

CableFAX Daily™

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What the Industry Reads First

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Mark Up: House Commerce Approves Broadband Stimulus With Few Changes

The House Commerce committee on Thurs completed its markup of the broadband portion of the Democrats \$825bln economic stimulus plan, approving nearly \$6bln in grants to expand broadband service. Key debate centered on language promising grants to underserved and unserved areas, without defining what those terms meant. What's more, the legislation proposes that underserved areas receive 75% of the grants awarded—leaving unserved areas with 25%. Rep *Roy Blunt* (R-MO) tried unsuccessfully to pass an amendment to ensure that areas with no broadband service would receive priority over areas deemed "underserved." Rep *Lee Terry* (R-NE) complained that the RUS broadband grants administered through the **Dept of Ag** are being used in suburbia to compete. RUS would distribute \$2.8bln of the broadband grants; **NTIA** would distribute another \$2.8bln, with the rest of the money going to the DTV transition and broadband mapping. "We need to engage in a debate about whether [the stimulus grants] are actually going to be used in rural services," he said. But Blunt's amendment lost on a 33-23 party-line vote. An amendment from Dem *Bart Stupak* (MI) passed and would require the **FCC** to define the terms after completion of broadband mapping, although several Republicans argued that the Committee was best qualified to make that determination. While Republicans complained about the lack of hearings on the mark-up, etc, there wasn't much of a fight, with expectations that the package from *Obama's* team will pass the House with few changes. More fireworks—and some changes—are expected in the Senate. Thurs' broadband markup includes a provision on open access for the Internet, requiring that grant recipients abide by the so-called "open access" principles. The FCC would have to define those principles within 45 days. A provider receiving a grant would have to abide by open access principles for its entire footprint—not just the portion that received grant funding. The issue actually drew no debate, although Rep *Cliff Stearns* (R-FL) said he was afraid open access would not spur broadband deployment. Of course, net neutrality advocates such as, **Public Knowledge**, applauded the provision.

At the Portals: As predicted, **FCC** commissioner *Michael Copps* got the nod to serve as acting chmn. "I thank President *Obama* for his confidence in me and for this opportunity to serve," he said. "I know that I have a truly gifted and terrific team to work with. I pledge every effort I am capable of to help steer the Commission through its current transition to new leadership." Obama is widely expected to nominate former *Reed Hundt* staffer *Julius Genach-*

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owski as FCC chmn. No word on who might be tapped to fill the Republican seat vacated by ex-FCC chmn *Kevin Martin*. Separately, Martin decided at the end of his tenure to respond to an investigation into his management of the FCC by the House Commerce majority staff. The 136-page response was dated Mon but released on the FCC's Website Wed. "In my view, the Majority's report ignored relevant information, contained numerous errors and lacked substance," he wrote. As for the infamous a la carte report, Martin claims the staff report sets forth an "incomplete picture" of the process behind it and original a la carte report and is "disinterested" in whether either report was factually accurate. Read his letter, which addresses the 70/70 test and more, at www.fcc.gov.

DTV Delays: Word Thurs was still that Sen Commerce chmn *Jay Rockefeller* (D-WV) was hoping to soon push through a bill for unanimous consent delaying the digital transition until June 12. Ranking House Commerce member *Joe Barton* (R-TX), who is opposed to moving the date, said in an interview with **C-SPAN's** "Communicators," that House Commerce chmn *Henry Waxman* (D-CA) has said "maybe we can still do something that wouldn't require a delay." During a cmtte meeting Thurs, Waxman told Republicans opposed to a delay that he would be "pleased to continue to work with you." **NTIA** said it had nearly 2.57mln on its converter box coupon list as of midnight Wed. Half of those identified themselves as over-the-air only homes. With the transition scheduled to take place in about 26 days, **Nielsen's** latest estimate has more than 6.5mln HHs (5.7% of all homes) as being unprepared for the transition. **NAB**, however, suggested that the Nielsen figure overstate unreadiness because it does not take into account people who have applied/are waiting for coupons or those who have boxes but haven't hooked them up yet.

Competition: A **Philadelphia City Council** cmtte has approved **Verizon's** video franchise plan for **FiOS TV**, sending the measure to the entire Council for review. Verizon has committed to a complete network build out on Comcast's home turf within 7 years, and hopes to begin offering the service to some residents later this year.

