

# Independent Cable

Serving Independent  
Cable Operating Companies

October 2013

# NEWS

## ACA Slams NAB's Flip Response To Retrans Draft

On September 11, American Cable Association chief Matt Polka issued the following statement regarding the National Association of Broadcasters' opposition to retransmission consent reform draft legislation proposed by Rep. Anna Eshoo (D. CA):

"NAB's outright rejection of Rep. Eshoo's thoughtful and well-intentioned draft legislation... shows that retrans-hungry owners of network-affiliated TV stations have lost touch with the interests of their own viewers.

"After 3 million Time Warner Cable and Bright House Networks subscribers in major markets like New York, Los Angeles and Dallas lost access to their local CBS station for 32 days in August and September, the broadcasters audaciously proclaim, 'There is no such thing as a 'blackout' of broadcast TV programming.' I'm sure their viewers would strongly disagree and would praise Rep. Eshoo for trying to make sure that such blackouts never happen again.

"Thus, it's hard to imagine how the

broadcast industry could doubt the pro-consumer thrust of Rep. Eshoo's bill. The bill grants the Federal Communications Commission the authority to intervene in these disputes and prevent consumers from losing access to their local broadcast service — a point clearly missed by broadcasters who complain that the bill does not require pay-TV providers to give consumer refunds and waive early termination fees. Obviously, the elimination of blackouts would obviate the need for rebates and waivers.

"Reports that Eshoo's bill mandates *a la carte* are false. What it does is protect consumers by allowing them to skip the purchase of a tier containing TV stations that have elected retransmission consent. This will allow consumers to take advantage of the fact that broadcast signals are free over-the-air and to save money, if

they wish, by using an antenna. The NAB will say in press releases that their programming is available free to over-the-air antenna households, but networks and stations owners don't actually want their viewers to choose this option because it's less money in their pockets.

"Not surprisingly, NAB likes to have it both ways. The trade group will savage a cable operator that even attempts to secure exclusive TV Everywhere rights but defend forever their cocoon of federal regulations that provide exclusive territorial rights to TV stations in every local market. When consumers figure out what broadcast regulations are really costing them, don't expect NAB to offer anyone a refund.

"NAB's most far-fetched assertion is that three large pay-TV providers are manufacturing a crisis over retransmission consent, but the fact is that the American Cable Association's 850 small cable operators have been talking about the retransmission consent crisis for more than a decade..." □

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### ACA Applauds Rep. Eshoo's Draft Bill

American Cable Association chief Matt Polka has issued the following statement regarding Rep. Anna Eshoo's draft legislation that would reform the outdated retransmission consent system: "ACA applauds Rep. Eshoo for having the vision and courage to offer a timely and thoughtful plan for addressing serious problems causing harm to consumers related to the broken retransmission consent and sports programming markets – highlighted by a record-number of broadcaster signal blackouts and skyrocketing retrans fees..."

"To her great credit, Rep. Eshoo has proposed a set of commonsense reforms. ACA agrees that the nation's top media regulator – the Federal Communications Commission – should have the authority to prevent TV signal blackouts as part of its mandate to protect the public interest, convenience and necessity. We also agree with Rep. Eshoo that consumers should not have to buy local TV stations that elect retransmission consent as part of their pay-TV package."

"Lastly, with a staggering \$42 billion in TV rights money owed to the NFL by ESPN, CBS, NBC and Fox, ACA believes with Rep. Eshoo that the time has come for the FCC to study the programming costs for regional and national sports networks in the top 20 regional sports markets." □

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## ACA Seeks Set-Top Box Exemption For Small Cable Operators to Lift Burdensome CableCard Rules

The American Cable Association has called on the FCC to exempt small cable operators from the set-top box integration ban, saying the rules have imposed enormous costs without achieving the goal of establishing a consumer retail market for STBs, a policy setback the agency has itself acknowledged.

“The ban has resulted in significantly higher costs to operators to purchase non-integrated STBs using CableCards that, other than separating out the security function, provide no greater consumer functionality,” ACA’s Matt Polka said. “Given the burden that the integration ban has placed on small operators and the fact that a blanket exemption for a very small subset of the entire cable market would not harm the development of a retail market for set-top boxes, the time has come for relief from the integration ban for small cable systems operated by small operators.”

