

CableFAX Daily™

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What the Industry Reads First

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Fresh Breath: Oxygen Gets Upfronts Underway

Oxygen doesn't just have fellow women's nets **Lifetime** and **WE** in its sights. Pres *Lisa Gersh* said the net is now matching the viewer profiles of **E!**, **Bravo** and **VH1** and took pains ("without naming names") to position her net as younger and funnier than other women's nets. Oxygen kicked off the upfront season yesterday, getting things off to a very early start (not only January, but 8:30am) as well as hosting its 1st-ever upfront presentation. A big part of its message to advertisers is that it has a young, upscale female demo, noting that women pay 84% of all bills and are tech savvy. "Double your client base with us in the next 12 months," Gersh challenged buyers, saying that Oxygen did over \$100mIn in ad sales business last year. Oxygen just launched social networking site **Oomph.net** and its first broadband channel, **SheDidWhat.tv**. "We want to figure out this multiscreen world with you," Gersh told buyers. Oomph seeks to unite women through shared interests, while SheDidWhat provides on demand net programming clips and original series, such as "Our Bodies, Myself." Linear highlights include reality pilots "Adfight" (competing ad agency teams) and "Homefield Advantage" (*Deion Sanders'* wife's travails raising her family in small town Prosper, TX). The TV arm of *Quentin Tarantino's* prod co will produce movie "Everything but the Girl." Oxygen's development slate included 3 scripted series. Among them is "Angry Little Girls," an animated half hour based on *Lela Lee's* book. Previous specials, "Mo'Nique's F.A.T. Chance" and "Fight Girls," will return this summer as series. In the Oh-No-You-Aren't dept, programming pres *Debby Beece* said Oxygen will be in the delivery room filming during pregnant *Tori Spelling's* upcoming bed & breakfast reality series. Ewww... -- Foxy move having A-lister *Jamie Foxx* come in at the end of the event to sing and tickle the ivories (and the female-skewed crowd). Funny to see *Janice Dickinson* head out into the audience and rip the shirt off some random media exec—turned out the rippling, muscle-bound man was a model who had been hired for the gig.


In the Courts: **HBO** has sued **EchoStar** for about \$90mIn in licensing fees and interest. What's more, there's always the possibility HBO could pull its signals, as the 2 have been out of contract since the end of last year (though such a move wouldn't be good for either side). The suit, first reported by *Hollywood Reporter ESQ*, claims EchoStar has breached an agreement by failing to pay monthly licensing fees on a timely basis. "We think the lawsuit speaks for itself. EchoStar owes us a significant amount of money, and we're looking to get paid," an HBO spokesman said. EchoStar claims that HBO brought the suit "in retaliation" for a recently filed confidential program access complaint at the FCC against HBO and **Time Warner**. "We feel that we're going to be found to be fair and non-discriminating in the program access complaint and that these 2 actions have nothing to do with each other," the HBO rep said. EchoStar claims that it's being asked to pay a satellite premium to carry HBO's channels. "It is presumptuous for them to expect DISH Network customers to pay a satellite premium for channels owned by the second largest cable operator, Time Warner," EchoStar said.



THE MAKINGS OF A DYNASTY.

In its 1st season,
NFL NETWORK ranked #2.*

PRIMETIME, Men 18-49	
ESPN	2.1
NFL NETWORK	1.1
USA	1.1
TNT	1.0



*Source: Nielsen Galaxy Explorer all basic cable networks excluding pay December 2006 M-Su 8-11p Live+SD Coverage Ratings%.

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Meanwhile, the DBS op continues to be in a stalemate with **Court TV**, with subs having lost the channel on Jan 1.

Retrans: **Sinclair** took a few lashings at Tues' IA House and Senate Oversight Committee hearing. Committee chmn *Thomas Courtney*, a Democratic sen, told broadcast execs that some of their answers seemed to suggest a "let them eat cake attitude" when it came to consumers, reports the *Des Moines Register*. Another committee member complained that it's not the gov't's place to step in. The committee—which really can't force any resolution to the dispute—urged the 2 to work out a deal to get Sinclair stations back on Mediacom systems. Some 700K subs—most of whom live in IA—have been without the stations since Jan 6. -- **Janco Patners** is maintaining its "accumulate" rating on Mediacom, saying the eventual resolution of its spat with Sinclair is unlikely to impact the MSO significantly enough to offset upside from new businesses, like VoIP. Janco did lower the price target to \$10.50 from \$11.25.

Beta: Perhaps **NFL Net** should be smiling despite its carriage woes. It nearly tops the latest **Beta Research** study listing nets ops would like to add to their lineup by year-end: **PBS Kids Sprout** (71%), **NFL** (70%), **Hallmark Movie Channel** (70%) and **CSTV** (69%) were the top-ranked emerging digital nets that non-affiliates would like to carry. **National Geographic Channel**, **Oxygen**, **Discovery Kids** and **SOAPnet** ranked first among mid-sized nets. Among total operators from large systems (100K) or more subs, the top-ranked emerging nets were **Gospel Music Channel**, **CSTV**, **NFL Net** and **Si TV**. **NFL Net**, **Outdoor Channel**, **DIY** and **Hallmark Movie** had the greatest recall of sales presentations, sales materials and trade ads from the past 12 months.

