## CableFAX Daily...

Monday — January 10, 2011

What the Industry Reads First

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# CableFAX Daily

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#### Julius' Next Cause: After Net Neutrality, Comcast-NBCU Comes Mobile Web

"Unleashing spectrum to support mobile innovation" is at the top of the FCC's '11 agenda, said chmn Julius Genachowski at CES Fri, as America's "in the early stages of a mobile revolution that is sparking an explosion in wireless traffic." Evidence of that explosion is almost everywhere, including within telcos' burgeoning mobile data businesses and mass 4G LTE rollouts, WiFi plays by cable and telcos and, of course, at CES, where displayed is a dizzying array of tech/apps for myriad devices including smartphones and tablets. Ahh, tablets, the product du jour. "The big story in CE in 2010 was the sudden infiltration of tablets into the mainstream, which will continue well into the New Year," said CEA dir, industry analysis Steve Koenig. "In 2011, the industry foresees additional sales growth allowing CE revenues to achieve a new sales summit." Big cable's smartly stepping up to promote video consumption through tablets, with Comcast and Time Warner Cable following the former's early-week announcement of future availability of on demand and live content via iPads with more related news late Thurs. The MSO pair is working to feature video on Samsung tablets in various ways, with TWC planning to offer its subs access to all cable channels. Myriad cable initiatives for Web-connected TVs are underway as well—including some that bypass set-tops altogether—but Genachowski said the mobile space demands far more attention right now. "If you look at mobile, over the last few years we've seen tremendous innovation. If you look at the TV platform, there's been much less," he said, noting a desire to make sure the set-top box market is competitive because "that's not an area where there's been great success." Cable has had minimal success with mobile broadband to date, although Genachowski gave a shout out to a couple MSOs for their work with WiFi. "I'm encouraged by signs of innovation around unlicensed spectrum and Super Wi-Fi, including at companies like Microsoft, Google, Dell, Cablevision, Time Warner [Cable] and a bevy of smaller companies," said. To help ease the US spectrum crunch, the FCC is firmly behind voluntary incentive auctions and the core idea "to utilize free market forces to ensure that spectrum is put to its most valued uses," said Genachowski. Such auctions would receive spectrum on a voluntary basis from current licensees such as TV broadcasters, some of whom aren't making effective use of the capabilities of their spectrum, said Genachowski. NAB's Dennis Wharton said "broadcasters have no quarrel with an incentive auction that is truly voluntary," but also underscored TV broadcasting as the most efficient medium for delivery of rich video content while stressing how broadcasters have already returned 108 MHz of spectrum to the federal government.

<u>Competition</u>: Along with plans to feature 10 compatible devices by mid '11, **Verizon** announced plans to expand its 4G LTE network to an additional 140 markets by YE, including Detroit, Raleigh-Durham, Memphis and Milwaukee. The telco hopes to cover two-thirds of the US population in the next 18 months. **Sling Media** will bow this year a subscription service for some of the LTE devices giving VZ Wireless customers the ability to

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"The best way to predict the future is to create it."

- Abraham Lincoln

Ken Lowe Chairman/President/CEO, Scripps Network Interactive To order your copy of the December 2010 issue of CableFAX: The Magazine please contact clientservices@accessintel.com or 800.777.5006.

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watch their home TV. On the **FiOS TV** front, VZ and **Panasonic** are streaming Full HD 3D through the service at CES. -- **T-Mobile** touted the nationwide availability of its 4G network, which now reaches approx 200mln people in 100 metro areas and will deliver peak download speeds of 42Mbps later this year. -- **ION Media Nets** plans to upgrade its station markets during 1Q to offer its broadcast signal on mobile devices in the nation's top 10 TV markets.

<u>Carriage</u>: Time Warner Cable added 7 HD channels in the Carolinas, including Comedy Central, MTV, The Hub and Showtime Beyond HD.