ACA set forth its views in September 16 comments filed with the FCC in connection with TiVo’s Petition for Rulemaking asking the FCC to initiate a rulemaking for the purpose of reinstating, with one revision, the encoding and related technical rules for cable opera-

tors recently vacated by a U.S Court of Appeals in *EchoStar v. FCC*.

In its comments, ACA said that as part of this proceeding, or any rulemaking that the FCC may choose to launch to consider its navigation rules in light of the *EchoStar* decision, the FCC should seek comment on whether there is still a need to apply the integration ban to smaller cable operators, and, if not, the FCC should also examine what size system and operator should be considered “small” for purposes of this relief.

ACA’s comments underscored several problems with the FCC’s rules, pointing out that not only did the integration ban increase operators’ cost of purchasing and deploying STBs, but it also imposed costs only on cable operators but not on their competitors. DBS providers, and non-cable Internet Protocol television providers like AT&T, are permitted to offer integrated STBs to their subscribers for lease, giving them a regulatory advantage.

For small cable systems operated by small cable operators, the integration ban has had a disproportionate impact, ACA said, adding that small and rural cable operators face higher costs of service due

to the lack of scale economies, low density and higher infrastructure deployment costs involved in serving a small and dispersed customer base. ACA noted that no FCC waiver to date has been granted on the grounds the operator was small or rural and therefore unnecessarily and disproportionately burdened by the general integration ban requirement.

Providing a blanket exemption has many advantages, ACA said. It would permit small systems to obtain and deploy more affordably advanced STBs with DVR and other advanced functionalities to their customers than is possible today. And the deployment of more digital STBs would speed the ability of these operators to convert analog services to digital, thereby freeing up channel capacity to offer more services, including more standard and high definition channels, and higher-speed broadband.

ACA stressed that in seeking relief from the integration ban for small systems, the trade group would continue to support STBs manufactured by a third-party, such as TiVo. As a result, consumers will continue to be able to use devices purchased at retail outlets, as well as acquire new devices brought to market. The FCC can relieve small cable systems from the integration ban while still maintaining the requirement that cable operators support customer use of these third-party devices. □

## ACA Members Ready To Help On E-Rate Program

The American Cable Association says the independent cable community stands ready to help the FCC carry out its plans for an updated E-rate program for schools and libraries, if the agency’s approach adheres to principles that will result in program improvements without increasing budget amounts within the Universal Service Fund.

The association set forth its views in September 16 comments filed with the FCC, which in July voted unanimously to reform the E-rate program by focusing on network capacity and speed, on the collection of more and better data, and on the simplification of the application process. The E-rate program offers broadband subsidies to K-12 schools and public libraries totaling \$2.25 billion annually in USF support. □

# Cable Operators and Privacy: What You Need To Know

By: *Elvis Stumbers and Jake Baldwin*

**W**ith the recent publication of details about the NSA’s surveillance programs, everyone is talking about privacy. News headlines highlight the telephone companies and broadband Internet service providers that participated in these programs while pundits debate consumer privacy rights. This article addresses privacy from your perspective—what does the independent cable operator need to know about customer privacy? We answer common questions, identify key issues, and offer compliance tips for each of the triple-play services you provide—video, voice, and broadband Internet access.

### Cable Video Service

Federal law specifically protects the privacy of cable subscribers. This law protects subscribers from unauthorized collection and disclosure of personally identifiable information, typically referred to as PII. PII, as its name suggests, is information that could personally identify a particular subscriber—like a subscriber’s name and address. Information about what programming a customer views is particularly sensitive when linked with an individual and would be considered PII. However, PII does not include aggregated data that does not identify a particular person. For example, aggregated anonymous statistics from set-top boxes about the programming viewed by a cable operator’s subscribers would not be PII.

#### (1) How can a cable operator use video customer information for its own purposes?

The law permits cable operators to collect and disclose PII as necessary to provide cable service to the subscriber or detect unauthorized reception of service. A cable operator’s use of PII could also involve disclosure to third parties as part of their provision of services to the operator.

Example: A cable operator could disclose its subscribers’ PII to a third party service that sends out bills.

