

CableFAX Daily™

Tuesday — January 25, 2011

What the Industry Reads First

Volume 22 / No. 015

TiVo Nation: Charter Latest to Strike Deal with DVR Maven

Score another one for **TiVo** as **Charter** inked a multi-year deal with the DVR pioneer to integrate its latest HD user interface and TiVo Premiere set top later this year and eventually expand the service with new devices, features and 3rd party apps. The multi-faceted deal is only the latest win for TiVo, which secured similar deals with **RCN** and **Suddenlink** in '09 and '10, respectively. "We're integrating formerly disparate worlds of traditional television and online content, and making it simple for customers to quickly find the content they're looking for, as well as greatly expand their entertainment choices," said Charter pres/CEO *Mike Lovett*. He called the strategic relationship with TiVo "a significant step in Charter's multi-year effort to become the solutions provider for home entertainment and consumer information technology" and to "create a user-friendly entertainment experience that leverages an open standards platform to enable IP content and bring a whole new world of applications to the television." The strategic relationship lets Charter offer a mix of DVR, VOD and even Internet video, which TiVo pres/CEO *Tom Rogers* said will give Charter subs "a fully integrated user experience" that exceeds what so-called over-the-top CE devices can deliver on their own. Specific features include an integrated search function that scans linear, VOD and Internet video; Web widget apps such **Facebook** and **Twitter**; an **iPad** app that integrates remote control functions, social media and other features; and multi-room DVR. The Charter deal is TiVo's biggest cable pact so far (TiVo licenses its middleware to **Comcast** and **Cox**, but those deals aren't as far reaching). But the company has used the carrot and stick approach so far with distributors: For example, its deals with distributors including **DirectTV** have signaled TiVo's willingness to work with gatekeepers to expand its reach, but TiVo is also embroiled in patent disputes with **AT&T**, **DISH** and **Verizon**.

Retrans: **Sinclair** and **Bright House** on Mon inked a multi-year retrans deal involving carriage of 6 of Sinclair's TV stations in 4 markets: **WTTA** (Tampa, FL), **WEAR** and **WFGX** (Mobile, AL/Pensacola, FL), **WTWC** (Tallahassee, FL), and **WABM** and **WTTO** (Birmingham, AL). Terms weren't disclosed, but the companies said the retrans rights were previously covered by the **Time Warner Cable** retrans deal that remains an agreement in principle because Sinclair and Time Warner Cable haven't yet fully documented terms.

Earnings: **Verizon** and **AT&T** report earnings this week, with calls scheduled for Tues and Thurs, respectively. **Sanford Bernstein** weighed in Mon in a research note, predicting that Verizon's impending **iPhone** launch will generate considerable interest on both calls but that the "key takeaways" will come from wireline, not wireless. Noting expectations that wireline dynamics will improve, the firm said "that's a reasonable hypothesis, and we could see better margins... for a while." But it also predicted access line losses of more than 10%, DSL declines and fewer new homes passed by FIOS, "portending slower growth ahead in video and fiber-based broadband, as well." Based on its expectations, Sanford Bernstein rated AT&T 'market-perform' and Verizon 'underperform,' with \$25 per share target prices for both.



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The CableFAXIES Awards salute the companies and people who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry. The coveted awards set the industry benchmark for excellence across all areas of cable's PR and Marketing. The winners and honorable mentions will be saluted during an awards luncheon on April 2011 in New York City.

Deadline: January 21, 2011

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Enter as many categories as you like but please tailor your entry to the category you are entering.

Campaign Categories:

- Advertising Campaign for a Single Program
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- Community Relations
- Direct Response Marketing
- Integrated Marketing Campaign

- Marketing Campaign
- Marketing of a New Series or Show
- Marketing of a Continuing Series
- Marketing of a Special or Documentary/Documentary Series
- Media Event
- Media Relations Campaign
- Mobile Marketing Campaign
- Multicultural Marketing
- Press Kit

- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- Social Media Marketing
- Trade Show Marketing and PR
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- (Awards can be given at 5 levels: Programmer, National; Programmer, Regional/Local; Operator, MSO; Operator, Local System; and Vendor)
- Marketer of the Year, VP Level and above
 - PR Executive of the Year, VP Level and above
 - Public Affairs Executive of the Year
 - Marketing Team of the Year
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At the beginning of your two page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry • Budget

Supporting Materials

- Sales Figures • Brand Media Coverage • Clippings • Photos • CDs • Research Documents • Testimonials

How To Enter: Use this form or visit www.cablefaxiesawards.com for additional category information and to enter online.

