

Cablefax Daily™

Monday — March 30, 2015

What the Industry Reads First

Volume 26 / No. 059

Wheeler Speaks: Net Neutrality Order Will Withstand Court Challenge

A few days after **USTelecom** and small TX-based ISP **Alamo Broadband** filed lawsuits against the **FCC** over its Title II net neutrality order, FCC chmn *Tom Wheeler* spoke on the subject for the 1st time. The new rules will be upheld by the courts, Wheeler said in his remarks at the **Ohio State University School of Law** Symposium on the future of Internet regulation Fri. “The DC Circuit sent the previous Open Internet Order back to us and basically said, ‘You’re trying to impose common carrier-like regulation without stepping up and saying, these are common carriers.’ We have addressed that issue, which is the underlying issue in all of the debates we’ve had so far. That gives me great confidence going forward that we will prevail,” he said. Wheeler just completed a week-long hearing marathon, defending the rules before both chambers and reiterating that they were written to withstand the inevitable court battles. Just as Wheeler struck an optimistic tone, **Verizon** CEO *Lowell McAdam* asked lawmakers to come up with a legislative solution to replace the rules. “The courts inevitably will find that the FCC’s actions were improper, or a future FCC will reserve course again, so Congress will have to address this issue one way or another, sooner or later. It is better to do so now, proactively,” the exec wrote in a letter to **House** and **Senate Commerce** leaders from both sides of the aisle Fri. In addition, McAdam is asking for a broader change: Updating the Telecom Act, especially the parts about FCC authority. It’s been 2 decades since the last meaningful update, and the net neutrality order is “a prominent symptom of this neglect,” the exec said, adding that the order will “spawn years of uncertainty and litigation.” Wheeler noted in his remarks that ISP share prices weren’t adversely affected by the adoption of the rules. “Perhaps real investors, many of them, these days, professional investors, aided by professional securities analysts, concluded that the regulations wouldn’t do any damage. They might even have concluded that the regulations would do more good than harm. Just as I believe.” The chmn used cable rates as an example to show why his order is necessary. Noting some consumers aren’t happy with their cable rates, he cited services like **DISH’s** \$20-a-month Sling TV, **Sony’s** Vue, and direct-to-consumer offerings like **CBS** and **HBO’s** stand-alone streaming services as alternatives to pay-TV. “These streaming ventures only work if the network is open,” said Wheeler. Final rules still haven’t been published in the Federal Register,

Cablefax Daily is **THE** Place to Advertise

- Launching a new product?** Let the industry know!
- Premiering a new show?** Let the industry know!
- Celebrating an anniversary?** Let the industry know!

Our editorial voice reaches the top executives in corporate management, business development, programming, content acquisition, technology and policy.

Deliver your message with impact and influence the industry’s elite. **Advertise in Cablefax Daily today!**

Rates & More Information: Rich Hauptner at rhauptner@accessintel.com or 203-899-8460
Olivia Murray at omurray@accessintel.com or 301-354-2010

Cablefax

Top Ops AWARDS

WHO ARE CABLE'S BEST OPERATORS?

Nomination Deadline April 17, 2015 – Free to Enter!

The Top Ops Awards recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement.

Help us compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators.



Independent Operator Awards*

- Independent Operator of the Year
- Independent Customer Service Award
- Independent Financial Executive of the Year
- Independent Lifetime Achievement Award
- Independent Marketer of the Year
- Independent Project Launch of the Year
- Independent Financial Executive of the Year
- Independent System Executive of the Year
- Independent Technology Award
- Social Media Maverick Award

* In Conjunction with NCTC and ACA

MSO Awards Categories

- MSO of the Year
- Community Service Award System-Level
- Customer Care
- Financial Executive of the Year
- Leadership Award
- Lifetime Achievement Award
- Project Launch of the Year
- Regional Executive of the Year
- Sales Team of the Year
- Social Media Maverick Award
- Technology Award

The Top Ops winners will be honored in the July issue of Cablefax: The Magazine. The Independent Operator of the Year Award (IOY) is presented in conjunction with ACA and NCTC— and the IOY Award is presented at the July Independent Show.

Contact Diana Rojas at drojas@accessintel.com with any questions.
For sponsorship opportunities, contact Rich Hauptner at rhauptner@accessintel.com.

Enter Online at: www.cablefax.com/topops

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Associate Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Sr Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Jr. Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,649/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

and more legal challenges are expected.

Spectrum Dealings: During its Open Meeting on April 17, the **FCC** will consider a report and order and FNPRM aimed at using spectrum sharing technologies to make 150 MHz spectrum available in the 3.5 MHz band for wireless broadband and other uses. Cable generally supports opening up the band for commercial use, which includes carrier-grade small cell deployment, mobile backhaul and WiFi services. Currently, the military uses this band for radar systems devoted to national security tasks. To protect incumbent users, previous reports suggested large zones around the coasts within which commercial users could not operate. Following collaboration with **NTIA** and the **Department of Defense**, these zones are now a lot smaller, chmn *Tom Wheeler* said in a blog post Fri. A draft report and order proposed implementing a 3-tiered sharing plan. The lowest tier, General Authorized Access (GAA), is open to anyone with an FCC-certified device. Much like unlicensed bands, GAA will provide for zero-cost access to the spectrum by commercial broadband users. The Priority Access tier is targeted for auctions. Users can acquire licenses that provide interference protection from GAA users.