A cable operator could also disclose the names and addresses of its subscribers if the subscriber has received notice of their right to opt-out of such

disclosure and instructions on how to do it. Cable operators can include this information in their annual subscriber notice (discussed below). Such disclosure, however, must not reveal any viewing information or other use of the service by the subscriber, or any transactions that they have made over the cable system. For example, an operator may not disclose the data an individual user’s set-top box contains about the subscribers’ particular programming choices.

Example: A cable operator could license or sell its subscriber list to a third-party marketer, excluding those customers who have opted out. This list could not, however, contain information about the programming that subscriber viewed—it would be limited to subscriber names and addresses.

#### (2) Under what circumstances must a cable operator disclose video customer information to the government or parties involved in a lawsuit?

Generally, a cable operator could disclose PII pursuant to a court order if the subscriber is notified. A cable operator can also disclose PII pursuant to a valid law enforcement request; these requests sometimes prohibit the operator from notifying the subscriber.

#### (3) What information does a cable operator have to disclose to customers about their privacy rights?

The law requires a cable operator to provide an annual notice about PII that is collected, or will be collected, and how it is used.

The notice must also describe how that information would be disclosed, how long the cable operator will keep the information, where and when the subscriber can have access to their information and the limits on disclosure that the law provides, including that subscribers can opt-out of some disclosure of their PII to third-parties.

TIP: Many operators combine their annual video subscriber privacy notices with their required annual cable customer service notices (addressing services, prices, policies, and equipment compatibility), as well as CPNI privacy notices (discussed below) into a single document.

### Voice Service

Voice service providers, including cable operators that provide interconnected VoIP, are subject to Federal telecommunications law regarding customer proprietary network information, also referred to as CPNI, and accompanying FCC rules. For purposes of discussing the CPNI laws and rules, we refer to cable operators as “voice providers.”

CPNI includes subscription information, services used and network billing information, as well as phone features and capabilities. It also includes call details, such as when and where calls were placed, and for how long. Personal information which is published in

### FCC Urged To Block Or Condition Sinclair Deal

The American Cable Association has called on the FCC to block or condition Sinclair Broadcast Group’s acquisition of TV stations from Allbritton Communications in two television markets, claiming that Sinclair’s “side car” deals and coordination agreements were purposefully designed to side step the agency’s local TV station ownership limits and enable price-gouging collusion at the retransmission consent bargaining table with ACA members.

“The FCC should deny this TV station deal because it will reduce competition and harm consumers. Sinclair has clearly made plans to negotiate retransmission consent for two Big Four stations in the Harrisburg, Pa., and Charleston, S.C., markets. Sinclair’s intent is as clear as it is anti-competitive — to gain insurmountable bargaining leverage over ACA Members and stage, when needed, massive and strategically timed blackouts to enhance the receipt of windfall profits,” ACA CEO Matt Polka said.

ACA set forth its views in a September 13 Petition to Deny or, in the Alternative, Condition license transfers in two markets that was filed with the FCC, arguing that Sinclair’s virtual control of two network affiliates each in the Harrisburg and Charleston markets would reduce local television competition. In reviewing such license transfer applications, the FCC is charged with determining whether the transaction meets the public interest, convenience and necessity legal standard. In this case, because of the unmistakable anti-competitive impact of the transaction in the affected markets, ACA is calling upon the FCC to deny or condition the license transfers involving the Harrisburg and Charleston stations. □

a directory—such as name, phone number and subscriber address are not CPNI.

Voice providers must annually certify, typically on or around March 1 by one of their company officers, that they have operating procedures in place to comply with the FCC's CPNI rules and how those rules have ensured compliance, report any non-compliance, explain actions taken against data brokers, and summarize customer complaints concerning the unauthorized release of CPNI.

### (1) How can a voice provider use its voice customer information for its own purposes?

A voice provider can use CPNI for some purposes without customer approval, and for some purposes only with customer approval. These rules are fairly complex and we provide a few highlights below.

**Without Customer Approval.** A voice provider can, without approval, use CPNI to provide or market services to which the customer already subscribes. An operator can also use CPNI without approval to provide and market closely related services to their customers, such as call waiting or caller ID. CPNI can also be used to provide inside wiring, maintenance and repair services. Finally, a voice provider can use CPNI to protect itself or others from fraud, or other malicious use of their services. However, a provider may never use CPNI to identify or track customers that call competitors.

