

CableFAX Daily™

Monday — February 1, 2010

What the Industry Reads First

Volume 21 / No. 020

Light Touch: McDowell Speaks Out Against Reclassifying Broadband

FCC Commish *Robert McDowell* is probably cable's biggest ally on 12th St when it comes to the agency's National Broadband Plan due to Congress in Mar. With reports swirling that the **FCC** might consider reclassifying broadband services as a telecom service, his speech Fri to the **Free State Foundation** cautioning against such a move touched on many of cable's arguments. Recall that the FCC's classification of cable modem service as an information service (under the less burdensome Title I) was upheld in '05 by the US Supreme Court, with the Commission later extending the classification to all broadband services, regardless of platform. McDowell argued that the record contains scant evidence for the FCC to reverse course and put the services under the regulatory-burdened Title II. If it somehow did, he predicted a plethora of problems—due partly to the blur between network operators and application providers. "Exactly what kind of companies might get tangled up into this regulatory Rubik's Cube?" he asked. "Any Internet company that offers a voice application? What about an app developer that makes an app closely 'ancillary' to a voice application? With this newfound authority, why stop at voice apps? Isn't voice just another type of data app?" McDowell also warned against direct or indirect economic regulation of Internet access, saying it could result in price increases for all consumers. The FCC's broadband plan is due to Congress Mar 17. An update is expected at the Commission's Feb 11 open meeting.

Payday: Time Warner's compensation committee approved bumping up chmn/CEO *Jeff Bewkes*' base salary to \$2mln from \$1.75mln effective Jan 1. It also increased the target amount of his annual discretionary cash bonus to \$10mln from \$8.5 and increased the target value of annual long-term incentive compensation to \$10mln from \$8.5mln. The increases are in recognition of TW's operational and financial performance under his leadership, as well as his execution of a new corporate strategy that included the spin-offs of **Time Warner Cable** and **AOL**, an **SEC** filing said. The salary increase also is in line with his elevation Jan 1, '09 to chmn, at which time his contract said his salary would rise to \$2mln. Bewkes declined the hike at that time in recognition of the economic downturn and its potential impact on TW businesses.

Green Team: **SCTE** is expected to announce a new initiative Mon to help cable operators drive adoption of green strategies that have operational and financial advantages. After holding an inaugural forum in Dec with 10 MSOs

.98 in A25-54
RANKING #5 AMONG ALL NETWORKS IN ITS TIMESLOT

DOCTOR • WHO

ALL NEW SEASON COMING 2010
 For more information, contact your BBC America representative

BBC AMERICA HD

Source: The Nielsen Company, 1/2/10, All Ad Supported Cable, Time Period based, 8:30P-10P, P25-54, Live+7, CVG AA%, Subject to qualifications.



FOUR YEARS STILL NUMBER ONE

#1 TOTAL VIEWERS • **#1** P18-49 • **#1** P25-54
#1 SHOW ON CABLE P18-49 AND P25-54 (BURN NOTICE)
#1 NEW ORIGINAL SERIES (ROYAL PAINS)

characters welcome. 

Source: The Nielsen Company. #1 Claims: (12/28/08-12/27/09), (12/31/07-12/28/08), (1/1/07-12/30/07), L7, (000), P2+, A18-49, A25-54, M-Su 8P-11P vs. All Ad-Supported Cable. Original Series Claims: (12/28/08-12/27/09), L7, (000), P2+, A18-49, A25-54, vs. All Basic Cable. Premiere trackage averages. Subject to qualifications available upon request.

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 ● Assoc 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 ● Advertising Mgr: Erica Gottlieb, 212.621.4612 ● Marketing Director: 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

and various vendors, a larger event is planned for Apr. More details in Tues' **Cfax**. -- For those looking to plan their vacations around **FCC** open meetings, the agency has listed the dates and times for the remaining meetings through Dec at www.fcc.gov/fccmeetings.html. Next meeting is Feb 11, 10:30am.

Online: C-SPAN.org's traffic spiked Fri as folks hit the site to view Pres *Obama's* Q&A with House Republicans. The exchange aired live on **C-SPAN** and the cable news nets, with C-SPAN planning to re-air it at 8pm ET Fri night. C-SPAN posted on **Twitter** Fri afternoon it was working to fix the traffic load. "As we say in TV, please stand by," said the Tweet.

Intl: Food Net launches next week on **Orbit Showtime Net** in the Middle East.

Hope for Haiti: BET's spearheading a televised concert (Feb 5) and celebrity telethon to help several orgs provide immediate relief to Haiti. Airing from AmericanAirlines Arena in Miami, the 2-hr telecast will feature *Queen Latifah*, *Sean "Diddy" Combs* and *Pharrell*, counts **Pepsi** and **P&G** as sponsors, and will also air on **Centric**, **MTV** and **VH1**. -- **The Inspiration Nets** and partner **Convoy of Hope** set up an emergency command center just outside of Port-au-Prince following the earthquake, and to date the pair's efforts have resulted in 9 operational sites that have served 500K meals and installed 30 water purification units.