**Technology:** Samsung's becoming fast friends with numerous MVPDs, announcing deals with Comcast, Time Warner Cable and DirecTV. Later this year, Comcast's Xfinity TV service will launch on the company's Web-connected TVs, allowing digital subs to browse, sort and watch video content, change the channel in real time and program DVRs. A Samsung tablet will also feature Xfinity TV, and plans include the ability to begin watching a movie on that device, then pausing and resume viewing on a Samsung TV. TWC will provide its subs with access to all cable channels through Samsung smart TVs and the Galaxy Tab, plus the ability to access recorded content from a DVR elsewhere in the home directly on the TVs, without the need for a connected set top. Said TWC CEO Glenn Britt: "Consumers want to watch what they want, when they want. Period." DirecTV partnered with the company to launch RVU-compatible production TVs that allow its subs to watch live broadcast and stored content from their DVRs on Samsung TVs, also without the need for a set top.

Comcast-NBCU: The proposed conditions on the transaction keep pouring into the FCC. Like DISH asked for last week, DirecTV wants the Commission to extend program access rules to Comcast/NBCU programming "no matter how it is delivered" while also ensuring the MSO's rival MVPDs receive the programming at the same time, speed and quality and on the same terms as is available to Comcast. "Left unchecked, this unprecedented array of assets would give Comcast new opportunities to gain unfair leverage over rivals to the detriment of consumers," wrote DirecTV. "Comcast has a history of anticompetitive conduct, and the proposed transaction will give it the ability to enhance and extend that conduct." Sen Jeff Merkley (D-OR), meantime, expressed Oregonians' concerns that Comcast and other large content providers charge higher prices to providers and customers in rural areas compared to urban markets, that CMCSA may violate net neutrality principles, and of escalating cable and broadband costs. Merkley said his constituency is also concerned about the limited carriage of Trailblazers games on Comcast SportsNet NW, a problem that "merits further investigation."

**Retrans:** Mediacom ended its stalemate with KOMU Fri, restoring the station's NBC, NBC-HD, CW and Universal Sports programming in Columbia/Jefferson City, MO, after a 3-yr deal was reached.

<u>Opra-a-a-ah!!!</u>: We know our astute **CableFAX** audience has by now heard the *Oprah* highlights from **TCA** late Thurs, so we'll summarize here. Did you hear that, Oprah? We'll summarize. Yes, her answers were long (one lasted nearly 20min). But because she's Oprah, even jaded TV critics didn't dare interrupt her.



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She talked about the fateful moment she "locked eyes" with **Discovery** pres/CEO *David Zaslav* (watch out, *Stedman*) and knew fully committing to **OWN** was the right decision. And despite her immense success, she didn't always have big dreams. "I just wanted to be a guest host on Good Morning America," she said, noting that her manager at the time told her to forget it because she was black and TV already had *Bryant Gumbel*. "I let that agent go," she said. As you've probably heard, Winfrey dwelled on some pretty weighty, spiritual, new-agey stuff, which isn't exactly in the wheelhouse of chronically cynical (and probably still hungover) TV critics...but we'll just go ahead and admit it: She was inspirational. And perhaps somewhat honest. Interestingly, Winfrey predicted "rocky times with the channel, keeping people there and keeping people motivated to continue watching." But she doesn't worry about ratings. The Zas might. But when will they lock eyes again? (For more on Oprah-mania, read *Seth*'s blog at *www.cablefax.com/blog*.) [More coverage of Discovery's session in the next CableFAX].