**With Customer Approval.** A voice provider could use CPNI for other limited marketing purposes as well, but only if they comply with specific

approval provisions in the CPNI rules. These rules dictate what notice customers must receive regarding their rights to opt-in or opt-out of CPNI uses (described further below) as well as how a provider could obtain consent in various forms—oral, written, or electronic. Approval or disapproval of CPNI by the customer remains effective until the customer revokes or limits such approval or disapproval. A provider must also maintain records of approval, whether oral, written or electronic, for at least one year.

Given the complexities involved with ensuring compliance with CPNI rules governing uses that require customer approval, some providers choose to not use CPNI at all in this manner.

### (2) Under what circumstances must a voice provider disclose voice customer information for public safety reasons, to the government in a law enforcement context, or to parties involved in a lawsuit?

Federal law requires that voice providers provide information about its subscribers on a timely and unbundled basis, under nondiscriminatory and reasonable rates, terms, and conditions to providers of emergency services, and providers of emergency support services, solely for purposes of delivering or assisting in the delivery of emergency services.

The CPNI rules govern voice providers' use of their subscribers' information, but do not address disclosure to litigants or government requests. Instead, disclosure would be covered by court orders sought under state or Federal laws. This may include the Federal Electronic Communications Privacy Act (applicable to

interception of phone communications), as expanded by the PATRIOT Act. Generally speaking, these laws require disclosure of customer information when certain serious crimes have been alleged.

### (3) What information does a voice provider have to disclose to customers about subscriber privacy rights?

If a voice provider wants to use its subscribers' CPNI for any purpose that requires opt-in or opt-out approval, then—as mentioned above—the subscriber must receive a CPNI privacy notice every two years that describes the subscriber's right to restrict use, disclosure and access to their information. The rules provide for a number of specific statements, including that the customer has a right to the confidentiality of his or her CPNI, the types of information that make up CPNI, how CPNI is used, and how a customer can grant or deny access to CPNI.

## Broadband Internet Service

In contrast to video and voice services, broadband Internet access services are not subject to a comprehensive statutory privacy rule or law. That said, the FCC's Open Internet (or "net neutrality") rules and the Federal Trade Commission Act have privacy implications for broadband Internet access services providers:

- The FCC's Open Internet (or "Net Neutrality") rules and their transparency provision touch on privacy concerns by requiring disclosure of network management practices. NOTE: The FCC's rules have been challenged in court and there is a chance they may be invalidated partially or entirely.

- The Federal Trade Commission Act prohibits unfair and deceptive trade practices and requires that broadband Internet service providers offer their customers clear and accurate terms of service, website privacy statements (regarding collection of information through cookies or other tools), and other materials that are meant to ensure disclosure of privacy practices.

### (1) How can a cable operator use broadband Internet cus-

### tom information for its own purposes?

Use of information collected about broadband internet customers does not currently have strict boundaries. However, the Open Internet transparency rule specifically requires broadband providers to disclose the extent to which their network management practices entail inspection of network traffic, and whether traffic information is stored, provided to third parties, or used by the broadband provider for non-network management purposes.

### (2) Under what circumstances must a cable operator disclose broadband Internet customer information to the government or parties involved in a lawsuit?

No single law addresses disclosure of broadband Internet customer information in general. Such disclosure would be sought under state or Federal laws. In the civil context, this includes the Digital Millennium Copyright Act,

which permits a copyright owner to investigate illegal transmission of their copyrighted material by a broadband Internet subscriber. In the criminal context, information could be sought under the Electronic Communications Privacy Act, which relates to interception of data transmitted over the broadband connection.

### (3) What information does a cable operator have to disclose to customers about their broadband Internet access service privacy rights?

No regular notices are required, though the Open Internet disclosures and other material that provided to customers must be kept up to date.

## State and Local Law

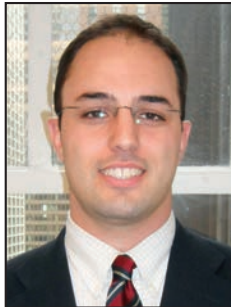
The rules addressed refer to federal law. Keep in mind that states, and in some cases cities or other local franchise authorities, may have additional privacy regulations for a cable operator's services, particularly video and voice. Make sure you are familiar

with your local privacy regulations.