VOD: **Sportskool** is getting into HD for the 1st time and has already signed **Comcast** to a deal. Starting this month, Comcast will feature 1 hour of HD VOD from the **Rainbow** athletic instruction service.

Competition: **Verizon Wireless** and **MTV** unveiled "MTV Live," a live music series that will air across MTV platforms and on MTV Mobile on VZ's "V Cast" mobile service.

Technology: **CableLabs** has adopted **Internet Protocol Detail Record Organization's** (IPDR.org) technologies into its OCAP 1.1 initiative. CableLabs has already incorporated IPDR Streaming Protocol into DOCSIS, allowing ops to proactively monitor data network activity rather than use passive "polling" methods. Extending IPDR to OCAP "offers cable operators the capability of providing detailed metrics from the home network with next generation television, communication and entertainment," said IPDR.org's President and COO *Kelly Anderson*.

Party Circuit: One of the biggest topics of conversation at last week's NY party honoring *Fred Dressler* dealt with the lengths people went to in order to get on the exclusive list. The 60 or so VIPs were allowed to bring a guest to **Le Cirque**, but we heard various reports that invitees were told that their attempt to bring someone in the industry as a guest was inappropriate (word is a former cable network chief was among those rejected guests). Others told tales of the countless emails and phone calls from industry folks trying to get into the dinner. As to be expected, the tributes were memorable. Our spies tell us *Henry Schleiff* was typically hilarious, saying that most of the guests showed up out of fear, and Dressler's son provided touching remarks. Only hiccup, we heard, was from the airline that lost *Lindsay Gardner's* luggage. Note to **Fox**, **NBC Universal**, **Discovery** and **Turner**—who sponsored the good-bye party: Had we gotten an invite, we would have honored the off-the-record nature of the shindig. Since we didn't, well...

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BUSINESS & FINANCE

New on Cable360: In the first video from CES in Vegas, **CableFAX** exec editor **Michael Grebb** talks to **Motorola's Peter Boonstra** about "Follow Me TV" and gets a product demo. Check it out at www.cable360.net!

People: **BET CFO Scott Mills'** duties have expanded to include leadership of the company's digital media group.

Business/Finance: **Merrill Lynch** reinitiated coverage of **Cablevision** following rejection of the **Dolan** family's \$30bln bid for the company, adding that it doesn't expect a follow-up bid. The firm put a \$41/share price objective and a "buy" rating on the stock. Competition: The **World Poker Tour's** iTV edition is now available on **DISH** through the **PixelPlay**-powered **DishGames** subscription service. -- The "**AT&T Homezone**" media integration service won the "Product of the Year" award from **Frost & Sullivan**. "It's a real homerun for consumers and AT&T," said F&S analyst **Piyush Arora**. -- **Level 3** completed its \$132.5mln acquisition of the CDN services segment of **Savvis**. The cash deal includes network elements, customer contracts and intellectual property used in **Savvis'** CDN business -- **Level 3** also said certain individual investors exchanged roughly \$115mln aggregate principal amount of its 10% Convertible Senior Notes due '11 for roughly 36.7mln shares of **Level 3** common stock. The exchange allowed **Level 3** to reduce its '07 cash interest expense by \$11mln.

