

CableFAX Daily™

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What the Industry Reads First

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MDU Mission: Verizon Exec Keen on MDU, Business Markets

Sounds like **Verizon** is counting down the days until Mar 7. That's when the **FCC's** order barring exclusive MDU video contracts and nullifying existing deals goes into effect. Several times during an investor presentation Thurs, pres/COO *Denny Strigl* expressed excitement over selling to apartments and other multiple-dwelling units. He mostly dismissed the notion of accelerating the rollout of FiOS, noting instead the opportunities that MDUs open up. At the end of 3Q, Verizon passed about 2.1mln MDUs but could only offer service to 400K, he said. "As we get our franchises in various markets..., which we expect in the next 12-18 months, I think we've got some very good upside in MDUs," Strigl said, later noting that FiOS could be leveraged in the small- and medium-business market as Verizon builds out to major cities. "Many of the small businesses look a lot like MDUs. Technologically, there is nothing that is hindering us," he said, adding that VZ will be able to offer FiOS video and data to the SMB market in 12-18 months. Strigl said Verizon is a product innovator, with other things beyond FiOS on the drawing board that could help it with the SMB market. With cable also ramping up in the SMB market, the exec added that the telco hasn't seen an impact from cable competition in SMB at this point. That's not to say cable isn't stealing away customers in other areas. "Where we do not have the FiOS product rolled out, we are seeing fierce bundling competition from cable. That's why we're rolling out FiOS as fast as we can," Strigl said. The theme from this week's **Citigroup** conference has been the negative impact companies are facing from the economic downturn. The Verizon honcho said he didn't see what all the hubbub was about, boasting that the telco's seen "virtually no economic impact." All he mentioned was a light pickup of bad debt on the wireless side. Any DSL slowing has been more of a competitive impact than an economic one, Strigl added.

Content Sharing: **CBS Sports** programming will soon air on **CSTV**, part of **CBS'** plan to increase the content crossover between its cable and broadcast properties, said CEO *Les Moonves* at the **Citigroup** conference. Moonves cited segment synergy and the writer's strike as primary reasons for the initiative, a notable portion of which begins next month when **Showtime's** "Dexter" airs on CBS. The broadcast net's current TV season won't be hurt by the strike, Moonves said, because the dip in production costs will "more than offset" any ad losses due to poorer ratings. On the multiplatform front, Moonves adores DVRs, claiming users primarily watch network shows with the devices, and believes online clips are additive, not cannibalistic. He also touted the inclusion of 6 Showtime series on **iTunes'** list of top 10 downloaded shows. Overall, the premium net added 1.3mln subscribers in '07.

Carriage: **ReelzChannel** scored several **Mediacom** launches in recent weeks, adding carriage in the MSO's South Central Div (includes GA, IL, IN, FL and AL) as well as in the North Central Div (MN, IA and SD). -- **Comcast** New England added **Fox Business Net** to its digital lineup and launched Thurs in MA, NH, ME and VT. FBN comes to CT Jan 31.



THE WAY
MOVIES
 WERE MEANT TO BE SEEN

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HD Nation: Mediacom expects to have 75 national HD channels in a couple years, thanks to switched digital and other technologies. Evp, CFO *Mark Stephan* made the prediction during a **Citigroup** presentation late Wed. Mediacom has adopted a model similar to **Cablevision's**, in which it is giving away a lot of HD content, including **ESPN**, **ESPN 2** and **Discovery**, for free. Subs just need to lease the HD set-top.

In the States: Comcast has inked with media company **Hometown Times** a licensing deal covering an initial pilot of 6 local community shows for the Atlanta DMA. -- **Cox** has chosen an **NDS** system as its preferred automated set top testing solution.

Fair Deal?: Verizon's proposed \$2.7bln sale of its land line business in northern New England to **FairPoint Comm** still requires approval by affected states VT, NH and ME, but the **FCC** has given its blessing. It is "unlikely" the deal will result in an anticompetitive environment, said the commission's order, adding that the public benefit of accelerated broadband deployment in the region will result. But commish *Jonathan Adelstein* dissented, as did fellow Dem *Michael Copps*, citing concerns about the deployment assumption and FairPoint's undertaking of massive debt, which continues to concern affected states. "There are no binding commitments, no reports to monitor progress, and no commitment to oversight [of broadband deployment]," wrote Adelstein of the order.