Adobe Digital Index: Thanks in part to operators and programmers' marketing and awareness campaign, TVE adoption is finally generating some impressive numbers. Some 2.1bn authenticated videos were viewed in 2014, up 266% YOY, according to the latest **Adobe Digital Index**. On average, 13mln viewers tuned in to TVE services in 2014, up 116% from 6mln in 2013. About 12.5%, or 13.9mln pay-TV subs, actively viewed TVE content in 4Q alone, up 184% since 1Q, 2013. Further growth in TVE adoption will be driven by broader use of auto-authentication, social logins, and proactive marketing campaigns by MVPDs, Adobe's dir, product marketing *Campbell Foster* said in a release. Meanwhile, mobile viewing has steadily increased its share of video views, with smartphone share up 75% YOY in 2014, to 14%, and tablet share up 50% YoY, to 12%. The growth can be attributed to changes across the board from increased access to new mobile devices, to improved mobile connectivity and networks, and to the sharp rise in mobile-friendly content. Larger-screen devices are also increasing overall time spent viewing online video. Smartphone viewers are spending 24% more time per month, quarter-over-quarter. That said, the total time spent viewing video content on a tablet is still twice as long as time spent on a smartphone, while desktop time spent is 14 times longer, Adobe pointed out.

Getting Prismatic: **EPIX** has been in Epic Promo Mode for its big Sat premiere of *Katy Perry's "Prismatic World Tour"* concert movie, premiering it at a lavish screening in downtown L.A. Thurs night that included Perry herself in a post-screening Q&A. The fans came out in droves for the Time Warner Cable co-branded event, continually screaming every time someone—anyone—mentioned Perry's name, including **EPIX** CEO *Mark Greenberg*, who must have felt like a Beatle as he tried to introduce her. After the screening, Perry revealed that she still wishes she could just go grab a latte sometimes without causing a scene, but "don't feel sorry for me." (We kinda don't). "I want to be the Pixar of Pop," she said, noting that she's already played 129 shows on her current tour—with Asia and South America still on deck. The movie features plenty of spectacle, along with some comic interludes in which Perry pulls young fans on stage. Interestingly, Perry said she has plotted out many of the crazy visuals for her next tour but said she needs now to write the songs to fill out her vision. We're guessing she'll figure something out.

Evine's Shake-up: The shopping net formerly known as **ShopHD**, **Evine Live**, named Tim Peterman the new vp and CFO, replacing *Bill McGrath*. Peterman has worked at companies including **Synacor**, the **Tribune Company**, and the **E.W. Scripps Company**. He will report to CEO *Mark Bozek*. The announcement came as the company continues to restructure its top management team. It eliminated pres *Bob Ayd's* position and announced the departure of *Teresa Dery*, svp and general counsel. It has tapped chief strategy officer, *Russell Nuce*, as interim general counsel, effective immediately. The net has emerged from a proxy battle last year that resulted in new board of directors. It has also been trying to transform itself into a digital commerce company.

Boston Marathon: Universal Sports, the exclusive broadcaster of the Boston Marathon, will start its coverage of the 119th Boston Marathon on April 20. Live race day coverage starts at 8:30am and includes pre- and post-race shows followed by a wrap-up show at 4pm. And under 4 weeks before the event, the net launched its month-long campaign "Let's Do This, Boston!" nationwide. The advertising and promotional campaign highlights the sport of running.

Cablefax Week in Review

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV	DTV	85.32	(1.08%)	(1.59%)
DISH	DISH	70.63	(3.79%)	(3.1%)
ENTRAVISION	EVC	6.43	(4.46%)	(0.77%)
GRAY TELEVISION	GTN	13.42	(6.93%)	19.82%
MEDIA GENERAL	MEG	16.63	0.30%	(0.6%)
NEXSTAR	NXST	57.00	(0.3%)	10.06%
SINCLAIR	SBGI	31.11	(0.35%)	13.71%

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION	CVC	18.08	(3.21%)	(12.4%)
CHARTER	CHTR	180.00	(4.77%)	8.03%
COMCAST	CMCSA	55.94	(5.9%)	(3.57%)
COMCAST SPCL	CMCSK	55.66	(5.9%)	(3.32%)
GCI	GNCMA	15.48	1.31%	12.58%
GRAHAM HOLDING	GHC	1043.00	(3.88%)	20.76%
LIBERTY BROADBAND	LBRDA	53.97	(0.33%)	7.75%
LIBERTY GLOBAL	LBTYA	51.51	(0.92%)	2.59%
SHAW COMM	SJR	22.62	(1.39%)	(16.19%)
SHENTEL	SHEN	31.73	(2.64%)	1.54%
SHENTEL	SHEN	31.73	(2.64%)	1.54%
TIME WARNER CABLE	TWC	147.28	(6.71%)	(3.14%)

