

CableFAX Daily™

Tuesday — January 19, 2010

What the Industry Reads First

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Incoming: Liguori Ready for First Day in Silver Spring

Former **Fox Broadcasting Entertainment** chief *Peter Liguori* begins his tenure at **Discovery** on Tues. We asked him about his goals last week during **TCA** in Pasadena. **Where will you be based?** I'll be in Silver Spring, although I will keep a residence here [in CA]. My wife and daughter are going to be out here. My son is going to school back East in the fall, so I'll get a chance to see his football games. My daughter is a high school sophomore, so we'll see what happens at the end of the year. **What will be your top priorities?** Besides figuring out which Metro stop to get off [to reach Discovery's headquarters], which I'll be doing Sunday evening as a dry run, I would say [11-part "Planet Earth" follow-on] "Life" is the number 1 priority. The episodes are so spectacular that I feel as a company we need to honor that level of production with the greatest audience possible. And it's not about the ratings; it's that it deserves to be in front of as many people as possible. Anyone with a heartbeat must see that show. I want to give the audience every opportunity to see it. **Do you mean opportunities on multiple platforms?** What I really mean by that is that the word gets out there so that enough people come to see it. I want people to see that premiere because I want the word of mouth out there. If you watch it, you're going to tell people about it. You'll say 'You must watch that 2nd episode.' I can't fathom anyone seeing that 1st episode having a ho-hum reaction to it. In this culture in terms of marketing, enthusiasts are what grow your audience. **What attracted you to Discovery?** A few things; one was [Discovery chief *David*] *Zaslav*. He's one of the more infectious personalities out there. He's got an incredibly boyish curiosity about the upsides of this business. And you know what? He's an incredibly bold decision maker. He's transformed [Discovery's] culture and its networks, made some tough choices and I applaud that. The second thing is Discovery's reputation for high-quality content. In the scripted world, I was always thirsty for how we could explore levels of authenticity. And here it's all about that, with greater amounts of storytelling and seeking those characters who are really compelling. That's attractive to me. I noticed one day that everything I did at work was scripted, but everything I did at home was non-fiction—my reading and my TV viewing. Besides what I had to watch for my job, I used to race through the Discovery portfolio because I found it totally refreshing.

Competition: **Verizon** is unveiling several new **FiOS** bundles, positioning them as having more HD programming and in some cases, faster, symmetrical Internet speeds. The Ultimate bundle includes 90 or more HD channels, premium

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CableFAX Daily™

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TV One celebrates black pop culture,
movies, music, and more.



FOXY BROWN



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THE FLIP WILSON SHOW



WHAT'S HAPPENING

WAY BLACK WHEN

Every weeknight @ 8pm ET

This February TV One will commemorate Black History Month with four nostalgic weeks of throwback programming from *Way Black When*. Leverage TV One's marketing resources to connect viewers with a celebration of OUR history.


- Drive Product Sales
- Build Community Relations
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SIGN UP TODAY AT

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OUR
HISTORY
MONTH

This February only on 

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content from **Epix, Showtime, TMC, Flix** and **NFL RedZone**, FiOS voice and FiOS Internet with speeds up to 35/35 Mbps for \$140/month (\$150/mo in NYC, but the package includes **HBO, Cinemax** and 125+ HD channels). The new Extreme package features 65 or more HD channels, FiOS Internet with speeds of 25/25 and voice for \$125/mo (In NYC, the package is \$120/mo and includes 80+ HD channels plus Showtime). The FiOS Prime package retails for \$110/mo, has 40 HD channels, 15/5 Mbps Internet service and voice. New customers who sign up by Apr 17 get a 12-mo introductory price of \$90/mo for Prime, \$115 for Extreme and \$130 for Ultimate (\$90, \$100 and \$130 for NYC). The new, 2-year packages are where Verizon's new early termination fee comes in. It has doubled from \$179 to \$360 (the telco will pro-rate \$15 for every month of service fulfilled). -- The telcos are the 1st ops to trumpet their **Vancouver Olympics** coverage plans, with **AT&T** set to go 3 platforms deep. **AT&T Mobile TV** will feature the **NBC Olympics 2Go** channel and its round-the-clock coverage, including live competitions; **U-verse TV** will offer on demand access to 5 unique events and 15 highlight segments/day through NBCU, plus exclusive VOD videos spotlighting Team USA; and **Att.net/TeamUSA** will offer videos, interviews and features of American athletes. Meanwhile, at its Policy Blog, **Verizon** noted an on-screen interactive app that will offer medal counts, athlete bios and news, plus myriad VOD content that's already available, such as trivia and exploration of Olympic park in Calgary.