Competition: FiOS TV is now available to an additional 90K RI households, bringing to 170K the number of state homes with access to the service.

DTV Doings: NAB's DTV road show will visit DC Sat and Sun. The tour, which includes a 20-ft TV dubbed the "DTV Trekker," is slated to visit 200 markets over the next 13 months. The road show launched in Nov, but this is the 1st time it has parked in DC. A 2nd truck will hit the road next week, with FL its 1st destination.

Mobile: Cablevision's News 12 Nets launched a free service providing local traffic, weather and news to mobile devices. Customers that receive the linear net need only dial a number to access live audio streams while in NY, NJ or CT.

Check It Out: Cfax's travel-worn executive editor *Michael Grebb* has survived CES and lived to tell about it in a "video blog" recounting his week in Vegas. That, as well as some written CES musings, are available at www.cable360.net.

Online: Google Maps bowed a new mapplet from **The Weather Channel Interactive** allowing users to access current weather conditions available on maps with a single click, as well as points of interest such as airports and golf courses. **Google Earth** will also feature weather data from TWCI. -- **CNBC.com** has agreed to provide content and multimedia features to **NYTimes.com**, and in return the *NY Times* will provide print and online coverage to the site. -- **NBCU** has partnered with **Microsoft** to create **NBCOlympics.com on MSN**, slated to feature thousands of hours of live and on demand content, results and analyses from the Summer Games in Beijing (Aug 8-24).

Programming: Spike has ordered 6 eps of narrative series "DEA" (spring), offering an inside look at the Drug Enforcement Administration. -- **USA's** "The Big Adventures of Little Shawn and Gus," a series of animated vignettes (up to 2min) based on the net's popular series "Psyche," premieres Fri during the show's 2nd break. **Alltel Wireless** presents the initial ep. -- **ESPN** plans to air all 16 of its IndyCar Series event in high-def, beginning Mar 29. -- Immediately following the Season 2 premiere of **TBS'** "10 Items or Less" (Tues, 11pm), the entire cast of the



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show will answer viewers' questions during a live Webcast.

People: MTVN is bidding good-bye to HR chief *JoAnne Adams Griffith*, who will leave the company after 21 years to pursue an independent consulting practice. *Catherine Houser* was elevated to the role of evp, HR, reporting to *Judy McGrath*. -- **Comcast SportsNet** appointed *Ray Warren* evp/chief revenue officer, a new position responsible for maximizing national and local ad rev. Also, the net group promoted *John Ruth* to evp, finance, planning and business operations, and *Russ Chandler* to svp, business development. -- **Oxygen Media** appointed *Cynthia Chu* vp/CFO. -- **Outdoor Channel** appointed *Michael Kim* vp, affil sales.

Public Affairs: **Outdoor Channel** hosts its 4th annual sailfish tourney to help raise money for the **Paralyzed Veterans of America** (Mon-Wed, Islamorada, FL). Last year's Offshore Classic raised more than \$10K for the charity.

Business/Finance: **Starz** has secured long-term financing for films produced by subsidiary **Overture Films**, including a \$225mln credit facility provided by a group of banks led by **JP Morgan** and **CIT Group**, and \$100mln in mezzanine financing from parent **Liberty Media**. -- **Stifel Nicolaus** initiated coverage of **EchoStar Holdings** with a 'Buy' rating and \$39 price target.