Rainbow at TCA: Get ready for plenty of drama as Joan and Melissa Rivers try to co-habitate in L.A. as the stars of WE tv's "Joan and Melissa: Joan Knows Best" (Jan 25), which gives Joan an on-camera opportunity to do what she does best: Driving Melissa insane. Like when Joan sold off all of Melissa's furniture one day and replaced it with her own choices—without telling her. "I thought she would be thrilled," said Joan. Melissa blew up at her, which was one of several breakdowns and fights evident from the show's trailer. Of course, they told critics it's all out of love. "The loyalty and the bond is incredible," said Joan. What about Joan's plastic surgery, which Melissa hates? Joan was unapologetic and told critics: "If you had a dollar for every stitch in the face of everyone you've interviewed, you wouldn't be here." She's probably right. Then WE continued its mother-daughter theme with a reality series about singer Toni Braxton, her 4 sisters and their divorced parents. Clips of "Braxton Family Values" (Apr 12, 9pm premiere) showed conflict between the sisters, most of whom seem to resent Toni's success and their lack of it. During the panel, the sisters denied that being in Toni's shadow created much conflict. There seems to be conflict with the Braxton parents, with mother blasting dad for infidelity. Part of the show has mother Evelyn negotiating the vagaries of dating, fresh off her divorce after 35 years of marriage, Toni Braxton said. But youngest sister Tamar said Evelyn "is the glue that holds us together." Indeed Evelyn said, "I'm old school and I raised [the 5 girls] old school." -- The humorists at The Onion continue their quest for world domination with IFC's "Onion News Network" (Jan 21), starring ex-Fox News reporter Suzanne Sena as anchor Brooke Alvarez. Aside from a running feud with CNN's Wolf Blitzer, Sena's alter ego joins other actors in skewering all cable news. "IFC is the perfect place for us to be," she said. "The only network with the guts to air it." Writers and producers told critics that The Onion's secret to humor tends to be the attitude that it's a real news outlet. "It's real news in an alternate universe," said exec prod/director Will Graham. Not really, but just go with it. Meanwhile, clips for new IFC series "Portlandia" (Jan 21) completely tracked to IFC's "Always On Slightly Off" tagline. The best clip from the offbeat, 6-part series about Portland showed a cameo with guest Heather Graham, playing a character in a journaling class held in a bookstore. Graham reads from her journal, which describes her upbeat sex life. Armisen and others in the small group berate her, kindly, for writing good things. "But it's honest," Graham pleads in the clip. Armisen scolds her nonetheless; honesty is not always the way to go, he says. And co-creator, co-writer and director Jonathan Krisel added to IFC's free-form, indie feel by noting "the whole show is about getting away from what the norm is." Much of it is improvised, Krisel said. Playing the mayor of Portland, special guest and NW native Kyle MacLachlan said "it was completely different from anything I've ever done" on other series, adding that Armisen, Krisel and co-creator, co-writer and co-star Carrie Brownstein were very supportive. Other guests include Steve Buscemi. -- Yes, AMC's "Rubicon" didn't work, but no one can deny that "Mad Men" and "Breaking Bad" continue to add sparkle to the net's success aura. So hopes are high for "The Killing" (Apr 3), which is based on the Danish series "Forbrydelsen" and basically a whodunit about the murder of a young girl in Seattle. "AMC for every writer in this town is pretty much where we want to be," said exec prod Veena Sud, who cited AMC's "slow burn storytelling." So slow, in fact, that she wouldn't even tell critics if the murder gets solved by the end of the 1st season. Mireille Enos, who plays the lead detective character, said the dark nature of the show (it's even shot to look dark and gloomy) brought actors closer together on set. "We help buoy each other up during the day," she said.

**TCA Notebook:** In her initial appearance at TCA touting **Lifetime**, pres/GM *Nancy Dubuc* said it's time to find females' "inner chick" through drama, unscripted and original movies. As such she plans "aggressive expansion" across all 3 genres. While she lauded "Project Runway," drama and movies "are the core of Life-