Helping Haiti: MTV is spearheading "Hope For Haiti," an earthquake relief global telethon that will air on **ABC, CBS, NBC, Fox, CNN, BET, CW, HBO, MTV, VH1** and **CMT**, Jan 22, 8pm (more nets may sign on). Star power for the 2hr telecast includes *George Clooney* and *Wyclef Jean*. CNN's *Anderson Cooper* will appear from Haiti. Donations will benefit **Oxfam America, Partners in Health, Red Cross, UNICEF** and **Yele Haiti Foundation**. **Facebook** and **MySpace** are joining in as social media partners. It'll also be made available to **MTVN Intl, CNN Intl** and **Nat Geo** channels worldwide. -- **Comcast** will make a donation valued at \$1mln for disaster relief in Haiti (\$50K in cash and the rest in other types of aid, including free airtime for earthquake PSAs and providing free digital voice services at no cost at a Miami-Dade neighborhood center for people to contact relatives in Haiti). -- **NCTA** is distributing a series of PSAs from First Lady *Michelle Obama*, **The Ad Council** and the **American Red Cross**. Several cable nets have said they will support the PSAs, including **CNN, TBS, TNT, Cartoon, Sundance, IFC, Discovery Nets, Hallmark, Lifetime Nets** and **Fox Networks**.

Net Neutrality: With more than 10K comments filed at the **FCC** on network neutrality, it's safe to say this rulemaking is going to take awhile. The usual suspects weighed in on the Commission's open Internet proceeding and hundreds, if not thousands, of citizens filed 1-page form letters, calling on the Commission to keep the Internet free from "blocking, censorship and discrimination." If you want more on the subject, the FCC will hold a staff workshop Tues on consumers and transparency as part of its open Internet proceeding. Speakers include **FTC** chmn *Jon Leibowitz*, **Time Warner Cable's** *Fernando LaGuarda* and **Media Access Project's** *Parul Desai*. Among the highlights from cable filers, **NCTA** said the FCC should refrain from adopting any rules at this time, saying even codifying the Commission's 4 open Internet principles would be unwarranted. **Time Warner Cable** drove home that point by filing a paper from 1st Amendment lawyer and prof *Laurence Tribe* and *Thomas Goldstein* arguing that proposed net neutrality mandates could be counterproductive and violate the 1st Amendment by attempting to regulate broadband providers' choices. **ACA**, which has complained about **ESPN360.com's** business model because it doesn't engage directly with consumers, proposed that net neutrality regulation include all providers of broadband content, apps, services and devices.

Broadband Dollars: **NTIA** and **RUS** will solicit bids separately for the 2nd round of broadband stimulus money, with \$4.8bln on the table. **NTIA** will dole out \$2.6bln, with approximately \$2.35bln made available for infrastructure projects (with a focus on middle mile projects that connect key community institutions), \$150mln to public computer centers and \$100mln to adoption programs. **RUS** is allocating \$2.2bln, with a focus on last mile projects. It will later open another funding window for satellite service grants. The agencies will accept applications from Feb 16-Mar 15 and announce all awards by Sept 30.

People: **Scripps Nets** named as evp, finance, Lifestyle Media *Lori Hickok*, who retains her title and responsibilities as svp, finance of finance for the parent co. Also, Scripps tapped *James Clayton* as evp, planning and strategy for the Lifestyle Media segment.