Corporate Changes: **Disney** has announced plans to merge the operations of **ABC Ent** and **ABC Studios** into a single unit under the management of pres *Stephen McPherson*, formerly ABC Ent pres. Erstwhile Studios pres *Mark Pedowitz* assumes a new role as sr advisor to *Anne Sweeney*, **Disney Media Nets** co-chair and pres, **Disney/ABC TV Group**. Disney said the move stems from "the changing realities of the entertainment landscape." -- **Microsoft** said it will eliminate up to 5K jobs over the next 18 months, including 1.4K Thurs, citing deteriorating economic conditions. The cuts are expected to reduce the company's annual operating expense run rate by approx \$1.5bln and reduce FY09 capex by \$700mln.

Programming: **Gospel Music Channel** reached a deal for "VeggieTales" specials, including 2 GMC exclusive TV premieres and select episodes of the animated series for limited runs. GMC will present the television premiere of "Abe and the Amazing Promise," the new DVD release, on Feb 7. -- An Arctic blast is breaking records throughout the country, but **The Weather Channel** kicks off "Why I Love Winter Week" (Jan 25-31) Sun with a look at how *George Washington* used his knowledge of weather to gain advantage over the British in "When Weather Changed History" (9pm ET). -- **Fox Business'** new weekly series "Your Questions, Your Money Live" (Sat) features 4 hours of live calls from viewers searching for expert answers concerning economic and personal finance issues. -- **GoITV** picked up the exclusive broadcast rights for the US and Canada to Brazil's **Campeonato Brasileiro** soccer league, with coverage set to kick off in Apr. -- **Discovery Channel's** "Adrenaline Rush Hour" (Jan 30) features harrowing moments caught on tape and analysis of what went wrong and why. -- **ESPN** has inked with the Aspen Skiing Co a deal to

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BUSINESS & FINANCE

keep the net's **Winter X Games** in the Aspen, CO, area through '12.

Honors: The **Natl Assoc of Homebuilders** gave **Scripps Nets Interactive** chmn/pres/CEO **Ken Lowe** Thurs its Special Achievement Award in recognition of his building interest in home improvement through programming on **HGTV, DIY Net** and **Fine Living**. On Feb 24 in NYC, **The Paley Center for Media** will also honor Lowe for his work in pioneering lifestyle ent in the food and shelter categories through Scripps nets. -- Kudos to **TV One** pres/CEO **Johnathan Rodgers**, who will this week receive the **Trumpet Awards Foundation's** corporate award. Celebrating African American achievers in various fields, other honorees include **Magic Johnson, Raven Symone** and the **Tuskegee Airmen**. **Turner** is presenting sponsor of the awards, but **TV One** will air them in Apr.

People: **Clearwire** named **David Sach** CFO, effective Feb 2. -- **Bravo Media** tapped **Julie Riven** vp, consumer marketing. -- **BETN** appointed **Barbara Zaneri** evp, programming, strategy, scheduling and acquisitions.

Editor's Note: Late entries for the **Faxies Awards** saluting PR and Marketing excellence are due Fri, Jan 23. Winners will be honored in **CableFAX: The Magazine** and during an awards event March 30 in D.C. For more info visit **www.CableFaxiesAwards.com** or contact **Mary Lou French** (mfrench@accessintel.com).

