

CableFAX Daily™

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What the Industry Reads First

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Inauguration Station: Unmatched Coverage Planned For Obama's Oath of Office

Where Pres-elect *Barack Obama* is sworn in on Tues, there will be a lot of firsts—including unprecedented television coverage. Even **ESPN** is getting into the Inauguration mix with “SportsCenter” presenting live coverage of the swearing-in ceremony starting at 11:30am. The net will also intersperse vignettes of sports figures talking about what Obama's election means to them throughout the day. **Comcast** has decided to turn its 24/7 news mosaic channel into an Inauguration Central with simultaneous live coverage from the major cable news channels on one screen. 5 of the mosaic channel's feeds will be devoted to live coverage from **CNBC, CNN, Headline News, C-SPAN, Fox News** and **MSNBC**. The 6th window, usually occupied by **Weather Channel**, will highlight VOD offerings of Obama speeches and related content. That content, which includes Obama's '04 DNC speech, is being provided by C-SPAN. Several MSOs are also offering the C-SPAN VOD content, with the net expecting to have Tues' Inauguration speech available for VOD late that evening. “Technology is a clear priority for the upcoming Obama administration and we're using our technology leadership to deliver the most relevant video, interactive television, On Demand and broadband experience for consumers who want to be engaged leading up to his first day in office,” said *Derek Harrar*, svp, gm of Comcast video services. **DirectTV** will offer a similar service with its Inauguration Mix channel (Channel 102 SD; 352 HD). The satellite player will feature broadcasts from 8 channels on 1 screen along with a real-time blog ticker. Other outside-the-box approaches to the big event include **MSNBC** presenting live coverage in **Starbucks** and movie theaters across the country. The net's teaming with **Screenvision** to host live viewings Tues in 27 theaters in 21 cities, including L.A., Philly and Memphis (details at MSNBCEvents.com). MSNBC coverage will also air on TV screens in 650 Starbucks in NYC, Seattle and San Fran, marking the 1st time the coffee chain has aired a live broadcast along with audio. Some companies have declared Tues a company holiday. **BET** is giving all full-time employees company-wide, except key personnel required to work for operational reasons, the day off. BET CEO *Debra Lee* has encouraged everyone to use that day to observe, and where possible, participate in the historic events related to Obama's Inauguration, a rep said.

Charter Doings: Still dogged by crippling debt and a share price of approx 13 cents, **Charter** has modified the compensation packages of certain execs including CEO *Neil Smit* “to provide incentives to management to maximize enterprise



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value” while the MSO strives to improve its balance sheet through discussion with bondholders, according to a **SEC** filing. Charter’s board will conditionally pay plan balances under its Exec Cash Award Plan, previously scheduled to vest on Dec 31, and eliminate the plan; it will also restructure value bonus plans to stagger payouts based on completed steps in the MSO’s desired restructuring. Separately, Charter has divested certain cable systems to **Midcontinent Comm** that include approx 14K basic subs in several MN communities. **RBC Daniels** acted as the exclusive financial adviser to Charter.

Pink Slips: **Motorola** will trim 4K jobs this year, three-quarters of them from its mobile devices segment. This after it announced 3K cuts in Oct and in Dec, reduced exec pay and temporarily suspended all company matching of employees’ 401(k) plans. Moto said the most recent move will save approx \$700mln annually beginning this year, and \$1.5bln/year when combined with the Oct reduction. It expects 4Q rev to total \$7-\$7.2bln, below many analysts’ expectations.

Broadband Stimulus: **Obama’s** broadband stimulus efforts may not be as sweeping as some have thought, said **Blair Levin**, a transition adviser for the pres-elect, at a Wed conference. Levin is on an administrative leave from **Stifel Nicolaus** to serve on the transition team. Said his firm in a research note: “We suspect broadband stimulus is not likely to be as ambitious as various groups have sought... though it could represent a down payment.”