Editor's Note: **CableFAX** will be closed Mon in honor of MLK Day. Your next issue will be Tues, Jan 19.

TCA SPECIAL SECTION

Hulking Shows...

TCA started off uncharacteristically Fri with fightin' words, from pugilists and a wrestler. Former **WWE** icon *Hulk Hogan* whacked his old employer, contending *Vince McMahon* rides talent too long, pushing them "until he can shoot 'em and eat 'em." Hogan was at TCA to tout new employer TNA Wrestling, carried on **Spike** (Thurs, 9pm). "We're going to put out a better product... with much more energy," Hogan argued, noting TNA's focus on young, aggressive wrestlers. TNA's chief *Dixie Carter* (no, not the actress) said, "We want to change the public's perception of wrestling... we're giving fans an alternative... it's the truest of David and Goliath situations, we're scrappy and won't take no for an answer," she said. Meanwhile, the 56-year old Hogan won't be in the ring. "I'm behind the scenes now, in the dressing rooms... but I'm plugged in, brother... this is a 24-hour/day job," he added. Later in the morning, boxers *Joe Frazier* and *Larry Holmes* quietly but forcefully threw verbal punches at *Muhammad Ali* as they touted "Facing Ali," an Academy Award-nominated doc where 10 Ali opponents tell their stories about being in the ring with Ali (Spike, Feb 15, 9pm). While both fighters said they respect Ali as a fighter and a person, it was clear his trash talking wasn't appreciated. Holmes said "Ali can say he was one of the greatest, he earned that right, but so did we," he said referring to himself and Frazier.

NatGeo: One day after **Discovery** unveiled its 11-part nature and animal series "Life," **Nat Geo**'s new animal-centric Nat Geo Wild network (spring debut) was presented to critics. While Nat Geo chief *Steve Schiffman* acknowledged that cannibalization is always a concern, he downplayed the possibility. Wild programming chief *Geoff Daniels* said there's no plan to migrate Nat Geo content or talent to Wild. As Wild is a global property "we have the budget to develop our own" content and talent, Daniels added. Back on Nat Geo, critics chuckled at a light-hearted clip touting "Sizing Up Sperm" (Mar 14 debut), which reminded one of *Woody Allen*'s depiction of sperm in "Everything You Wanted to Know About Sex, But Were Afraid to Ask." Also on the slate is "Inside the State Dept" (summer), a behind-the-scenes look at Secretary Clinton's world and Virgin Galactic, a 4-part series chronicling *Sir Richard Branson*'s company that wants to take people into space for vacation. Already 30 people have paid the \$200K fee to reserve a seat on Branson's proposed space plane.

MTVN: **MTV** rolled out several new summer shows to critics: Puppeteer *Dan Milano* hid behind a table as he controlled his alter ego, telling critics that "Warren the Ape" is all about creating awareness for "people of fabric."

Meanwhile, *Andrew Jenks* told critics that his new show "The World of Jenks" in which he trails a different person for a week in each episode is all about preparation. "We have a pretty good idea of whether they're going to ham it up for the camera or just be themselves," he said. "The Hard Times of RJ Berger" is a comedy series about a high school geek whose classmates learn he's well-endowed, driving him to newfound popularity—and the ire of the school's top jock. "We sat around and told our horrific stories from high school," said producer *David Katzenberg*, recouting how they came up with episode ideas.

