

CableFAX Daily™

Wednesday — December 28, 2011

What the Industry Reads First

Volume 22 / No. 248

Attack of the Gadgets: G4's Kevin Pereira Gives Us Lowdown on CES

With CES almost upon us, we checked in with G4's "Attack of the Show" co-host Kevin Pereira on what he'll be looking out for as he reports live from the mega-conference next month. What makes CES particularly exciting for you? You know, especially at G4, we are huge tech heads. So, this is a chance to see what trends are going to be set for the years to come; it's a chance to see how the digital media landscape is sort of shifting. It's sort of a techy/nerd homecoming if you will. **In the cable industry, a big topic is TV Everywhere. Do you expect to hear much at the show about it?** It's funny. For the last 5 years or so, that has been the same. There have been a handful of things—phones getting smarter or definition getting higher or adding dimensions on the TV front. But on the cable side, it has always been TV Everywhere. There have been wireless devices that will let you throw TV across your living room. There have been Internet-enabled devices that will let you stream your media library wherever you want... [All that] has actually existed and been somewhere, at some booth, in some hall, in some way for the last 3-5 years. And what's really interesting is the theme comes back around. But we get closer and closer to it becoming a reality. This is one of those years where there aren't any groundbreaking shifts in the way that concept is going to be tackled. But there are solid efforts to make that happen. **What about 3DTV, which was hot for a while but hasn't gotten as much play lately?** The industry really wants 3D to take off. They had a big shot in the arm with high definition. Consumers adopted that and... it allowed them to create new formats to resell their entire libraries. They're banking a lot on it to say the least. The problem is even as the glasses get lighter and the sets get bigger and the pictures get more brilliant, people are still reluctant to wear a device on their face to enjoy television. It's a very passive activity. Last year, I saw I think about 3 different glass-less technologies there. This year, I think we're going to see 6 to 10. Now will one be the winner or will one be in your living room by December? That I can't say... I'm sure cable has some content in 4K. 4K video is basically ultra high definition. If you care about numbers, high definition is 1920 by 1080. This ultra high def is 3840 by 2160. I'm not a math guy, but I can tell you I've seen it, and you think high definition is high definition, and you put it next to a 4K device, it makes your high definition set look like an old black and white tube television with tin foil for antennas. **Any significant changes to CES this year?** Nothing too crazy. I think this is going to be a more of the same, which isn't necessarily a bad thing... There has been a lot of talk that

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CableFAX Daily™

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THE MAGAZINE

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CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 818.945.5309, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Contributor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Barbara Bauer, 301.354.1796, bbauer@accessintel.com

[Nintendo is] going to show something off at CES, so we might see video gaming return a little bit. **When G4 comes to Vegas, what do fans enjoy hearing about?** Everybody loves cutting-edge technology, so they like seeing what might actually be in their living rooms by the holidays... And they love seeing our reactions to it because sometimes we are incredibly jaded. We've seen it all, so they want to know are we going to call BS on a technology or a specific product or are we going to get really giddy and excited and throw our weight behind something.

In the States: **Sprint** said network enhancements have enabled faster data speeds, better signal strength and fewer dropped calls for 3G customers, and the telco remains on track to offer **LTE** devices by mid-year '12 and complete its Network Vision rollout in '13.

Name Change: **Versus** officially becomes **NBC Sports Net** at 4pm ET on Jan 2. A special "NHL Live" show hosted by **Bob Costas** following **NBC's** coverage of the '12 Bridgestone Winter Classic will usher in the change, and the Canucks-Sharks matchup will mark the net's inaugural **NHL** game under its new moniker. "We have three tranches of programming that we're looking to put on NBC Sports Network starting with live events, live games, and big-league relationships," said NBC Sports/NBC Sports Net pres, programming **Jon Miller** in a release, noting original news, talk and conversation and original programming such as "NHL 36" and "NFL Turning Point" as the other 2 tranches. Also part of NBC Sports Net, he said, will be brands associated with NBC including the Triple Crown, Olympics, Tour de France and MLS.