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX	FOXA	33.70	(4.53%)	(12.26%)
AMC NETWORKS	AMCX	74.69	(0.64%)	17.12%
CBS	CBS	61.21	(3.38%)	10.61%
CROWN	CRWN	4.33	6.13%	22.32%
DISCOVERY	DISCA	31.27	(3.64%)	(9.23%)
DISNEY	DIS	105.48	(2.72%)	11.99%
GRUPO TELEVISIVA	TV	33.10	(3.61%)	(2.82%)
HSN	HSNI	67.53	(1.76%)	(11.14%)
LIONSGATE	LGF	33.55	(0.33%)	4.78%
MSG	MSG	80.73	1.10%	7.27%
SCRIPPS INT	SNL	68.90	(3.64%)	(8.46%)
STARZ	STRZA	33.75	(1.72%)	13.64%
TIME WARNER	TWX	85.11	(3.16%)	(0.36%)
VIACOM	VIA	68.25	(2.65%)	(9.6%)
WWE	WWE	16.52	(0.96%)	33.87%

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE	AEY	2.38	(1.24%)	(2.46%)
AMDOCS	DOX	54.09	0.19%	15.92%
AMPHENOL	APH	57.64	(4.01%)	7.12%
AOL	AOL	39.44	(2.67%)	(14.58%)
APPLE	AAPL	123.25	(2.1%)	11.66%
ARRIS GROUP	ARRS	28.32	(9.16%)	(6.18%)
AVID TECH	AVID	14.73	(1.93%)	3.66%
BLNDER TONGUE	BDR	1.73	1.82%	(35.65%)
BROADCOM	BRCM	42.91	(6.72%)	(0.97%)
CISCO	CSCO	27.13	(4.61%)	(2.48%)
COMMSCOPE	CTV	26.27	(1.87%)	2.46%
CONCURRENT	CCUR	6.32	(5.95%)	(10.86%)
CONVERGYS	CVG	22.45	(1.01%)	10.21%
CSG SYSTEMS	CSGS	29.94	(0.89%)	19.43%
ECHOSTAR	SATS	51.21	(1.33%)	(2.46%)
GOOGLE	GOOG	548.34	(2.15%)	4.17%
HARMONIC	HLIT	7.30	(4.33%)	4.14%

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
INTEL	INTC	32.00	2.20%	(11.82%)
INTERACTIVE CORP	IACI	67.45	(1.23%)	10.96%
JDSU	JDSU	12.98	(6.62%)	(5.39%)
LEVEL 3	LVT	53.95	(2.62%)	9.25%
MICROSOFT	MSFT	40.97	(4.45%)	(11.8%)
NETFLIX	NFLX	414.77	(3.16%)	21.42%
NIELSEN	NLSN	43.33	(1.25%)	(3.13%)
RENTRAK	RENT	55.42	(3.57%)	(23.89%)
SEACHANGE	SEAC	7.83	(0.51%)	22.73%
SONY	SNE	26.78	(4.05%)	30.83%
SPRINT NEXTEL	S	4.72	(4.65%)	13.73%
TIVO	TIVO	10.47	(1.32%)	(11.57%)
UNIVERSAL ELEC	UEIC	56.24	(0.51%)	(13.52%)
VONAGE	VG	4.98	2.26%	30.71%
YAHOO	YHOO	45.10	0.16%	(10.71%)

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T	T	32.75	(1.44%)	(2.5%)
CENTURYLINK	CTL	34.10	(3.4%)	(13.85%)
TDS	TDS	24.97	(4.95%)	(1.11%)
VERIZON	VZ	48.56	(0.57%)	3.81%

Company	Ticker	3/27 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW	DJI	17712.66	98303.67%	(0.62%)
NASDAQ	IXIC	4891.22	(2.69%)	3.28%
S&P 500	GSPC	2061.02	(2.23%)	0.10%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS			
COMPANY	CLOSE	1-WK CH	
1. DOW	17712.66	98303.67%	
2. CROWN	4.33	6.13%	
3. VONAGE	4.98	2.26%	
4. INTEL	32.00	2.20%	
5. BLNDER TONGUE	1.73	1.82%	

THIS WEEK'S STOCK PRICE LOSERS			
COMPANY	CLOSE	1-WK CH	
1. ARRIS GROUP	28.32	(9.16%)	
2. GRAY TELEVISION	13.42	(6.93%)	
3. BROADCOM	42.91	(6.72%)	
4. TIME WARNER CABLE	147.28	(6.71%)	

Corporate Licenses

Cablefax Daily

WHAT THE INDUSTRY READS FIRST.

Get reduced subscription rates for multiple readers in your organization.

Find out more!
Contact Laurie Hofmann at
L.Hofmann@accessintel.com

www.cablefax.com



UNUSUAL PLEASE DELIVER

Cablefax Daily

Comcast 3Q: Best Talk, Better Video, Metrics & NBC in Doing Alright

We Satisfy Your Customers!

WE'RE TOP 5 NETWORKS FOR CUSTOMERS!

23360