time's DNA," Dubuc said. Dubuc has doubled drama series in '11 to 4. And each Monday in '11 Lifetime will present 15 original films and newly acquired movies. The film genre is "my #1 priority," Dubuc said. There will also be 12 new unscripted reality series this year, including "Quad Squad" (Feb 9 premiere) about 4 identical sisters and "One Born Every Day" (Feb 1), where 40 cameras record events in maternity wards. Dubuc said she's "well, well aware" of the importance of stewarding the Lifetime brand. [More on the AETN session in the next CableFAX]. -- After skipping the last TCA, Turner made up for lost time by booking a large block on Thurs morning and treating critics to a mix of outrageous hospital hi-jinks, lawyerly fun, alien invasion and men of a certain age, including not only Ray Romano but also Drew Pinsky and Piers Morgan. Sometimes a TCA panel perfectly matches the show it's promoting. The large panel for Adult Swim's satire of medical dramas "Children's Hospital" (summer premiere, 11:30pm) was as zany as the show itself. Even at 8:45am there was barely a sane moment as cast and creators batted back TCA reporters' questions with jokes mixed with only a smidge of seriousness. Asked about the coming season's highlights, creator *Rob Corddry* answered: "fat suits, tons of nudity, Vietnam vets, ever heard of Wigs? Brazil." TCA critics inquired about the cost of the excessive amount of theatrical blood used in the series. "Oh, you want to know about the bloodget?" joked exec prod/actor David Wain. "The blood is actually chocolate syrup, and it's delicious," said actor Rob Huebel. Ken Marino was asked about his preparation for playing a jewish character. "It was a simple surgery...and I was good to go." A bit of seriousness: Corddry noted the show is scripted, although there's some improvisation. Wain and exec prod Jonathan Stern pointed out the series is unusual in that it was born on the Web, rather than from the usual broadcast-notes process. Let's end on a fun note. Poking fun at an upcoming panel, Corddry answered a TCA question as Dr. Drew, asking a reporter if she was abused. -- Legendary actor Malcolm McDowell had some fun with critics right off the bat as TNT brought out the cast of new legal series "Franklin & Bash." When the first question was about his role in Stanley Kubrick's iconic "A Clockwork Orange," McDowell deadpanned: "I'm glad you mentioned that film. It only took 10 seconds." Since that film came out in, McDowell has appeared in countless films (4 in the last year) and joked that he's now doing a cable show because "I thought it was time that I got serious about my work." Exec prod Bill Chais said the "bromance" theme of the show (2 young hotshot lawyers join McDowell's button-down firm) seemed appropriate for cable. "It does feel like a cable show to us, and it has felt like a cable show to us from the very beginning," he said. "And we're fortunate to have that kind of freedom." Meanwhile, TNT showed critics a movie-like trailer for its new alien invasion action-drama "Falling Skies" (June '11) which has been a long-time baby of Steven Spielberg and now stars "ER" alum Noah Wyle as part of a rag-tag group of alien resistance fighters. Producers said Spielberg remains heavily involved in the show. "He would weigh in on the amount of dust coming from a footstep because it would tell you something about the weight of the alien," said exec prod Robert Rodat. And the show will retain that Spielberg mix of action and character. "It's really a family show as much as a genre show," noted exec prod Darryl Frank. -- TV execs rarely mention other networks in their public speeches at TCA. But Turner programming head Michael Wright ignored the convention. Declaring himself an unabashed TV fan, Wright said today is "a great era" for television and he's "hopeful" for the future based on shows like "Nurse Jackie," "Mad Men," "True Blood," "Boardwalk Empire," "Big Bang Theory" "to our own 'Men of a Certain Age."" Speaking of Men, season 2 will be split in two, with 6 eps early in the year and 6 in the summer. "We wanted to reset the show in the summer and give it a chance to really incubate and grow, we have found it's a great time for to launch shows, develop an audience," Wright said. "Maybe by moving it to the summer, we can grow, because...this is a fantastic show that too many people, at this point, don't know about, and I think we can continue to get them there." In its first season, Men was seen by an average of 4.2mln viewers. There are few more polished presenters in cable than Dr Drew Pinsky, who's known mainly known now for his MTV Nets rehab series. His next challenge will be a daily prime time series on HLN at 9pm ET, beginning March 28. Pinsky said he's committed to "really approach" stories "in a different way and get the story right...to get to the bottom line of what is really going on here." A practicing physician, Pinsky said instead of reporting that Miley Cyrus is smoking out of a bong, he'd talk about "this young woman who is deeply in trouble, who is in pain...this is a young woman whose parents just divorced." Pinsky also noted he's in the media because it allows him to play an educational role. "It's a really powerful instrument...I believe physicians should be populating the media...I want to make a difference and this is the way to do it," he said. -- Clips at TCA of A&E's upcoming "Breakout Kings" (March 13, 10p) was reminiscent of "Kelly's Heroes," a film where military prisoners were trained to work with the good guys. Here, we have elusive prisoners who've been tasked to help US Marshals track fugitives and there's plenty of tension between

