vendor)
- Best TV Everywhere/ Authentications App (Operator)
- Best TV Everywhere/ Authentication App (Programmer)

Submit
by Dec. 6!

Questions: Contact Mary-Lou French at mfrench@accessintel.com or 301-354-1851.

For more information on how to submit your entries visit www.CableFAXDigitalAwards.com.

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pretty profound paradigm shift because it means you're no longer selling an episode of a show. You're selling a series." Comcast has been a huge backer of VOD, watching On Demand views surge to more than 30bln since the service's '03 launch. Among digital subs, 70% use the platform, with TV series the #1 viewed category (60+% of usage). As Strauss puts it, Comcast over indexes on VOD while under indexing on DVRs. The next step is to see how advertisers respond, as there have only been technical trials (no advertisers involved) at this point. "I think this is going to transition from 'can this be done' to 'how does the programming community and Madison Ave reconcile this and do they embrace it or not,'" Strauss said. "Going into next year, we have the confidence that we could deploy ODCR. But we want to do it obviously in conjunction with the industry to make sure they see value in it. I think that last piece is those discussions with advertisers and programmers. I think those discussions are starting to happen now."

Social Circle: Apple has paid more than \$200mln for social media analytics firm **Topsy Labs**, the *WSJ* reported at our deadline Mon. Topsy aims to analyze any topic or hashtag across years of conversations on millions of websites.

From the Streets: Macquarie Securities analysts remain bullish on **AMC Networks** because of its slate of original programming in '14 and '15, its \$1.04bln acquisition of **Chello** from **Liberty Global**, and its potential to monetize digital platforms and international assets. The analysts estimated there will be at least 60 hours of original programming in the next 2 years and noted that Chello's majority of movie/entertainment and lifestyle content complements AMC Nets' existing portfolio. In addition, Chello has significant presence in EU and Latin America, the latter where AMC Nets recently inked a deal with **DirecTV** to launch **Sundance**. This will build on AMC Nets' international footprint including Canada, Sundance in EU and Asia as well as **Wetv** in Asia, the analysts said.

Ratings: The walkers are unstoppable. The mid-season finale of **AMC's** "The Walking Dead" scored 12.1mln viewers and 7.7mln 18-49 Sun night, running against **NFL** games and other high-profile events. The series remains the highest-rated series in the history of cable TV. The 1st 8 eps of Season 4 booked an average of 13mln viewers and 8.4mln 18-49. The show will return for the 2nd half on Feb 9. Now in its 3rd season, aftershow "Talking Dead" bagged a record 6mln viewers, including 3.8mln 18-49.

Programming: Big get for **Weather Channel**. "Good Morning America's" Sam Champion is headed to Atlanta, where he'll anchor the net's new morning show to debut early next year. He'll also assume managing editor responsibilities for the net. GMA will celebrate Sam's last day on Wed's show. -- **Science** will encore its first scripted film "The Challenger Disaster" Fri at 9pm. -- **History** is developing scripted miniseries "Hannibal" (wt), following African general *Hannibal Barca* and his archrival *Scipio Africanus* in the Second Punic War.

Research: Apple topped other new media companies in 3Q in earnings despite only modest revenue growth in the period, a **SNL Kagan** report said. By contrast, #2 **Microsoft** saw across-the-board revenue growth. SNL Kagan noted the launch of Xbox One, which could be one of Microsoft's "biggest consumer success stories in company history."

Advertising: **AutoZone** will run various spots on **Sportsman Channel** as part of its '13-'14 marketing campaign.

Marketing: **TNT** is pulling out all the stops for 3-week series "Mob City," opening a pop-up haberdashery in NYC Mon through Wed and reviving gangster *Mickey Cohen's* men's clothing store for the limited series premiering at 9pm each Wed (Dec 4, 11 and 18). The net also is teasing the series with a **Twitter** screenplay adaptation, with the story unfolding



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over 3 days leading up to the events just before the end of the 1st ep, which viewers will have to tune in to see.

Obit: TBN founder *Paul Crouch* passed away Sat following a battle with degenerative heart disease. He was 79. The programmer will air an edited special celebrating his life Sun at 7pm PST on all TBN nets.