HBO: **HBO Films'** "Temple Grandin" (Feb 6) tells the true story of a child with autism who struggles, but eventually perseveres and becomes a professor of animal sciences. *Claire Danes* turns in an Emmy-worthy performance as Grandin. Both Danes and Grandin appeared during HBO's session. "The Wire" creator *David Simon* aims his pen at New Orleans in "Treme" (Apr 11), an 11-part heavily musical look at the lives of ordinary people, beginning 3 months after Katrina. One of the ensemble's stars New Orleans native *Wendell Pierce* took the part of a struggling trombonist, forsaking a role *Ray Romano* wrote for him in **TNT**'s "Men of a Certain Age." Noting "we [in New Orleans] lost everything," Pierce said "this [part] was more than a job... I wanted to be able to say to kids years from now that I did my part for New Orleans during its darkest hours." Meanwhile, movie star *Al Pacino*, who portrays assisted-suicide doc *Jack Kevorkian* in HBO's "You Don't Know Jack" (Spring 2010) told critics that speed is one advantage of TV over theatrical movies. "There's pros and cons in that," he said. "There's something about going fast that catches you up... There's more positive than anything else." Co-star *Susan Sarandon* said the experience of working in cable was freeing because HBO doesn't need to appeal to as broad a demographic as does a Hollywood movie. *Rosie O'Donnell* told critics that her HBO special "A Family is a Family is a Family," which features both gay and straight parents and their kids, wasn't conceived as an advocacy piece but "hopefully... will change a few minds" as it shows the diversity of modern families. She also hinted she could return to a regular TV gig with "a lot of talk with *Ms. Winfrey* doing her own channel" but didn't indicate whether she's actually talking to OWN.

Travel Channel: Late Thurs, **Travel Channel** touted its country-wide search for "America's Worst Driver" (Mar 14), where the winner receives a bicycle and a bus pass (honest). Another new series is "Food Wars" (Mar 10), where establishments that cook characteristic regional foods face off in taste test to determine whose cuisine is superior.

CableFAX Week in Review

Company	Ticker	1/15 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	37.37	3.49%	3.18%
DIRECTV:	DTV	33.32	(2.34%)	(0.09%)
DISH:	DISH	19.91	(5.91%)	(4.14%)
DISNEY:	DIS	30.60	(4.02%)	(5.12%)
GE:	GE	16.44	(0.96%)	8.66%
NEWS CORP:	NWS	15.53	(5.42%)	(2.45%)

Company	Ticker	1/15 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	26.92	2.44%	4.26%
COMCAST:	CMCSA	16.63	(1.71%)	(1.36%)
COMCAST SPCL:	CMCSK	15.86	(1.8%)	(0.94%)
GCI:	GNCMA	6.18	(3.44%)	(3.13%)
KNOLOGY:	KNOL	11.23	(2.01%)	2.84%
LIBERTY CAPITAL:	LCAPA	24.10	(5.01%)	0.92%
LIBERTY GLOBAL:	LBTYA	22.75	(4.97%)	3.93%
LIBERTY INT:	LINTA	11.22	(2.43%)	3.51%
MEDIACOM:	MCCC	4.61	(6.49%)	3.13%
RCN:	RCNI	10.04	(4.02%)	(7.47%)
SHAW COMM:	SJR	19.69	(2.28%)	(4.28%)
TIME WARNER CABLE:	TWC	46.04	10.91%	11.23%
VIRGIN MEDIA:	VMED	17.13	0.53%	1.78%
WASH POST:	WPO	446.86	(1.58%)	1.65%

Company	Ticker	1/15 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	13.26	(6.29%)	(5.62%)
CROWN:	CRWN	1.57	4.67%	8.28%
DISCOVERY:	DISCA	32.43	(1.07%)	5.74%
GRUPO TELEVISIA:	TV	20.41	(1.69%)	(1.69%)
HSN:	HSNI	19.93	(4.96%)	(1.29%)
INTERACTIVE CORP:	IACI	21.33	1.47%	4.15%
LIBERTY:	L	37.21	(1.79%)	2.37%
LIBERTY STARZ:	LSTZA	50.00	1.58%	8.34%
LIONSGATE:	LGF	5.47	(6.34%)	(5.85%)
LODGENET:	LNET	5.95	10.39%	7.59%
NEW FRONTIER:	NOOF	2.30	21.05%	21.69%
OUTDOOR:	OUTD	5.25	(5.58%)	(9.48%)
PLAYBOY:	PLA	3.56	3.49%	11.25%
RHI:	RHIE	0.42	23.53%	35.48%
SCRIPPS INT:	SNI	45.18	3.29%	8.87%
TIME WARNER:	TWX	28.16	(2.09%)	(3.36%)
VALUEVISION:	VTV	4.97	(0.2%)	3.54%
VIACOM:	VIA	31.26	(1.48%)	(0.76%)
WWE:	WWE	15.99	(1.9%)	4.31%