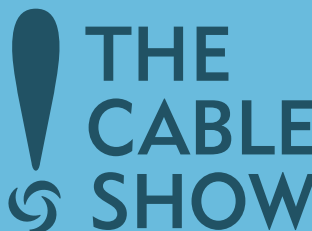
CableFAX Daily Stockwatch

Company	01/22 Close	1-Day Ch	Company	01/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/MMDS			AMDOCS:	16.53	(2.1)
BRITISH SKY:	23.76	(0.55)	AMPHENOL:	25.05	(0.38)
DIRECTV:	21.09	(0.53)	APPLE:	88.36	5.53
DISH:	11.16	(0.33)	ARRIS GROUP:	7.17	(0.19)
DISNEY:	20.97	(0.26)	AVID TECH:	10.92	(0.06)
GE:	13.48	0.45	BIGBAND:	5.50	(0.29)
HEARST-ARGYLE:	3.82	(0.65)	BROADCOM:	16.58	(0.21)
NEWS CORP:	7.91	(0.53)	CISCO:	15.37	(0.33)
MSOS					
CABLEVISION:	16.59	(0.68)	CLEARWIRE:	4.19	0.09
CHARTER:	0.09	(0.02)	COMMSCOPE:	13.53	(0.29)
COMCAST:	14.79	(0.28)	CONCURRENT:	3.24	(0.25)
COMCAST SPCL:	14.24	(0.22)	CONVERGYS:	6.99	(0.11)
GCI:	6.50	(0.28)	CSG SYSTEMS:	13.90	(0.76)
KNOLOGY:	4.71	(0.27)	EHOSTAR:	13.13	(0.45)
LIBERTY CAPITAL:	5.02	(0.43)	GOOGLE:	306.50	3.42
LIBERTY ENT:	16.89	(0.51)	HARMONIC:	4.81	(0.12)
LIBERTY GLOBAL:	15.72	(0.59)	INTEL:	12.82	(0.44)
LIBERTY INT:	2.97	(0.13)	JDSU:	3.50	(0.33)
MEDIACOM:	4.80	(0.47)	LEVEL 3:	1.04	(0.04)
SHAW COMM:	16.40	(0.38)	MICROSOFT:	17.11	(2.27)
TIME WARNER CABLE:	17.87	(0.72)	MOTOROLA:	4.43	(0.08)
VIRGIN MEDIA:	4.08	(0.28)	NDS:	58.64	(1.05)
WASH POST:	418.69	(1.48)	OPENTV:	1.11	(0.07)
PROGRAMMING					
CBS:	6.44	(0.7)	PHILIPS:	16.72	(0.85)
CROWN:	1.60	(0.06)	RENTRAK:	12.14	0.11
DISCOVERY:	14.61	0.22	SEACHANGE:	6.09	(0.24)
EW SCRIPPS:	1.79	(0.2)	SONY:	19.33	(3.25)
GRUPO TELEVISIA:	15.11	0.75	SPRINT NEXTEL:	2.38	0.14
HSN:	4.95	(0.22)	THOMAS & BETTS:	21.36	(0.45)
INTERACTIVE CORP:	14.90	(0.1)	TIVO:	7.11	(0.22)
LIBERTY:	24.24	(1.52)	TOLLGRADE:	5.33	(0.36)
LODGENET:	0.99	0.02	UNIVERSAL ELEC:	12.59	(1.21)
NEW FRONTIER:	1.71	(0.01)	VONAGE:	0.55	(0.06)
OUTDOOR:	6.38	(0.09)	YAHOO:	11.28	(0.31)
PLAYBOY:	1.50	(0.04)	TELCOS		
RHI:	4.71	(0.3)	AT&T:	25.51	(0.28)
SCRIPPS INT:	21.53	(0.97)	QWEST:	3.65	0.11
TIME WARNER:	9.33	(0.1)	VERIZON:	30.16	(0.74)
VALUEVISION:	0.40	0.02	MARKET INDICES		
VIACOM:	17.04	(0.11)	DOW:	8122.80	(105.3)
WWE:	10.01	(0.27)	NASDAQ:	1465.49	(41.58)
TECHNOLOGY					
3COM:	2.27	(0.07)			
ADC:	4.82	0.06			
ADVANTAGE:	1.88	0.02			
ALCATEL LUCENT:	1.96	(0.07)			