Mary Lou French
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Deadline: January 21, 2011
Late Deadline: January 28, 2011
Event: April 2011

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Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): _____

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Entry Fees

- Primary entry: \$300 each \$300 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$175 each \$175 each \$ _____
 - Late entry fee: \$175 per entry \$175 each \$ _____
- (for entries sent between Jan. 21, 2011 and Jan. 28, 2011)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after January 21, 2011.

* Payment in full must accompany the entry.

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The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

Questions? Contact Awards Coordinator Mary-Lou French at mfrench@accessintel.com.

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CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax: 301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 301.354.1790, mgrebb@accessintel.com ● Senior Online Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Asst VP, Ed Director: Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301.354-1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

At the Portals: Reaction to govt approval of the **Comcast-NBCU** deal continues to trickle in, with **Alliance for Community Media** lauding the **FCC's** required safeguards for PEG channels but expressing disappointment that the agency didn't include rules on channel positioning and basic-tier placement. "Many PEG channels are at the mercy of state law and/or franchise agreements that do not provide for such protections," ACM said. -- The **Consumer Federation of America** met with **FCC** officials on Fri to back cable modem maker **Zoom Telephonics**, which in Nov complained that **Comcast** has created barriers to third-party device makers hooking up to its broadband network (**Cfax**, Nov 30). In its ex parte, CFA charged that Comcast's "additional, lengthy testing process" could be "used to deter the ability of Zoom to offer its modem device to consumers." CFA maintained that "if Zoom's allegation is correct, Comcast would be blocking the ability of consumers to attach 'non-harmful devices' to their broadband service" in violation of the FCC's recently adopted net neutrality rules.

Programming: **Donny Deutsch** hosts "Love Calling" on **Bravo** Thurs (11p ET) in which the ad man gives "no-nonsense advice about dating, relationships and love." -- **Animal Planet** will bring back loveably loud-mouthed **Shorty Rossi** and his dogs for season 2 of "Pit Boss" (premieres Jan 29, 10p ET). -- Veteran sports reporter **Mark Zuckerman** and longtime Redskins blogger **Rich Tandler** joined **Comcast SportsNet Mid-Atlantic's** CSNwashington.com as full-time writers. As a result, the net has acquired their respective blogs, Zuckerman's "Nats Insider" and "Rich Tandler's Real Redskins." -- **MTV** will bring back "My Life As Liz" for a 2nd season. The show—based on the life and experiences of non-conformist college student **Liz Lee**—returns Feb 8, 11pm ET. -- **Disney XD** bows season 3 of comedy series "Zeke and Luther" on Feb 28, 8p ET. -- **Current TV** began production on "Bar Karma" (premieres Feb 11, 10p ET) which the net bills as the 1st "community developed television series." The 12-ep series lets fans create story-lines, art direction, soundtrack and brand integrations. Production runs through Mar '11. -- **RFD-TV** will expand grain and livestock commodity market coverage with "Market Minutes," which will air every half hour throughout the day starting on Feb 1.

Brag Book: **Discovery Channel's** premiere ep of "Gold Rush: Alaska" was the #1 cable program in prime HHs (2.44), 25-54 (1.56) and 18-49 (1.34), men 25-54 (2.19) and men 18-49 (1.92). Across cable and bcst, the show was #3 in men 25-54/18-49, beat only by **Fox's** "Fringe" and "Kitchen Nightmares." -- **Bravo** reported that 4.2mln total viewers watched the 2-hr season finale of "The Real Housewives of Beverly Hills." For the season, the series averaged 1.9mln total viewers and 1.3mln adults 18-49, making it the 2nd highest rated freshman series of the Housewives franchise in all key demos, behind only "The Real Housewives of New Jersey." -- Sun's season premiere of **E!'s** "Kourtney & Kim Take New York" was the series' most-watched season opener yet, with more than 3mln total viewers. It exceeded last season's premiere by +15% and posted the series' most-watched telecast ever in women 18-34. Meanwhile, **E!'s** season 2 premiere of "Holly's World" attracted more than 2mln total viewers, up 7% from the season 1 premiere. -- **Syfy** reported that "WWE Friday Night SmackDown" snagged 3.3mln total viewers (1.45mln adults 25-54), making it the most watched Fri prime telecast since "Stargate Atlantis" in Jul '04.

Carriage: **DISH** said it's the 1st U.S. distributor to carry Israel's **IsraKids** net, which offers 24-hr children-specific content in Hebrew. The channel is available as part of the Israeli Select package (formerly Israeli Platinum) for \$34.99 per month.