On the Hill: In a letter to Pres-elect **Obama** Wed, House Commerce ranking member **Joe Barton** (R-TX) and 14 other committee Republicans said talk of a DTV delay is “breeding stultifying uncertainty, and that an actual delay would be a monumental error in judgment that would damage the program and the public... No one said this is going to be easy, but we have unquestionably made the right decision to complete the digital transition on Feb 17, 2009.” -- Rep **Cliff Stearns** (R-FL) was named ranking member of the House Telecom subcmte.

In the Courts: A court order has been issued in the case filed early last year by **NFL Net** against **DISH**, which allegedly violated the pair’s contract by moving the net to a less distributed programming package. That much we know. What remains unknown is exactly what was ordered, as both parties have different interpretations of the ruling that will be unsealed Thurs. Late Tues, DISH said that it’s “pleased that the court denied the NFL Network’s motion for summary judgment to enforce the 2006 agreement between the parties,” which required carriage of the net on a particular tier. On Wed, NFL Net called the DBS op’s release “highly misleading,” saying the court actually granted summary judgment. More info will emerge Thurs. -- **The US Patent and Trademark Office** granted a petition from **EchoStar** to re-examine the validity of **TiVo’s** “Time Warp” DVR patent. In ’06, a jury found that EchoStar/**DISH** infringed on it, with a federal appeals court upholding the finding last year. TiVo pooh-poohed the development, saying that the USPTO made no substantive findings and that it grants most patent re-examination requests. DISH and EchoStar applauded the move, saying USPTO found that “there is a ‘substantial new question’ of patentability.” Meanwhile, an evidential hearing is slated in TX for Feb 17 and 18 on TiVo’s claim that EchoStar is in contempt of an injunction requiring it to disable DVR functionality.

TCA Notebook: **TLC** is partnering with **NASCAR Media Group** to present a look at the women behind the men behind the steering wheels in “NASCAR Wives,” premiering as a special Jan 24, 10pm, right after TLC’s coverage of the “Miss America Pageant.” Wives returns in the spring as a series. While 40% of its fan base is women, NASCAR believes the series will help it gain exposure to new segments of the population, said NASCAR Media Group COO **Jay Abraham**. -- **Investigation Discovery** offered one of the most intriguing series of TCA with “Dallas DNA” (Apr 28, 10pm), which follows

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Debra Lee
Title: President
BET Networks



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BUSINESS & FINANCE

the staff of the Conviction Integrity Unit of Dallas County. The only such unit of its kind, the CIU re-examines cases using DNA evidence. Shockingly, 18 of the 40 cases it analyzed were wrongful convictions. — **Animal Planet** large predator expert *Dave Salmoni* felt TV work was causing his other skills—studying and training animals in the bush—to get rusty. Accordingly, Animal Planet gm *Marjorie Kaplan* let Salmoni go to Namibia for 6 months where he attempted to train a pride of lions that had been removed from a preserve because they'd become too dangerous. The results will be seen in "Walk the Lion" (spring premiere). Salmoni's sidekick on TCA's stage was a 5-month-old cub lion.

People: *Ed Carroll* was promoted to COO, **Rainbow Ent Services**. -- **OWN: The Oprah Winfrey Net** named *Brent Willman* CFO. -- Former **Discovery Intl** pres *Dawn McCall* along with 10 other former **Discovery** execs have formed **International Media & Ent Partners**, a media consultancy specializing in advising clients on improving their existing media businesses and expanding internationally. IME's team includes former sr evp, HR *Pandit Wright*; former CFO *Barbara Bennett* and former svp, intl comm *Susan Ritchie*. -- **Turner Ent Ad Sales/Marketing and Acquisitions** promoted *Linda Yaccarino* to evp/COO.

Oops: **Discovery Comm** upped *Rebecca Glashow* to svp, digital media distribution, not evp.