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Tube Ties

The list of things to which I feel an emotional bond is quite short: my family (of course); the stock market (unfortunately); exercise (endorphins rule!); humanity in its truest form (think *MLK*); and "The Shawshank Redemption" (anybody with me?). Obviously, nary a TV series made the list, not even my favorite show, **FX's** "Sons of Anarchy." Still, that doesn't indicate a feeling that emotional bonding with series is impossible or inane; after all, visual media is most often absorbed because of its inherent ability to roil manifold emotions in all of us. Enter **Marketing Evaluations'** new "Emotional Bonding Q" metric aimed at measuring the emotional connection viewers have with TV series. Cable should be heartened that the new metric represents yet another victory for the industry over broadcast (insert emotional response here). Data shows that **Showtime's** "Dexter" leads all TV shows in the EBQ, which specifically rates the "intensity of devotion to a specific program." Ensuing are **Sci Fi's** "Sanctuary," **ABC Family's** "The Middleman" and **HBO's** "True Blood"—with Dex collectively important because they all earned higher scores in the metric than the top broadcast show, **ABC's** "Grey's Anatomy" (ahh, this must explain all the swooning over Dr. McDreamy). Completing the broadcast top 4 are **The CW's** "Privileged," **ABC's** "Desperate Housewives" and **NBC's** "Heroes." Cable's top 10 shows averaged a score of 152, broadcast's a 139. Also of note: although it notched just a single top 10 slot ("Burn Notice"), **USA** no doubt reaps through syndication runs the benefits of the emotional connection viewers feel with **Fox's** "House" and **CBS's** "NCIS," which ranked a respective 7th and 10th on the broadcast side. Showtime's "Weeds" and "Californication," **Lifetime's** "Army Wives," **HBO's** "Summer Heights High" and **FX's** "Testees" also hit the cable list. Fine, you got me... moralistic serial killings and melodramatic physicians always choke me up. CH

Highlight: "Big Love," Sun, 9pm, **HBO**. Can Bill Henrickson (*Bill Paxton*) with 3 wives find even more happiness with a 4th? Perhaps, but those group dates are awkward. SA

Worth a Look: "Secret Diary of a Call Girl," Sun, 10:30pm, **Showtime**. The plots and acting of *Billie Piper* as the call girl are vastly improved in season 2 of this London-based series. Piper and the writers have injected a seriousness into the series that it lacked previously. Adding *Ashley Madekwe* as call girl-in-training Bambi is a plus, too. — "Burn Notice," Thurs, 10pm, **USA**. Clever stunt as "Burn Notice," "Monk" and "Psych" take football themes as a prelude to parent **NBC's** Super Bowl broadcast. (Ain't synergy wonderful?) Even *Michael Irvin's* bit part can't cool Burn's fiery excellence tonight. — "The Diplomat," Sat, 7pm, **Ion**. Excellent acquisition; a mystery about British diplomat accused of smuggling drugs with the Russian mafia. SA

Notable: "57th NHL All-Star Game," Sun, 6pm ET, **Versus**. You might not see a single body check, but the game's being played in hockey-mad Montreal, where Canadiens celebrate their 100th anniversary, and the NHL's young stars might net 18 goals. (Sat, 7pm, **Versus**). — "SAG Awards," Sun, 8pm, **TNT, TBS**. Is it strike yet? SA

Basic Cable Rankings			
(1/12/08-1/18/08)			
Mon-Sun Prime			
1	USA	2.4	2324
2	FOXN	1.7	1623
3	DSNY	1.6	1532
4	TNT	1.5	1488
5	TBSC	1.4	1363
6	NAN	1.3	1271
7	FAM	1.2	1194
7	ESPN	1.2	1154
7	HALL	1.2	1012
10	TOON	1.1	1073
10	A&E	1.1	1064
10	FX	1.1	1003
13	CNN	1	996
13	HIST	1	963
15	HGTV	0.9	894
15	SPK	0.9	878
15	DISC	0.9	861
15	LIFE	0.9	841
15	MSNB	0.9	815
20	CMDY	0.8	804
20	AMC	0.8	785
20	SCIF	0.8	772
20	TRU	0.8	747
20	VH1	0.8	738
20	LMN	0.8	544
26	FOOD	0.7	670
26	MTV	0.7	665
26	TVLD	0.7	659
26	NOGG	0.7	466
30	TLC	0.6	614
30	BRAV	0.6	548
30	SPD	0.6	465
33	HLN	0.5	532
33	APL	0.5	480
33	BET	0.5	404
33	OXYG	0.5	356
33	NGC	0.5	311
38	EN	0.4	394
38	TRAV	0.4	330
38	SOAP	0.4	258
41	ESP2	0.3	312
41	CMT	0.3	304
41	WGNA	0.3	209
41	GSN	0.3	208
41	WE	0.3	200
41	DHLT	0.3	190

*Nielsen data supplied by ABC/Disney



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