Price Hikes: The *LA Times* slammed **Time Warner Cable** Tues for the MSO's planned rate hikes in SoCal, noting various increases such as a 27.4% hike on the MSO's broadcast-only video package. TWC said such hikes are outliers, that 70% of area customers will see no adjustments at all on their core video service while bundled video rates will rise by an avg of 4%. "...we know there is never a good time to raise rates. Like all cable and satellite providers, we are impacted by the huge increases in programming costs," said the MSO in a statement, noting the area launch of Whole House DVR, mobile apps and community WiFi. **DirecTV**, meanwhile, on Feb 9 will implement a nominal price adjustment that on avg will raise customer bills by approx 4%. **Charter** is currently discussing price adjustments for '12, and **FiOS** said no changes are currently on the table.

OTT: **FilmOn.com** inked a deal with **XOS Digital** that helps create College Sports Nets for the site. Content will include current season and archival **NCAA** football and basketball.

Technology: Pitched as a key way to increase energy efficiency but no doubt easy on capex budgets as well, **Verizon** hopes to phase out set-tops altogether in a couple of years. The goal is to connect all in-home devices with a single server. For more info, go to <http://www.youtube.com/watch?v=QogfVxtsOP8&feature=youtu.be>.

Research: A slew of TV pricing milestones will be breached to the downside this holiday season, according to **NPD DisplaySearch**, including the availability of all 32" LCD TVs for under \$500 and sizes up to 46" for under \$1,000. Others include 40" active (shutter glasses) 3D LCD TVs and 50" 1080p 3D plasma TVs for under \$1,000. Will the 3D revolution ramp as a result?

Ratings: So much for a lukewarm reception to the truncated **NBA** season. **TNT's** Sun coverage of the Knicks-Celtics earned 5.9mln viewers and a 3.4 HH rating to mark the most-watched regular-season Christmas game ever on cable. Only 3 other regular-season games on the net have ever scored higher. **ESPN** and **ABC** took it to the hoop as well on the 25th, with ABC's Bulls-Lakers match up scoring the broadcaster's 3rd highest-rated regular-season game in history and ESPN's Magic-Thunder contest setting a regular-season local market ratings record with an 8.3 in Oklahoma City. And even before the season tipped off, **NBA TV** earned its 2 most-watched preseason games ever, a pair of Clippers-Lakers tilts that delivered 509K and 556K total viewers. -- As expected, **NFL Net's** Thursday Night Football delivered a record-setting season by averaging 6.2mln viewers for 8 games (+8% YOY).

Programming: **Showtime's** pushing new original comedy "House of Lies" (Jan 8) with a host of marketing plays, including sneak previews of the series' premiere ep at **sho.com** and **YouTube** and through Showtime apps on the iPhone, iPad and Android smartphones and tablets. Also, the linear premiere will air during the net's free preview weekend when it will be available to non-subs in 60mln homes. -- **AMC** greenlit a 2nd season of "Hell on Wheels" which is the net's 2nd highest-rated series with an avg of 3.2mln viewers and 1.5mln 25-54s. -- **C-SPAN's** cover-

BUSINESS & FINANCE

ing next Tues' IA GOP presidential caucuses from myriad angles starting Wed with live coverage from the state during morning call-in program "Washington Journal" and through to the central IA and western IA caucuses. -- **CNBC's** "Love at First Byte: The Science Behind Online Dating" (Feb 9) spotlights the \$3bn annual business and how it's changing the way people seek relationships and love.

Public Affairs: Time Warner Cable awarded 3 stipends as part of its **Research Program on Digital Comm**, for studies on evaluating minority attitudes toward digital privacy and security at the **Joint Center for Political and Economic Studies**, measuring the benefits of localism at the **University of CO at Boulder** and promoting broadband access for the disabled at **Penn State**.

People: Comcast vice chmn/CFO **Michael Angelakis** was named a board member of the **Federal Reserve Bank of Philadelphia** for a 3-year term starting next month.