CableFAX Daily Stockwatch

Company	01/10 Close	1-Day Ch	Company	01/10 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	43.47	(0.63)	APPLE:	178.02	(1.38)
DIRECTV:	21.96	0.12	ARRIS GROUP:	8.55	0.80
DISNEY:	30.67	0.51	AVID TECH:	25.00	(0.05)
ECHOSTAR:	30.32	0.02	BIGBAND:	4.38	0.02
GE:	35.92	0.12	BLNDER TONGUE:	1.65	(0.04)
HEARST-ARGYLE:	19.95	0.04	BROADCOM:	24.99	0.56
ION MEDIA:	1.36	0.03	CISCO:	26.24	0.00
NEWS CORP:	20.12	0.27	COMMSCOPE:	44.10	1.73
TRIBUNE:	33.98	0.00	CONCURRENT:	0.69	(0.03)
MSOS					
CABLEVISION:	23.63	0.25	CONVERGYS:	15.11	0.07
CHARTER:	1.14	0.06	CSG SYSTEMS:	13.41	0.21
COMCAST:	17.22	0.16	ECHOSTAR HOLDING:	30.92	(1.28)
COMCAST SPCL:	17.10	0.17	GEMSTAR TVG:	4.74	0.04
GCI:	8.29	0.34	GOOGLE:	646.73	(6.47)
KNOLOGY:	11.45	0.56	HARMONIC:	9.52	(0.02)
LIBERTY GLOBAL:	37.82	0.92	JDSU:	11.83	0.34
LIBERTY INTERACTIVE:	16.19	(0.07)	LEVEL 3:	3.00	0.07
MEDIACOM:	4.73	0.42	MICROSOFT:	34.33	(0.11)
NTL:	28.22	0.00	MOTOROLA:	14.93	0.14
ROGERS COMM:	42.97	0.00	NDS:	49.97	(3.64)
SHAW COMM:	22.61	0.21	NORTEL:	12.51	(0.22)
TIME WARNER CABLE:	24.15	(0.04)	OPENTV:	1.29	0.06
WASH POST:	800.78	9.07	PHILIPS:	40.54	0.44
PROGRAMMING					
CBS:	24.61	0.61	RENTRAK:	12.79	0.42
CROWN:	5.24	0.01	SEACHANGE:	7.44	0.65
DISCOVERY:	24.00	(0.04)	SONY:	56.43	(0.76)
EW SCRIPPS:	41.97	(0.08)	SPRINT NEXTEL:	12.82	0.48
GRUPO TELEVISA:	23.23	0.69	THOMAS & BETTS:	47.41	0.45
INTERACTIVE CORP:	24.02	(0.3)	TIVO:	7.32	0.44
LODGENET:	15.48	(0.24)	TOLLGRADE:	7.56	(0.1)
NEW FRONTIER:	5.10	(0.02)	UNIVERSAL ELEC:	25.14	0.61
OUTDOOR:	6.17	(0.02)	VONAGE:	2.12	0.16
PLAYBOY:	8.49	0.12	VYYO:	2.50	0.07
TIME WARNER:	16.06	0.13	WEBB SYS:	0.05	0.00
UNIVISION:	36.23	0.00	YAHOO:	24.09	1.53
VALUEVISION:	5.06	(0.15)	TELCOS		
VIACOM:	40.35	0.06	AT&T:	38.75	(0.25)
WWE:	14.13	0.07	QWEST:	5.97	0.05
TECHNOLOGY					
3COM:	4.38	0.11	VERIZON:	43.45	0.98
ADC:	13.31	0.20	MARKET INDICES		
ADDVANTAGE:	5.17	(0.25)	DOW:	12853.09	117.78
ALCATEL LUCENT:	6.71	0.10	NASDAQ:	2488.52	13.97
AMDOCS:	33.36	2.90			
AMPHENOL:	40.70	0.33			

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Tarnished Globes, Gilded Shows

The **WGA** strike, though meritorious, has deflated the Golden Globe Awards, distilling the annual telecast to a press conference. This transformation of the event's usual glitziness to relative glumness has produced a number of losers, including **E!** and **TV Guide Net**, which had their popular red carpet programming plans pulled from beneath them. But there will still be winners, and cable has ample opportunity to grab a major haul. The question becomes who will emerge victorious? Below our fearless prognostications for select categories:

TV Drama: Chad likes **AMC's** "Mad Men" for the series' pure inventiveness, not to mention solid acting...although "House" (**Fox**) looms a deserving and formidable foe. Seth agrees Mad Men should win, House will win.