CableFAX Daily Stockwatch

Company	01/23 Close	1-Day Ch	Company	01/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
BRITISH SKY:	43.56	0.28	AVID TECH:	36.06	0.40
DIRECTV:	24.48	0.49	BLNDER TONGUE:	1.85	(0.09)
DISNEY:	35.57	0.42	BROADCOM:	29.46	(0.2)
ECHOSTAR:	40.56	0.70	C-COR:	12.25	0.15
GE:	36.55	(0.2)	CISCO:	26.04	(0.49)
HEARST-ARGYLE:	26.21	(0.05)	COMMSCOPE:	31.60	0.67
ION MEDIA:	1.22	0.00	CONCURRENT:	1.65	(0.03)
NEWS CORP:	24.31	0.47	CONVERGYS:	26.20	0.02
TRIBUNE:	30.10	(0.16)	CSG SYSTEMS:	25.75	0.05
MSOS					
CABLEVISION:	30.31	0.16	GEMSTAR TVG:	3.86	0.21
CHARTER:	3.43	0.08	GOOGLE:	479.05	(1.79)
COMCAST:	44.53	(0.26)	HARMONIC:	8.68	0.37
COMCAST SPCL:	43.77	(0.26)	JDSU:	17.18	(0.14)
GCI:	15.47	0.14	LEVEL 3:	5.95	0.02
KNOLOGY:	11.62	(0.04)	LUCENT:	2.55	(0.02)
LIBERTY CAPITAL:	102.86	(0.55)	MICROSOFT:	30.74	0.02
LIBERTY GLOBAL:	30.74	0.29	MOTOROLA:	18.53	(0.19)
LIBERTY INTERACTIVE:	24.02	0.02	NDS:	46.43	0.41
MEDIACOM:	8.03	0.06	NORTEL:	26.05	(0.88)
NTL:	26.31	0.15	OPENTV:	2.42	(0.05)
ROGERS COMM:	31.84	0.28	PHILIPS:	38.24	0.85
SHAW COMM:	36.90	(0.11)	RENTRAK:	15.75	0.61
TIME WARNER:	22.46	(0.07)	SEACHANGE:	10.36	(0.02)
WASH POST:	759.90	6.40	SONY:	46.60	0.30
PROGRAMMING					
CBS:	31.60	0.26	SPRINT NEXTEL:	17.45	0.15
CROWN:	4.19	(0.09)	THOMAS & BETTS:	46.17	0.50
DISCOVERY:	16.98	(0.03)	TIVO:	5.51	0.03
EW SCRIPPS:	53.02	0.07	TOLLGRADE:	9.75	(0.13)
GRUPO TELEVISA:	29.13	0.43	UNIVERSAL ELEC:	20.20	0.14
INTERACTIVE CORP:	39.12	0.25	VONAGE:	5.85	(0.11)
LODGENET:	25.50	0.40	VYYO:	4.23	0.03
NEW FRONTIER:	9.96	(0.06)	WEBB SYS:	0.06	0.01
OUTDOOR:	12.71	0.18	WORLDGATE:	1.28	(0.01)
PLAYBOY:	11.14	0.15	YAHOO:	26.96	(0.46)
UNIVISION:	35.89	0.05	TELCOS		
VALUEVISION:	12.48	0.13	AT&T:	35.38	0.11
VIACOM:	40.70	(0.74)	QWEST:	8.55	0.20
WWE:	16.09	(0.23)	VERIZON:	37.49	0.24
TECHNOLOGY					
3COM:	3.95	(0.06)	MARKET INDICES		
ADC:	15.70	0.15	DOW:	12533.80	56.64
ADVANTAGE:	2.93	(0.02)	NASDAQ:	2431.41	0.34
AMDOCS:	33.75	0.63			
AMPHENOL:	65.88	1.83			
ARRIS GROUP:	13.60	0.00			

POSITION:
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ARE YOU IN POSITION?

GUEST COLUMNIST

Singin' the 50-Plus Blues

It seems like everywhere I look things are getting smaller, sleeker, faster, and more efficient. The "Newer is Better" age is officially upon us, so it should come as no surprise that more and more people over the age of 50 are hitting the wall when trying to find a job or stay up-to-speed in their current roles.

Fear of age discrimination can be a powerful deterrent to exploring new career opportunities. In a recent survey, nearly 3 out of 4 managers with an average age of 50 said they believed age would be a barrier in their future job opportunities, and over half of the 168 executives polled felt that their age was already an impediment. Is it any wonder why logjams are so prevalent at the top of so many companies, including cable?



Maggie Bellville

From Dinosaur to Dynamo

Managers over 50 are often labeled as less creative, less energetic and less knowledgeable by younger employees. But these negative stereotypes can be overcome by taking control of the career transition process. No matter how secure you think you are in your job, you need to stay on top of trends and the latest competitive developments. Remember, the dinosaurs went extinct because they couldn't adapt to a changing environment. Don't let the same fate befall you.

Staying current isn't just a recommendation—it's a necessity—especially in our industry. At SCTE last summer, I couldn't help but notice the sea of grey hair populating the opening session. Now, don't get me wrong. These are all good men and women who have earned their titles and led successful careers, but it made me wonder how many were keeping current with the latest industry trends. Many with whom I spoke told me they had recently taken inventory of their professional skills, and were attending to learn and grow as much as to schmooze and rub elbows.

The Technology Trap

One area in which we're all vulnerable to falling out of the loop is technology because it changes so rapidly. Whether it's laptops, servers, fiber optics or headends, our industry's technological advancements are quickly surpassing people's ability to keep up with them. So if you're the only one in your office without a PDA—or worse, if you don't know what a PDA is—then it's time to get with the program. Staying up-to-date on the latest technology isn't as daunting as it may seem; there are literally hundreds, if not thousands, of seminars, publications, and online resources available to help you stay ahead of the game and keep you from looking like a techno-phobe.

Preparing for Re-entry

If you're over 50 and re-entering the job market, you need to do 3 things: 1) have clear goals, 2) stay focused and know where you want to be, and 3) be able to demonstrate that you have the skills to get there. Read job descriptions and employment listings to help you position your strengths in terms of the current market's vocabulary. This is especially useful if you've stepped away from your career for a while. For older execs, looking for companies that have problems you are uniquely qualified to solve may be better than just perusing the want ads. For example, if you know how to drive programming deals, do some research and find a company whose sales have been stagnant. In any case, be able to highlight your competitive strengths, quantify your successes, and show how your skills have helped other organizations become profitable.

There may not be much you can do about getting older short of cryogenically freezing yourself, but if you stay in touch with the forces that drive our industry and create excitement around the uniqueness of you, finding a job should be easier than uploading a 12 MB HTML file to a remote FTP site from your PDA.

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WANT SOME PERSPECTIVE?

CABLE  NET