Editor's Note: Don't miss out! Jan 25 (Tues) is the deadline to submit your nominations for our annual "Sweet Sixteen" list of the top advertising brands and agencies supporting cable. Now is the time to get some recognition for your favorite cable ad supporters. More info at <http://www.cablefax.com/cfp/2011Sweet16.html>.

VOD: **TeleFutura** launched a VOD channel, TeleFutura On Demand, offering Spanish-language content including prime novelas within 24 hrs of linear air dates.

On the Hill: Rep **Ed Markey** (D, MA) came out swinging against **Verizon's** suit challenging the **FCC's** net neutrality order, calling it "an attempt to unwind an Order that provides safeguards for consumers and promotes investment and job creation... In some areas, I felt the Order did not go far enough, but if it were overturned in its entirety, Internet users, entrepreneurs and our economy as a whole would be adversely affected."

Technology: **MSG** launched its "MSG Insider" **iPhone** app, a "personal concierge" for people attending events at Madison Square Garden, Radio City Music Hall, the Beacon Theater and The Theater at Madison Square Garden.

BUSINESS & FINANCE

State of the Union: C-SPAN will integrate social media into its coverage of President Obama's "State of the Union" speech Tues night. Live streaming from www.c-span.org/SOTU/ will also track tweets from members of Congress, tweets from reporters covering Congress and gauge viewer reaction. C-SPAN's Facebook page will also carry the live stream; viewers will be able to post comments there too.

On the Circuit: The Walter Kaitz Foundation awarded \$1mln to WICT, NAMIC and the Emma L. Bowen Foundation from money raised at the annual fundraising dinner held in Sept in NYC.

Honors: Telemundo was nominated for 6 GLAAD Media Awards in 4 categories, including "Caso Cerado" for Outstanding Daytime Talk Show Episode; and "Levantate" and "Al Rojo Vivo" for Outstanding TV Journalism-News magazine.

People: Cox evp/Chief Strategy Officer Dallas Clement has ended his lengthy service at the MSO to take a new gig as CFO of Cox Enterprises-owned AutoTrader.com. Clement will oversee AutoTrader.com's finance, business development and facilities depts. -- TV Land promoted Jaclyn Rann Cohen to evp, program strategy and acquisitions; and Kim Rosenblum to evp, marketing and creative. -- TV Guide Digital upped Emily Christner to vp, marketing. -- Advertising Research Foundation tapped Michael Heitner as svp, member value.

CableFAX Daily Stockwatch

Company	01/24 Close	1-Day Ch	Company	01/24 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	42.81	0.96	AVID TECH:	17.24	0.25
DISH:	21.72	0.11	BIGBAND:	2.68	0.08
DISNEY:	39.94	0.20	BLNDER TONGUE:	2.39	0.00
GE:	20.04	0.30	BROADCOM:	45.70	1.19
NEWS CORP:	17.37	0.46	CISCO:	21.17	0.45
MSOS					
CABLEVISION:	34.45	0.22	CLEARWIRE:	5.40	(0.11)
CHARTER:	41.29	0.16	CONCURRENT:	5.20	(0.04)
COMCAST:	23.60	0.07	CONVERGYS:	14.32	0.37
COMCAST SPCL:	22.14	0.03	CSG SYSTEMS:	18.51	0.02
GCI:	12.48	0.38	ECHOSTAR:	27.29	0.39
KNOLGY:	14.48	0.15	GOOGLE:	611.08	(0.75)
LIBERTY CAPITAL:	63.96	1.09	HARMONIC:	7.94	(0.01)
LIBERTY GLOBAL:	40.69	1.54	INTEL:	21.24	0.42
LIBERTY INT:	15.99	0.25	JDSU:	16.49	0.47
MEDIACOM:	8.61	0.03	LEVEL 3:	1.23	0.10
SHAW COMM:	21.53	0.31	MICROSOFT:	28.38	0.36
TIME WARNER CABLE:	67.70	0.42	RENTRAK:	26.16	0.11
VIRGIN MEDIA:	25.08	0.15	SEACHANGE:	8.82	0.16
WASH POST:	439.18	5.07	SONY:	34.85	0.63
PROGRAMMING					
CBS:	20.78	0.08	SPRINT NEXTEL:	4.37	0.06
CROWN:	2.19	(0.12)	THOMAS & BETTS:	49.21	0.90
DISCOVERY:	40.08	0.04	TIVO:	9.88	0.32
GRUPO TELEVISA:	24.94	0.38	TOLLGRADE:	9.27	0.14
HSN:	27.85	0.46	UNIVERSAL ELEC:	27.08	0.23
INTERACTIVE CORP:	28.50	0.28	VONAGE:	3.25	0.08
LIBERTY:	40.49	0.26	YAHOO:	16.09	0.12
LIBERTY STARZ:	64.82	(0.19)	TELCOS		
LIONSGATE:	6.16	(0.08)	AT&T:	28.48	0.15
LODGENET:	3.35	0.01	QWEST:	6.93	0.02
NEW FRONTIER:	1.81	0.03	VERIZON:	35.24	0.29
OUTDOOR:	8.18	0.58	MARKET INDICES		
PLAYBOY:	6.11	0.01	DOW:	11980.52	108.68
SCRIPPS INT:	47.10	0.01	NASDAQ:	2717.55	28.01
TIME WARNER:	32.75	(0.04)	S&P 500:	1290.84	7.49
VALUEVISION:	6.71	0.48			
VIACOM:	48.91	0.70			
WWE:	12.51	(0.99)			
TECHNOLOGY					
ADVANTAGE:	3.00	0.04			
ALCATEL LUCENT:	3.26	0.03			
AMDOCS:	28.70	0.02			
AMPHENOL:	54.73	1.44			
AOL:	23.91	0.06			
APPLE:	337.45	10.73			
ARRIS GROUP:	12.20	0.19			