## Don't Become A Headline

Privacy has become an ever-hotter topic lately that is drawing increased attention to the communications sector. Further, many consumers are deeply concerned about how their information is used. Even if the law allows certain uses, operators should consider the possibility that the public may react negatively to such use and that this could lead to a public relations problem. Do not become the next headline for the wrong reasons. Protect your customers and yourself—know your customers' privacy rights and your obligations to protect their private information, and ensure you are using customer information only for proper purposes. □

*This article is not intended to provide specific legal advice or to substitute obtaining appropriate legal counsel. We encourage you to consult with counsel to address special compliance issues and for assistance in negotiating or handling any matter to which we refer.*



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## Independent Cable NEWS

October 2013 Vol. XXI - No. 8

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[independentcable.com](http://independentcable.com)

Independent Cable News is published monthly by Searle Publishing Co., Inc., 40 West Littleton Blvd. Suite 210-110, Littleton, Colorado 80120. POSTMASTER: Send address changes to INDEPENDENT CABLE NEWS, 40 West Littleton Blvd. #210-110, Littleton, CO 80120.

**Subscriptions: Free to members of ACA and NCTC.**

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Printed by Hall Commercial Printing,  
Topeka, Kansas

**Searle Publishing Co. Inc.**  
303-730-3006 • Fax 303-797-0276  
email: [icn@searlepub.com](mailto:icn@searlepub.com)



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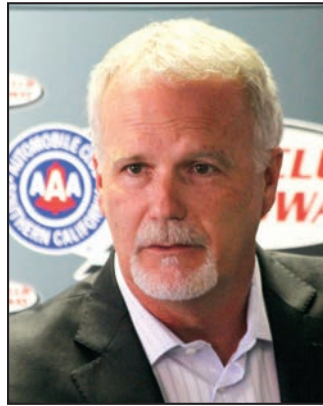
## Q & A with Bob Patison, President of MAVTV American Real

**ICN:** What makes MAVTV American Real unique compared to other networks?

**Bob Patison:** Four answers — Quality of Programming, great value to the carrier, an aggressive affiliate support program and the best ‘live’ motorsports on the planet. As an independently owned and operated network, we are an incredible value to both our viewers and affiliates with original and exclusive programming geared towards our target audience which comprises Americans from all walks of life – hence our slogan “first and foremost of Americans, by Americans and for Americans.”

**ICN:** With the emergence of Fox Sports 1, what is MAVTV doing to fill the void left from SPEED going away?

**Patison:** MAVTV is quickly becoming THE destination for all things motorsports, with events that no other network can offer its viewers. For example, starting in October we are airing an extensive line up of ‘live’ events starting with the Lucas Oil Challenge Cup featuring the best drivers in off-road short course racing. Then in January, MAVTV exclusively brings you the world famous Chili Bowl from Tulsa, OK, with nearly 300 midget car entries battling for the prestigious Golden Driller Trophy and the bragging rights that go with it. One month later in February, we are airing the 2014 Lucas Oil Late Model Winter Nationals from East Bay Raceway Park in Tampa, FL. And, starting in May, MAVTV will air the first moto of each round of the Lucas Oil Pro Motocross Championship series. All live and free to our viewers.



Bob Patison

**ICN:** How do you pitch the MAVTV network to the cable and satellite operating companies?

**Patison:** In a nutshell — MAVTV American Real is a 24/7, high-definition entertainment channel with fresh, original content finely tuned to beat the typical television watching experience. MAVTV American Real includes movies, action sports, live events, adventure programming and the best high octane, edge of your seat motorsports that can be found on TV. Plus the very best of MMA fighting with exclusive coverage of King of the Cage.

**ICN:** What is MAVTV doing to attract and retain the Independent cable companies?

**Patison:** MAVTV has an aggressive campaign in place to help the MSOs AND the Independent cable operators. To start, we have a team of ‘affiliate relations’ people that are meeting with each operator call centers one on one — to answer any and all questions about MAVTV. While this has been done in the past, it seems to be a lost art in recent years. We want to make sure every single operator, large or small, knows everything about us. We feel it is important that they



Above, HighTech Rednecks, is an hour-long reality series, featuring “big, bad and innovative” automotive builds.