Business/Finance: AT&T received all regulatory approvals for its approx \$1.9bn acquisition of spectrum licenses covering more than 300mln people from **Qualcomm**. -- Likely fueled by the telco's aggressive spectrum and marketing deals with cable ops, **VZ** shares established a 52-week high of \$40.02 Tues before closing at \$39.99. The shares have gained approx 13% since late Nov.

CableFAX Daily Stockwatch

Company	12/27 Close	1-Day Ch	Company	12/27 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	43.11	(0.12)	CLEARWIRE:	2.01	0.05
DISH:	28.62	(0.38)	CONCURRENT:	3.40	0.04
DISNEY:	37.62	(0.08)	CONVERGYS:	12.90	(0.03)
GE:	18.04	(0.19)	CSG SYSTEMS:	14.78	(0.08)
NEWS CORP:	18.22	0.02	ECHOSTAR:	21.40	0.41
MSOS					
CABLEVISION:	14.46	(0.18)	GOOGLE:	640.62	7.48
CHARTER:	56.19	(0.11)	HARMONIC:	5.19	0.03
COMCAST:	23.83	(0.01)	INTEL:	24.56	0.16
COMCAST SPCL:	23.63	0.03	JDSU:	10.62	0.07
GCI:	9.60	0.08	LEVEL 3:	17.19	(0.28)
KNOWLOGY:	14.09	0.06	MICROSOFT:	26.05	0.02
LIBERTY GLOBAL:	41.60	0.10	MOTOROLA MOBILITY:	38.75	(0.01)
LIBERTY INT:	16.39	UNCH	RENTRAK:	13.82	(0.58)
SHAW COMM:	19.66	0.03	SEACHANGE:	7.08	0.06
TIME WARNER CABLE:	63.80	(0.05)	SONY:	17.80	(0.15)
VIRGIN MEDIA:	21.30	(0.04)	SPRINT NEXTEL:	2.33	0.01
WASH POST:	380.66	(0.3)	THOMAS & BETTS:	55.48	0.13
PROGRAMMING					
AMC NETWORKS:	37.08	0.04	TIVO:	9.15	0.07
CBS:	27.09	0.20	UNIVERSAL ELEC:	16.96	0.13
CROWN:	1.17	0.01	VONAGE:	2.53	0.05
DISCOVERY:	40.44	(0.08)	YAHOO:	16.06	(0.13)
GRUPO TELEVISA:	20.38	(0.2)	TELCOS		
HSN:	37.64	0.21	AT&T:	30.04	0.17
INTERACTIVE CORP:	42.94	0.38	VERIZON:	40.00	0.02
LIONSGATE:	8.19	0.03	MARKET INDICES		
LODGENET:	2.50	(0.12)	DOW:	12291.35	(2.65)
NEW FRONTIER:	1.02	(0.02)	NASDAQ:	2625.20	6.56
OUTDOOR:	7.52	0.09	S&P 500:	1265.43	0.10
SCRIPPS INT:	42.87	(0.52)			
TIME WARNER:	36.04	0.08			
VALUEVISION:	1.96	(0.03)			
VIACOM:	51.39	0.74			
WWE:	9.34	(0.09)			
TECHNOLOGY					
ADVANTAGE:	2.02	(0.03)			
ALCATEL LUCENT:	1.56	(0.03)			
AMDOCS:	28.64	0.39			
AMPHENOL:	45.82	0.12			
AOL:	15.46	0.12			
APPLE:	406.84	3.51			
ARRIS GROUP:	10.60	(0.04)			
AVID TECH:	8.95	0.14			
BLNDER TONGUE:	1.29	(0.01)			
BROADCOM:	29.69	(0.07)			
CISCO:	18.62	0.15			



Sales Executive of the Year Awards
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Saluting Sales Excellence in the Cable Marketplace

The CableFAX Sales Executive of the Year Awards recognizes sales forces across cable who work tirelessly behind the scenes to drive revenue and keep our dynamic marketplace growing and business moving forward. The winners and honorable mentions will be saluted during an awards event in Spring 2012 in NYC.

Entry Deadline: February 3, 2012
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