People: *Stuart Sucherman* is stepping down as CEO of media and ent consulting and exec search firm **Sucherman Consulting Group** at year-end. *Erik Sorenson*, former **MSNBC** pres, will become CEO Jan 1, managing day-to-day and serving as the new majority owner of the company. Sucherman will continue his leadership role as chmn of SCG and retain an ownership stake. -- *Laurie Kaman* joined **iTVX/Rentrak** as svp, branded ent. -- Soon-to-launch net **El Rey** hired *Chad Blankenship* as vp, consumer marketing; *Jose Antonio Hernandez* as vp, trade marketing and *Clarissa Colmenero* as exec dir, PR & comm. -- *Andrew Schechter* was promoted to vp, programming and development for **Food Network** and **Cooking Channel**.

Awards: Friday is the deadline for **CableFAX's** Digital Awards, recognizing the best of web and digital marketing and innovation. The CableFAX Best of the Web & Digital Marketing Awards will also salute the cable executives behind the scenes who make these digital initiatives shine. Register at CableFAX.com.

CableFAX Daily Stockwatch

Company	12/02 Close	1-Day Ch	Company	12/02 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
21ST CENTURY FOX:	33.53	0.04	GOOGLE:	1054.48	(5.11)
DIRECTV:	66.94	0.83	HARMONIC:	7.33	(0.37)
DISH:	53.84	(0.32)	INTEL:	23.70	(0.14)
DISNEY:	70.91	0.37	JDSU:	12.10	(0.04)
GE:	26.66	UNCH	LEVEL 3:	30.28	(0.14)
MSOS					
CABLEVISION:	16.80	0.03	MICROSOFT:	38.45	0.32
CHARTER:	132.72	(2.38)	MOTOROLA MOBILITY:	14.24	0.52
COMCAST:	49.12	(0.75)	NIELSEN:	42.76	(0.4)
COMCAST SPCL:	47.66	(0.49)	RENTRAK:	38.82	(1.08)
GCI:	9.58	(0.37)	SEACHANGE:	14.43	(0.41)
LIBERTY GLOBAL:	85.07	(0.74)	SONY:	18.60	0.30
LIBERTY INT:	28.24	0.16	SPRINT NEXTEL:	8.20	(0.19)
SHAW COMM:	23.06	(0.21)	TIVO:	12.77	(0.06)
TIME WARNER CABLE:	136.81	(1.41)	UNIVERSAL ELEC:	36.42	(1.59)
PROGRAMMING					
AMC NETWORKS:	64.83	0.64	VONAGE:	3.20	(0.11)
CBS:	58.71	0.15	YAHOO:	37.01	0.03
CROWN:	3.33	(0.02)	TELCOS		
DISCOVERY:	86.21	(1.06)	AT&T:	34.80	(0.41)
GRUPO TELEVISA:	29.98	(0.53)	VERIZON:	49.26	(0.36)
HSN:	57.00	(0.4)	MARKET INDICES		
INTERACTIVE CORP:	57.12	(0.09)	DOW:	16008.77	(77.64)
LIONSGATE:	31.48	(0.16)	NASDAQ:	4045.26	(14.63)
MADISON SQUARE GARDEN:	55.87	(0.49)	S&P 500:	1800.90	(4.91)
SCRIPPS INT:	73.97	(0.62)			
STARZ:	27.81	(0.47)			
TIME WARNER:	65.61	(0.1)			
VALUEVISION:	5.78	0.01			
VIACOM:	80.85	0.59			
WWE:	14.39	(0.92)			
TECHNOLOGY					
ADVANTAGE:	2.59	0.00			
ALCATEL LUCENT:	4.51	0.20			
AMDOCS:	40.35	(0.11)			
AMPHENOL:	85.05	0.05			
AOL:	45.35	0.77			
APPLE:	551.23	(4.84)			
ARRIS GROUP:	20.68	0.16			
AVID TECH:	8.84	(0.01)			
BLNDER TONGUE:	0.91	(0.02)			
BROADCOM:	26.98	0.29			
CISCO:	21.09	(0.16)			
CONCURRENT:	7.48	(0.07)			
CONVERGYS:	20.25	(0.27)			
CSG SYSTEMS:	28.74	(0.13)			
ECHOSTAR:	49.96	(0.09)			



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