Below, right, Dangerous Waters follows five crew members on jet skis from Seattle up through Alaska and across the Bering Strait to Russia.

know the MAVTV story including the fact that it is completely rebranded from 14 months ago. ONLY the name is the same! We are NOT the men’s network that it used to be and in fact we rebranded AMERICAN REAL taking the network in a totally new direction with a complete programming overhaul.

With such a drastic improvement, it is important that we spread the word one operator at a time. We also want our partners to know that Lucas Oil is the parent company behind MAVTV so our commitment is long term.

In addition, we are also cross-promoting our shows on their systems so their customers are well aware of the programming on MAVTV. Of course, we have a plethora of information on our website www.mavtv.com but we also want to invest in our partners by buying cross channel spots and flooding the airwaves with examples of our shows in :30 second snippets. It is truly a win-win-win scenario! The viewer gets a sample of our shows, we support our partners and MAVTV increases viewers.

Next we are promoting MAVTV with on-site activation. We have a booth and/or signage at many events around the country including Pro Bull Riding, selected industry trade shows, NASCAR, NHRA Drag Racing, INDY 500, MAVTV 500, Pro Tractor Pulling, Drag Boat Racing, Chili Bowl, Motorcycle Racing, Off Road Racing and a complete slate of grassroots motorsports events. Our team is on location talking to the fans at these great events to educate them about MAVTV, answer their questions and get feedback on shows they like or don’t like. During any given week our team could be at 7-10 different events, spreading the word about MAVTV.

Finally, we are self-promoting by constantly creating new and original programming and partnering with experienced, well seasoned producers that provide great shows that fit our genre. While ratings are important, feedback from our partners and the viewers that watch MAVTV is something that we cherish and we will continue to listen. Our goal is simple... to be the best independent network available. And we are doing it “Lucas Oil” style - being a great partner at a great value that puts out great product!

**ICN:** What are some of your network’s flagship shows?

**Patison:** We have a number of exclusive and highly entertaining shows such as the top rated series High Tech Rednecks currently on-air, plus Won & Done which debuted in April of this year, starring its

creator Rich Christensen. Rich created Pinks and Pinks All Out which were some of the most watched drag racing shows ever. In addition, ‘Gearheads’ now have a network to call home as select series that formally aired on SPEED will now call MAVTV home. Those are; My Classic Car, Stacey David’s Gearz, On the Edge, Chop, Cut, Rebuild and several others that will soon join the network.

MMA fighting with King of the Cage definitely has a place on our network as MAVTV has struck a long-term deal with this world-renowned MMA fighting series in a new partnership to bring the entire schedule of new MMA fights as well as hundreds of hours of star-studded classic footage exclusively to MAVTV weekly. Championship Wrestling from Hollywood (CWFH) is a new weekly hour-long televised pro wrestling program featuring the best in-ring competition with solid storytelling and a unique cast of amazing performers. Other promoters shy away from being called pro wrestling, but CWFH is proud to call itself pro wrestling and our viewers love it.

During Thursday through Sunday each week is now focused on bringing the viewer the best motorsports coverage anywhere including; American Sprint Cars, Dirt Late Models, the Lucas Oil Challenge Cup, Short Course Off Road racing, Desert Racing, Endurocross, Drag Boats, Red Bull World Rally Championships, Pro Pulling, AMA Motocross and much more. Do we prefer Late Model Dirt?

**ICN:** What other ways are you creating MAVTV brand awareness in the minds of the general public?

**Patison:** We are very fortunate to be able to reach millions of race fans across the USA with direct sponsorships of major motorsports such as the ARCA Lucas Oil 200 at Daytona presented by MAVTV American Real, The NASCAR Camping World Truck Series American Real TV 150 from Dover International Speedway and the



upcoming Izod IndyCar Series MAVTV 500 at the Auto Club Speedway in Fontana, California. Not only is the MAVTV 500 the final race of the season but it is also the final leg of the Super Speedway 500 mile triple-crown that includes the Pocono 400 and the Indy 500, and is expected to decide, as it did last year, the series champion.

This is the second year of a three year deal for the MAVTV 500 to air nationally on NBC Sports. In addition to event naming rights we heavily promote all these events both on-site and on-air delivering incredible exposure for our network.