CableFAX Daily Stockwatch

Company	01/14 Close	1-Day Ch	Company	01/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AMDOCS:	19.70	0.05
BRITISH SKY:	24.63	(0.18)	AMPHENOL:	21.90	(0.85)
DIRECTV:	20.72	(0.49)	APPLE:	85.33	(2.38)
DISHNEY:	20.80	(0.4)	ARRIS GROUP:	6.88	(0.6)
ECHOSTAR:	12.33	(0.24)	AVID TECH:	10.81	(0.61)
GE:	14.11	(0.83)	BIGBAND:	5.89	0.34
HEARST-ARGYLE:	5.03	(0.55)	BLNDER TONGUE:	0.83	(0.15)
NEWS CORP:	8.75	(0.44)	BROADCOM:	16.15	(0.54)
MSOS					
CABLEVISION:	17.54	(0.19)	CISCO:	15.74	(0.71)
CHARTER:	0.13	(0.01)	CLEARWIRE:	3.98	0.00
COMCAST:	14.81	(0.52)	COMMSCOPE:	13.68	(1.1)
COMCAST SPCL:	14.15	(0.49)	CONCURRENT:	3.15	(0.12)
GCI:	6.56	(1.13)	CONVERGYS:	7.01	(0.27)
KNOLOGY:	4.69	(0.35)	CSG SYSTEMS:	14.59	(0.25)
LIBERTY CAPITAL:	4.85	(0.29)	ECHOSTAR HOLDING:	14.50	(0.21)
LIBERTY ENT:	16.62	(1.04)	GOOGLE:	300.97	(13.35)
LIBERTY GLOBAL:	17.26	(0.42)	HARMONIC:	5.26	(0.43)
LIBERTY INT:	3.09	(0.16)	INTEL:	13.08	(0.59)
MEDIACOM:	4.14	(0.33)	JDSU:	3.76	(0.61)
SHAW COMM:	16.00	(0.67)	LEVEL 3:	1.08	(0.15)
TIME WARNER CABLE:	18.91	(0.45)	MICROSOFT:	19.09	(0.73)
VIRGIN MEDIA:	4.31	(0.16)	MOTOROLA:	4.11	(0.21)
WASH POST:	398.90	(13.07)	NDS:	59.55	(0.34)
PROGRAMMING					
CBS:	7.22	(0.37)	OPENTV:	1.12	(0.03)
CROWN:	1.96	(0.01)	PHILIPS:	17.44	(1.82)
DISCOVERY:	14.75	(0.25)	RENTRAK:	11.94	0.00
EW SCRIPPS:	2.00	0.02	SEACHANGE:	6.34	(0.67)
GRUPO TELEVISA:	14.35	(0.18)	SONY:	22.32	0.08
HSN:	4.37	(0.26)	SPRINT NEXTEL:	2.27	(0.21)
INTERACTIVE CORP:	14.85	0.08	THOMAS & BETTS:	21.97	(1.19)
LIBERTY:	24.56	(1.76)	TIVO:	6.81	(0.22)
LODGENET:	0.95	(0.09)	TOLLGRADE:	5.00	(0.25)
NEW FRONTIER:	2.15	0.07	UNIVERSAL ELEC:	13.63	(1.13)
OUTDOOR:	5.50	(0.67)	VONAGE:	0.61	(0.02)
PLAYBOY:	1.69	(0.17)	YAHOO:	12.41	0.31
RHI:	4.24	(0.76)	TELCOS		
SCRIPPS INT:	22.38	(1.06)	AT&T:	25.41	(0.58)
TIME WARNER:	9.43	(0.38)	QWEST:	3.40	(0.13)
VALUEVISION:	0.47	(0.01)	VERIZON:	30.56	(0.94)
VIACOM:	18.16	(0.95)	MARKET INDICES		
WWE:	10.22	(0.11)	DOW:	8200.14	(248.42)
TECHNOLOGY					
3COM:	2.39	(0.05)	NASDAQ:	1489.64	(56.82)
ADC:	4.83	(0.41)			
ADVANTAGE:	1.63	(0.15)			
ALCATEL LUCENT:	1.98	(0.15)			

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