Company	Ticker	1/15 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	7.52	(1.18%)	0.27%
ADC:	ADCT	6.49	(3.57%)	4.51%
ADVANTAGE:	AEY	2.01	0.00%	2.03%
ALCATEL LUCENT:	ALU	3.72	(1.33%)	12.05%
AMDOCS:	DOX	28.47	(0.07%)	(0.21%)
AMPHENOL:	APH	43.84	(2.97%)	(5.07%)
AOL:	AOL	25.36	(1.25%)	8.93%
APPLE:	AAPL	205.93	(2.85%)	(2.28%)
ARRIS GROUP:	ARRS	11.19	4.58%	(2.1%)
AVID TECH:	AVID	13.55	5.78%	6.19%
BIGBAND:	BBND	3.39	(5.31%)	(1.45%)
BLNDER TONGUE:	BDR	1.13	(1.83%)	(0.96%)

Company	Ticker	1/15 Close	1-Week % Chg	YTD %Chg
BROADCOM:	BRCM	29.51	(3.91%)	(6.23%)
CISCO:	CSCO	24.40	(1.05%)	1.92%
CLEARWIRE:	CLWR	7.45	(3.12%)	10.21%
COMMSCOPE:	CTV	28.61	4.07%	7.84%
CONCURRENT:	CCUR	4.02	(2.9%)	1.52%
CONVERGYS:	CVG	11.61	5.16%	8.00%
CSG SYSTEMS:	CSGS	18.48	0.05%	(3.2%)
ECHOSTAR:	SATS	19.40	(2.81%)	(3.67%)
GOOGLE:	GOOG	580.00	(3.66%)	(6.45%)
HARMONIC:	HLIT	6.40	(1.69%)	1.27%
INTEL:	INTC	20.80	(0.14%)	1.96%
JDSU:	JDSU	8.21	(7.96%)	(0.48%)
LEVEL 3:	LVL	1.43	(8.33%)	(6.54%)
MICROSOFT:	MSFT	30.86	0.65%	1.25%
MOTOROLA:	MOT	7.58	(2.32%)	(2.32%)
OPENTV:	OPTV	1.51	2.03%	11.03%
PHILIPS:	PHG	30.47	(0.39%)	3.50%
RENTAK:	RENT	18.01	(0.22%)	1.92%
SEACHANGE:	SEAC	6.45	(2.42%)	(1.68%)
SONY:	SNE	33.34	9.63%	14.97%
SPRINT NEXTEL:	S	3.82	(3.29%)	4.37%
THOMAS & BETTS:	TNB	34.95	(3.69%)	(2.35%)
TIVO:	TIVO	9.59	(10.79%)	(5.8%)
TOLLGRADE:	TLGD	6.48	3.51%	6.06%
UNIVERSAL ELEC:	UEIC	25.21	4.69%	8.57%
VONAGE:	VG	1.55	(2.52%)	10.71%
YAHOO:	YHOO	16.82	0.72%	0.24%

Company	Ticker	1/15 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	25.79	(4.83%)	(7.99%)
QWEST:	Q	4.48	(3.66%)	6.41%
VERIZON:	VZ	30.58	(3.69%)	(7.7%)

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	DJI	10609.65	(0.08%)	1.74%
NASDAQ:	IXIC	2287.99	(1.26%)	0.83%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. RHI:	0.42	23.53%
2. NEW FRONTIER:	2.30	21.05%
3. TIME WARNER CABLE:	46.04	10.91%
4. LODGENET:	5.95	10.39%
5. SONY:	33.34	9.63%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. TIVO:	9.59	(10.79%)
2. LEVEL 3:	1.43	(8.33%)
3. JDSU:	8.21	(7.96%)
4. MEDIACOM:	4.61	(6.49%)
5. LIONSGATE:	5.47	(6.34%)

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EYE ON DIGITAL

Data Revamp

With accuracy critical to monetizing online content, our friends at **comScore** have ceased providing month-to-month comparison data for cable properties' Web traffic, but will resume the practice in May. The reason, it says, is to ensure that data from all sites equally reconcile panel and server-based measurement info in order to promote consistency with the ad server counts used for ad payments. In short, to prevent any Crenshaw-to-casaba comparisons among sites, some of which have not yet been "hybridized," and perhaps more importantly, to allow for fair valuation of digital ads.