the good guys and the bad. "But who is good, who is bad? It's not always clearly defined," said actor Brooke Nevin, who plays a US Marshal. Adding more gray to the plot, even the feds are "running from something," said Laz Alonso, who also plays a Marshal. The series comes from Nick Santora and Matt Olmstead, the creative team behind "Prison Break." In fact, Tea Bag from Prison Break will appear in Breakout Kings. Buoyed by the success of original drama "The Glades," A&E in '11 will invest a record amount in originals and present 15 new originals, AETN chief Bob DeBitetto said. The net picked up season II of reality series "Storage Wars" (2.3mln total viewers avg) and is in production on "Relapse" (2Q '11), about high-risk addicts from the producers of A&E's "Intervention." -- Clips from Lifetime reality series "Seriously Funny Kids" (Feb 1, 9pm, premiere) reminded one of Art Linkletter's and later Bill Cosby's work with kids. But the show also has more than interviews with little kids. "We try to shake it up every week," host Heidi Klum said. "I cook with kids, we do hidden camera things," she added. Clips from Lifetime original film "Amanda Knox: Murder on Trial in Italy" (Feb 21 premiere) indicated it will play right down the middle. Did the American exchange student murder her British roommate in Italy? "I don't think we'll ever really know," said Hayden Panettiere, who plays Amanda. Exec prod Trevor Walton said "we were very careful...impartial...and responsible" in creating the film about the case, which is ongoing. The primary source of the script is the Massi Report, the 400-page court document. Lifetime was very careful about any discrepancies in the script, said Marcia Gay Harden, who plays Amanda's mother in the film, which was shot in Italy.

Getting Scripted: BET and TV One both entered the world of scripted TV with a blast at TCA this week, upping the ante for content targeting African-American viewers. "Scripted allows us to tell very detailed stories in a broad way," said BET pres, original programming Loretha Jones said Thurs at BET's session. At TV One's session on Wed, pres/CEO Johnathan Rodgers noted huge growth in buying power in the African-American community—and said advertisers are starting to notice (About 1K brands now advertise on TV One). BET brought up the cast of Queen Latifa produced "Let's Stay Together" (Jan 11), a rom-com series that follows several couples who are friends and must cope with modern life. Latifa noted a "supply and demand problem" with shows focused on black characters (much demand, little supply). Meanwhile, she said she isn't sure if she'll make an appearance on camera. BET also picked up "The Game" (Jan 11), which was a show on The CW that went off the air 2 years ago. One change is that the show has evolved into more of a single-camera style, but Akil said the focus on comedy will remain—with dramatic undertones. "We're not laughing at our characters," he said. "They're not buffoons. They're real people in touch situations, and we find the comedy in that." Meanwhile, TV One is aggressively moving forward with its own original fare, with execs and talent telling critics that its first scripted series "Love That Girl" (Jan 10), starring Tatyana Ali of "The Fresh Prince of Bel Air" fame as a determined real estate agent surrounded by eclectic characters, is "feeding an audience that's underserved," as Ali put it. "People want to feel good and laugh," she said. Added Bentley: "In this economy and this climate, people want to laugh again." Actor Phil Morris said the cast feels a sense of responsibility. "The TV One vibe is off the hook," he said. "I mean, we're doing something here. We're starting something important. We're helping to grow something that's important." TV One will also debut "Way Black When," with hosts Niecy Nash and Christopher "Kid" Reid bringing on guests with pedigrees from the 80s and 90s, respectively. "It's all about celebrating your art," said Reid. "They all are icons, and we treated them as such."

<u>Advertising/Marketing</u>: BBC America and The Weinstein Company inked a deal surrounding feature film "The King's Speech," which will be promoted on the net and at bbcamerica.com and bbc.com. Also, the net will air a special behind-the-scenes doc about the movie as part of Golden Globes-dedicated programming. -- Rentrak signed Nat Geo as a customer of AdEssentials, which Rentrak says is 1st system to offer 3rd party reporting and verification of ad impressions delivered on the VOD platform.

<u>People</u>: Cox appointed Len Barlik evp, prod management and dev. -- Joshua Mintz was tapped as sr evp, Telemundo Ent.

**Business/Finance:** Mediacom shareholders will cast their votes Jan 14 for *Rocco Commisso*'s board-approved, \$8.75/share privatization bid. -- A settlement of a lawsuit calls for **Playboy** to pay **DirecTV** \$13mln in cash. As part of the deal, the parties forged a new affil agreement granting DirecTV the non-exclusive rights to several Playboy nets.