**ICN:** So is MAVTV programming focusing mainly on sports?

**Patison:** No — definitely not. We are a well-rounded network and a big supporter of our military. For example, Close Quarters Battles hosted by US Special Forces veteran Terry Schappert is a new addition to our military programming line-up joining Action Zone and Combat Force.. We also have non-fiction reality shows such as Dangerous Waters where five guys put their lives on the line trying to



Above, My Classic Car, hosted by Dennis Gage, is now in its 17th season. This is the car program that informs, entertains and above all, captures our love affair with the automobile.

survive riding personal watercraft from Seattle to Alaska and across the Bering Sea to Russia. In addition, Angry Planet takes an up close and personal look at how fragile and volatile our earth really can be. Another popular reality series is Xtreme Sommer hosted by Kostas Sommer, a Greek film star, who travels to exotic cities around the world, and goes on extreme adventures – anything from skydiving and shark-diving to driving a race car or riding a bull in a rodeo.

Lifestyle is yet another genre that we are really proud of with such informative series such as Catch & Cook and Motorhead Traveler plus Game Changers which focuses on regular people who have invented something real and profound that is going to change our world. Host Andrew Anthony gives us an inside look into the new world of invention and introduces us to some of the coolest ideas and craziest science world rebels out there.

Topping off what we think is one of the best lineups in television today, is a full slate of box office smash movies and classic ‘oldies’ so all the family can enjoy one television destination.

**ICN:** Is MAVTV growing its audience?

**Patison:** When we rebranded MAVTV a little over a year ago, we had fewer than 5 Million viewers. We set about changing the focus and image of the network through innovative programming targeting the audiences that we felt were un-served or under-served which grew us to the 27 million households that we are currently in.

The results speak for themselves – We are proud of our relationship with NCTC, NTTC and NRTC, and together we will continue to grow MAVTV as we are targeting 50+ million households in the near future. Additionally, MAVTV is on most of the major distributors across the USA including DirecTV, Dish, Comcast, Time Warner, Brighthouse, Cablevision and Charter. Stay tuned for more distributor announcements in the next few months. □

### About Bob Patison

As President of MAVTV American Real and Executive VP and General Counsel of Lucas Oil Products, Inc., Bob Patison has a long history with the Lucas Family. After Graduating from Western State University-College of Law in 1984, he became the personal attorney for Forrest and Charlotte Lucas while they founded Lucas Oil Products Inc. In 1994, Lucas hired Patison away from his own Law Office to oversee corporate operations and become second in command of the rapidly expanding company.

Nineteen years later, Lucas Oil markets two hundred and fifty oil products in thirty four countries, and under Patison’s direction, is producing more than three hundred hours of television for major broadcast and cable networks through its Lucas Oil Production Studios. In 2011 when Lucas purchased the controlling interest in MAVTV, he immediately appointed Patison President of the network. Patison’s goal while at the helm of MAVTV American Real is to make it the leading independently owned cable network in the USA — and in less than two years he is succeeding.

**Azar Integrates Colane Cable with IBBS BBX4**

Azar Computer Software has announced that they have successfully completed the integration of IBBS's BBX 4 API at Colane Cable in Southwest West Virginia. "Working with the staff at Colane Cable and IBBS we were able to synchronize the data between Azar's CATvMaster and BBX4 and implement a single entry system for the provisioning of Colane Cable's high speed data subscribers," said Robert P. Wheeler, Vice President for Azar. "Moving from a dual entry process to a fully integrated system increases efficiency for the front line staff and ensures that subscribers only receive the level of service supported by their billing charges," Wheeler added.

"The integration process with Azar and IBBS went very smoothly and everyone involved was extremely helpful and very patient with me," said Becky Edwards, Office Manager of Colane Cable.

Founded in 1979, Azar Computer Software is a leading developer of Cable TV and Broadband Subscriber Billing, Management and Provisioning Software as an in-house or cloud based solution. For more information, contact Robert P. Wheeler at 512-476-5085, email sales@azarinc.com or visit us on the web at www.azarinc.com.