Best Advice/Motto Series



*"Focus on what's right,
not who's right."*

- from my Dad

David Preschlack
EVP, Affiliate Sales and Marketing, Disney &
ESPN Media Networks Group

To order your copy of the December 2010 issue of CableFAX: The Magazine please contact clientservices@accessintel.com or 800.777.5006.

EYE ON ADVERTISING

Making Buddies Online

If you work in cable ad sales, you already know you can't ignore the fact that most brands are making marketing inroads—big and small—online. **Buddy Media** provides a platform and tools for companies to manage their content in a social media environment, and is a preferred **Facebook** platform. Joe Ciarallo, Buddy Media director of communications, tells contributor Cathy Applefeld Olson just what clients are looking to get out of their online experience and why 2011 may be the year of integration between television and Internet.

What kind of impact are your bigger clients, like Ford, Samsung and Johnson & Johnson, looking to make online?

JC: It's different for each brand. People tend to make blanket statements about advertising when it comes to social media, but it really depends on what they want to achieve and how it integrates with their overall marketing plan. The larger brands are definitely taking things a lot more seriously. We're still in the early innings, but a lot of them have developed [multimedia] plans. We are seeing a lot of Facebook URLs on television ads, in searches. And a lot of analysts are saying 2011 might really be the year of integration.

Is Buddy Media seeing more clients wanting to integrate their TV, online and other media branding?

JC: We are definitely seeing more integration. There's been a lot of success with brands realizing that if someone does like your brand, they'll seek you out online. MTV is a great example, with what they're doing with their awards show. They understand that co-viewing is a trend that's really here. People have their mobile device and laptop open while they're watching TV. Brands are hiring social media commentators so fans can follow a sideline reporter for the NFL or get red carpet updates for an entertainment event online they can't get

on TV. You only have so much time on television, but online can be limitless.

Are companies increasingly migrating their TV campaigns online?

JC: It depends. There is a danger in saying, "We have this ad or this campaign, and how do we put it on Facebook?" You have to think about the idea first,

think about what platforms would work best.

A lot of times with social media it's not about the broad campaign. Even the Old Spice Man was very custom, created for specific people who reached out and not as much campaign-focused. The agencies and brands are educating themselves. Companies like Gatorade and

Dell are setting up complete social media war rooms, where they can monitor these channels and respond. It's less about, "How do we take this thing and slap it on to these platforms?" and more about what is the idea, what makes people interested, where are we delivering value and entertainment.

And for social media, the value proposition is a little different.

JC: You have to differentiate between paid media and earned media. Look at Coke, with tens of millions of fans on Facebook. It's about enhancing the customer experience. Take [client] Starwood Hotels. They have nine different brands and 1,000 properties worldwide. They understand that if each of their properties is off on its own island doing something on their own on Facebook and there's no central dashboard to manage them, it can get really messy, really fast. They have a booking agent, but their take on it is, If we sell rooms through Facebook, great. But it's really about enhancing the customer experience.

(Longtime entertainment industry reporter Cathy Applefeld Olson is delighted to be documenting media's wild ride into the 21st century)



CableFAX

Sales Executive of the Year Awards

saluting cable sales leadership

Questions: Mary Lou French at
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301-354-1695; dvodenos@accessintel.com

Saluting sales excellence at cable programming networks, cable operators, and ad agencies.

The CableFAX Sales Executive of the Year Awards recognizes sales forces across cable who work tirelessly behind the scenes to drive revenue and keep our dynamic marketplace growing and business moving forward.

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