#### **CableFAX Week in Review**

Company	Ticker	01/07	1-Week	YTD
о ора,		Close	% Chg	%Chg
DDO A DC A CTEDC /DDC /NAA	NDC	Ologe	70 Ong	/ourig
BROADCASTERS/DBS/MN DIRECTV:		<i>4</i> 1.86	6 62%	25 52%
DISH:				
DISNEY:				
GE:				
NEWS CORP:				
MSOS				
CABLEVISION:				
CHARTER:				
COMCAST:				
COMCAST SPCL:				
GCI:				
KNOLOGY:				
LIBERTY CAPITAL:				
LIBERTY GLOBAL:				
LIBERTY INT:				
MEDIACOM:	MCCC	8.60	0.82%	92.39%
SHAW COMM:	SJR	20.65	(0.39%)	0.39%
TIME WARNER CABLE	:TWC	66.75	2.22%	61.27%
VIRGIN MEDIA:				
WASH POST:	WPO	442.56	4.62%	0.67%
2222244444				
PROGRAMMING CBS:	CBC	10.05	0.569/	27.019/
CROWN:				
DISCOVERY:GRUPO TELEVISA:				
HSN:INTERACTIVE CORP:				
LIBERTY:				
LIBERTY STARZ:				
LIONSGATE:				
LODGENET:				
NEW FRONTIER:				
OUTDOOR:				
PLAYBOY:				
SCRIPPS INT:				
TIME WARNER:				
VALUEVISION:				
VIACOM:				
WWE:				
****			(0. 10 /0)	(7.0170)
TECHNOLOGY				
ADDVANTAGE:	AEY	3.15	(0.94%)	59.90%
ALCATEL LUCENT:	ALU	2.98	(0.67%)	(10.24%)
AMDOCS:	DOX	27.09	0.30%	(5.05%)
AMPHENOL:	APH	51.84	(2.46%)	12.26%
AOL:	AOL	23.59	(3.67%)	1.33%
APPLE:				
ARRIS GROUP:	ARRS	11.67	7.26%	2.10%
AVID TECH:	AVID	17.31	(4.89%)	35.66%
BIGBAND:				
BROADCOM:				
CISCO:	CSCO	20.97	7.26%	(12.41%)
CLEARWIRE:	CLWR	5.61	7.68%	(17.01%)
COMMSCOPE:	CTV	31.38	0.13%	18.28%
CONCURRENT:	CCUR	4.80	1.27%	21.21%

Company	Ticker	01/07	1-Week	YTD
		Close	% Chg	%Chg
CONVERGYS:	CVG	13.75	4.09%	27.91%
CSG SYSTEMS:				
ECHOSTAR:	SATS	25.47	17.81%	26.46%
GOOGLE:				
HARMONIC:	HLIT	8.50	2.91%	34.49%
INTEL:	INTC	20.66	(3.73%)	1.27%
JDSU:				
LEVEL 3:				
MICROSOFT:	MSFT	28.60	2.51%	(6.17%)
RENTRAK:	RENT	28.03	(5.69%)	58.63%
SEACHANGE:	SEAC	9.04	3.55%	37.80%
SONY:				
SPRINT NEXTEL:	S	4.68	10.90%	27.87%
THOMAS & BETTS:	TNB	47.60	(1.24%)	33.00%
TIVO:	TIVO	9.98	19.24%	(1.96%)
TOLLGRADE:	TLGD	9.40	7.67%	53.85%
UNIVERSAL ELEC:	UEIC	27.14	(6.41%)	16.88%
VONAGE:	VG	2.78	17.30%	98.57%
YAHOO:				
TELCOS				
AT&T:	T	28.85	(1.23%)	2.93%
QWEST:	Q	7.39	(0.27%)	75.53%
VERIZON:	VZ	35.93	3.72%	8.45%
MARKET INDICES				
DOW:				
NASDAQ:				
S&P 500:	GSPC	1271.50	2.22%	11.07%

### WINNERS & LOSERS THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CI
1. VALUEVISION:	5.86	23.37%
2. TIVO:	9.98	19.24%
3. LEVEL 3:	1.11	18.09%
4. ECHOSTAR:	25.47	17.81%
5. DISH:	21.14	17.64%

ILIO MEEK 2 SINCK LKICE FASERS		
COMPANY	CLOSE	1-WK CH
1. SCRIPPS INT:	48.41	.(7.05%)
2. UNIVERSAL ELEC:	27.14	.(6.41%)
3. RENTRAK:	28.03	.(5.69%)
4. DISCOVERY:	40.32	.(5.06%)
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