Drama, Actress: *Kyra Sedgwick* of **TNT's** "The Closer" deserves a 2nd consecutive win, says Chad, arguing that the show's entire complexion changes without her. The sentimental choice is *Edie Falco* ("The Sopranos," **HBO**), but on merit, Seth says, it's *Glenn Close's* ice queen ("Damages") or *Minnie Driver's* complete transformation on **FX** ("The Riches").

Drama Actor: *Hugh Laurie* is so convincing in House that Chad would love to teach his character a lesson in humility and grace, preferably in a dimly lit alley. Seth admits Laurie will win, but *Jon Hamm* (Mad Men) should.

TV Comedy: While Chad covets a walk-on role in "Entourage" (**HBO**), he also thinks its combination of hijinks, characters and accuracy are tough to beat. Seth likes Entourage, too, but fears "30 Rock" (**NBC**) will take it.

Comedy Actress: Chad dares you to watch *Tina Fey* in 30 Rock without marveling at her masterful delivery...go ahead, try. Seth reluctantly concedes to Chad here.

Comedy Actor: Same with *Alec Baldwin* in 30 Rock, who, Chad feels, is actually better than Fey. An unlikely two in a row for Chad, Seth agrees.

Worth a Look: "Queen Sized," Sat, 9pm, **Lifetime**. It feels like the *Carole Black* era again. **Lifetime** programs, some at least, are synergistic and deal with issues important to viewers. Ep 2 of "How to Look Good Naked" (Fri, 9pm) is followed Sat by "Queen Sized," an original about a chunky high schooler. Both speak to women's body issues, taking the 'you work with the figure you've been given' approach. Queen is a good, if predictable, outing for *Nikki Blonsky*, who reprises the chubby-girl-triumphs role from her "Hairspray" debut. Still, Queen will sync with viewers of Naked, which debuted as Lifetime's best reality opener. -- "Jamie at Home," Sat, 9:30am, **Food**. Speaking of naked, **Food** deploys *Jamie Oliver*, aka "The Naked Chef," as its in-the-kitchen block battles **PBS'** Sat cooking shows. His naked approach, explained clearly, seasoned with insight, makes even neophytes feel at home. -- "Naked Happy Girls: San Francisco," Sat, 10pm ET, **Playboy TV**. You knew the naked theme would get us here eventually. Season 2 of the reality series about a photog who asks women to pose naked for his book goes West, with excellent results. SA

Basic Cable Rankings (12/31/08-1/06/08) Mon-Sun Prime			
1	USA	2.1	2022
2	DSNY	1.9	1791
3	TNT	1.8	1707
4	TBSC	1.4	1405
4	NAN	1.4	1359
6	ESPN	1.3	1284
6	FOXN	1.3	1232
6	HALL	1.3	1083
9	A&E	1.1	1068
9	LIFE	1.1	1064
9	SPK	1.1	1040
9	VH1	1.1	1024
9	TRU	1.1	1022
14	FX	1	938
14	HIST	1	930
14	HGTV	1	923
14	SCIF	1	920
14	TOON	1	911
14	AMC	1	909
14	TVLD	1	904
21	CMDY	0.9	883
21	FAM	0.9	847
21	DISC	0.9	843
24	CNN	0.8	749
24	LMN	0.8	492
26	TLC	0.7	683
26	FOOD	0.7	644
28	MTV	0.6	584
28	BRAV	0.6	554
28	BET	0.6	525
28	EN	0.6	516
32	MSNB	0.5	491
33	APL	0.4	388
33	TTC	0.4	360
33	NGC	0.4	291
33	WGNC	0.4	269
37	ESP2	0.3	321
37	CMT	0.3	286
37	HLN	0.3	245
37	SOAP	0.3	236
37	GOLF	0.3	232
37	OXYG	0.3	219
37	WE	0.3	203
37	DHLT	0.3	202
37	GSN	0.3	201
37	SPD	0.3	189

*Nielsen data supplied by ABC/Disney



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