**MAVTV Adds 16 New Affiliates Since August 1st**

MAVTV has added 16 new affiliates since August 1st, including CenturyLink Prism TV's newly created Prism TV Preferred Package. In addition, the net has also added several independent operators including HTC Communications, Waterloo, IL; Polaris Cable Services, Presque Isle, ME; Three River Telco, Lynch, NE; Tongue River Communications, Rancheater, WY; HBC, Winoa, MN; Hydaburg Cable TV, Anchorage, AK; Citizens Cablevision, Higginsville, MO; Nemont Communications, Scobey, MT; MCT Cable, Middleton, WI; Haefele TV, Spencer, NY; Nittany Media, Lewiston, PA; Comstar Cable, Pickrell, NB; Beaver Valley Cable Co, Rome PA; and Kennedy Cablevision and County Line Cablevision in Georgia.

MAVTV is the independent cable television network owned and operated by Lucas Oil Products. Recognized as America's fastest growing indepen-

dent cable network, MAVTV American Real is a 24/7, high-definition entertainment channel with fresh, original content finely tuned to beat the typical television watching experience. For more information visit www.mavtv.com.

**Multicom's GPON 'Everything Included' Solution**

Multicom the manufacturer and distributor of FTTH/HFC/RFoG and Fiberoptic solutions, has launched its new, affordable, GPON "Everything Included" Video-Data-Voice-WiFi Solution and fiber optic product line.

The Multicom GPON "Everything Included" Solution provides leading edge DASAN GPON equipment which has been deployed with NCTC members and globally with millions of subscribers along with innovative outdoor and indoor ONTs, MDU ONTs, with IPTV and/or RF Video Overlay on fiber. The Multicom GPON "Everything Included" solution also includes the feature-rich, value-priced Multicom brand fiber optic product line including 1550nm optical transmitters, 1550nm EDFAs, and a variety of passives, splitters, interconnect patch panels, and Corning fiber optic cable.

For more information, call 1-800-423-2594, e-mail multicom@multicom-inc.com or visit http://www.multicominc.com/gpon.

**INSP Launches on More Comcast Systems**

Family entertainment network INSP has added more than 750,000 new households in Comcast's Keystone Region which serves Pennsylvania, Maryland, West Virginia and Ohio. The announcement was made by Mark Kang, SVP of Worldwide Distribution for INSP.

"Thanks to Comcast, more folks in the Keystone Region can now enjoy INSP and appreciate what viewers across the country have discovered - great entertainment with values" said Kang. "INSP has attracted a diverse, growing audience that has come to rely on us to provide a highly entertaining yet safe harbor for their families - unfortunately, way to scarce these days."

INSP offers a wide variety of dramas, inspiring stories, and other family-friendly entertainment. The network is available 24 hours-a-day to 75 million U.S. households through more than 2,800 cable systems, telcos, and DBS.

**ZCorum and MaxLinear Deliver Remote Monitoring and Spectrum Analysis Tools**

ZCorum and MaxLinear have announced that they are working together on the development of a software solution that will support MaxLinear-based cable systems and will leverage a portion of the DOCSIS standard that allows cable modems to see complete spectrum information from the signal coming into a home. This will allow operators to remotely view and analyze all channels passing through the cable modem, which will improve troubleshooting capabilities for both data and video subscribers.

By leveraging both companies' expertise in customer premises equipment and diagnostics and the tens of millions of MaxLinear-base units in the field that already have this capability, the companies expect to create a paradigm shift in how cable operators troubleshoot home and network issues in the field. For more information, visit www.ZCorum.com.

**SubscriberWise Detects Child Identity Fraud**

SubscriberWise, the provider of analytics-driven subscriber risk management agency, has announced that its decision management system once again protected the identity of a minor child while also providing a parent an education about the negative and potentially criminal consequences of her behavior.

"Having SubscriberWise makes it easy for me. It's quick and simple," said Bili Kribbs, MCTV customer service representative. "People cannot outsmart it. When a prospective subscriber - like the mother who called and provided me her 6-year old daughter's identity - gives false information and I receive a 'no hit,' I know if something is fraudulent we'll uncover it... SubscriberWise allows me to maintain my professional demeanor by simply quoting security deposits and not sounding accusatory to the customer, for which I am very thankful."

SubscriberWise is a risk management preferred-solutions provider for NCTC. For more information, contact SubscriberWise president David E. Howe at 888-596-1119 x137.

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