While certainly reasonable, those reasons underscore the recent scurrying of entities to develop and implement accurate tools for measurement of viewership/usage data across platforms, including **Nielsen** and **CIMM**. Good thing, too, since consumption of Web video shows no signs of abating.

According to **Nielsen**, 137.4 Americans watched Web video last month, up 10.3% YOY, and those viewers streamed more than 10.7bln videos during the month for 11.8% growth. Plus, avg time/month spent per user watching online video surged more than 13%, to 193min. That may be only 6min/day, but keep in mind that sites specializing in long-form content, most notably **Hulu**, continue to up their eyeball tallies.

Given comScore's suspension of com-

parative traffic and usage data, I won't compare the firm's terser Nov data with previous installments. However, trending in uniques and avg min/user can still be indicative of what's happening on and among cable Web-sites. 1 particularly interesting trend is **CNN.com**'s notable improvement in uniques since the summer. The site notched 50mln uniques in Nov, more than any other cable net site and well above **FoxNews.com**'s 9.3mln. However, CNN's overall prime HH rating for '09 fell nearly 40% YOY, to a 0.7.

2 other related trends involve **ESPN** and **MTVN**. ESPN's avg min/user rose steadily from Aug

through Nov, when the metric totaled nearly 78min. During that time period, guess what programming was rockin' and rollin'? You guessed it, pro football. Conversely, MTVN sites' avg/min user steadily dipped over the same period, to 10.4min in Nov. Coinciding was some ratings pressure among the net group, particularly at flagship MTV. Also, throughout the presented data, nearly every month, correlations can be detected in nets' traffic and usage numbers and the amount of original programming on nets' air. More original content usually promotes greater Web usage, and vice versa. - *Chad Heiges*



comScore Web Box Scores

	Total Unique Unique Vistors (000)	Total Unique Unique Vistors (000)	Total Unique Vistors (000)	Average Minutes Per User	Average Minutes Per User	Total Average Minutes
	11-2009	xx-2009	% Change	11-2009	xx-2009	% Change
Total Internet: Total Audience	201,139	NA	NA	1,822.4	NA	NA
CNN	50,020	NA	NA	36.2	NA	NA
The Weather Channel	37,353	NA	NA	12.4	NA	NA
ESPN	28,601	NA	NA	77.7	NA	NA
Discovery Digital Media Sites	21,639	NA	NA	9.2	NA	NA
MTV Networks Music	16,509	NA	NA	10.4	NA	NA
FoodNetwork.com	11,259	NA	NA	16.2	NA	NA
Nickelodeon Kids	11,113	NA	NA	59.9	NA	NA
FoxNews.com	9,283	NA	NA	81.5	NA	NA
Comedy Central	7,386	NA	NA	13.7	NA	NA
Lifetime Digital	2,485	NA	NA	17.1	NA	NA
HGTV.com	2,062	NA	NA	9.3	NA	NA
TBS	1,267	NA	NA	6.5	NA	NA
ABC Family	1,189	NA	NA	10.6	NA	NA
USANetwork.com Sites	1,071	NA	NA	13.9	NA	NA
TNT.tv	459	NA	NA	7.9	NA	NA
C-SPAN.org	156	NA	NA	7.7	NA	NA

Data represents the top 10 most trafficked Web sites among the top 20 cable programmers based on the NCTAs rankings

Source: ComScore (www.comscore.com)

From The CableFAX 100



the best business advice from Sam Howe...

"Management is getting results through the efforts of others."

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EVP/CMO
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