Programming: OWN: The Oprah Winfrey Net acquired the rights at Sundance to "Family Affair," an indie doc whose writer/prod explores his upbringing amid severe child abuse. The film is the 1st addition to the net's Doc Film Club, which seeks to inspire and entertain, plus encourage emerging creative voices to bring their stories to mainstream TV. -- *Fran Drescher* will host **Nick at Nite's** "Valentine Schmalentine," a week-long marathon of back-to-back eps of "The Nanny" (Feb 8-14, 11pm-6am). -- **TBS** ordered a pilot script from actor *David Spade*, **Sony Pictures TV** and **Happy Madison Prod** for an animated version of feature film "The Adventures of Joe Dirt." -- **ABC Family** picked up dramas "Huge" and "Pretty Little Liars" for bows this year. Based on the eponymous book by *Sasha Paley*, the former series chronicles the lives of 6 teens and the staff at a weight-loss camp, while the latter follows 4 estranged best friends who reunite after a disappearance. -- **The Ski Channel** and **Bonnier Mountain Group** extended their partnership and are discussing a more integrated pact, the companies said. Their current agreement includes The Ski Channel carrying Warren Miller films. TSC also unveiled "Snowbiz 250," a ranked list of 250 of U.S. snowsports' most influential people. -- **Spike** is partnering with *Thom Beers*, *Philip Segal* and **Original Prod** to develop a weekly series offering a combo of talk and comedy with a focus on "manformation." The show will feature 2 hosts and numerous guests. Separately, Spike ordered a 3rd season of *Original's* "1,000 Ways to Die," the second highest-rated original series in net history.

People: Flavio Morales was upped to svp, programming & production at **mun2**. -- **Comcast SportsNet Mid-Atlantic** promoted *Mark Lapidus* to vp, digital media.

Business/Finance: Charter's Dec operating rev totaled \$602mIn, according to its post-bankruptcy filing with a NY court, marking a 7% increase in the metric since Aug, when op rev was \$564mIn, and 5% over Nov (\$572mIn). -- Slated to spin off from **Cablevision** Feb 9, **MSG** closed on a 5-yr, \$375mIn sr secured revolving credit facility to help fund working capital needs. -- **News Corp** (Tues) and **Time Warner** (Wed) report earnings next week, and both co's could benefit from solid results and warmer feelings on Wall St. News shares shed 7.8% from Jan 25-29 and are off 11% since mid-Jan. TWX shares fell 5.8% this past week and have dropped by 16% since mid-Nov.

The CableFAXIES awards

DEADLINE: FEBRUARY 5, 2010

ENTER AT: www.CableFaxiesAwards.com

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com

Entry Questions: Saun Sayamongkhun at 301-354-1610; ssayamongkhun@accessintel.com

The CableFaxies Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic Cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing.

The Winners of the CableFAXIES Awards are from networks, operators, PR firms, vendors, corporations, agencies and other entertainment companies who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry. The winners and honorable mentions will be saluted during an awards event in April 2010 in New York City.

CableFAX Week in Review

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	34.14	(0.87%)	(5.74%)
DIRECTV:	DTV	30.35	(3.28%)	(9%)
DISH:	DISH	18.26	(2.92%)	(12.08%)
DISNEY:	DIS	29.55	(1.43%)	(8.37%)
GE:	GE	16.08	(0.19%)	6.28%
NEWS CORP:	NWS	14.68	(0.41%)	(7.79%)
MSOS				
CABLEVISION:	CVC	25.64	(0.85%)	(0.7%)
COMCAST:	CMCSA	15.83	(0.13%)	(6.11%)
COMCAST SPCL:	CMCSK	15.14	(0.46%)	(5.43%)
GCI:	GNCMA	5.93	0.17%	(7.05%)
KNOLOGY:	KNOL	10.92	(0.73%)	0.00%
LIBERTY CAPITAL:	LCAPA	25.89	4.95%	8.42%
LIBERTY GLOBAL:	LBTYA	25.38	7.82%	15.94%
LIBERTY INT:	LINTA	10.38	(3.8%)	(4.24%)
MEDIACOM:	MCCC	4.16	(1.65%)	(6.94%)
RCN:	RCNI	9.81	3.59%	(9.59%)
SHAW COMM:	SJR	18.62	(2.56%)	(9.48%)
TIME WARNER CABLE:	TWC	43.59	(0.57%)	5.32%
VIRGIN MEDIA:	VMED	14.19	(6.09%)	(15.69%)
WASH POST:	WPO	434.62	(2.73%)	(1.13%)

PROGRAMMING				
CBS:	CBS	12.93	(2.78%)	(7.97%)
CROWN:	CRWN	1.41	6.02%	(2.76%)
DISCOVERY:	DISCA	29.66	(3.98%)	(3.29%)
GRUPO TELEVISIA:	TV	19.54	(0.71%)	(5.88%)
HSN:	HSNI	19.14	2.79%	(5.2%)
INTERACTIVE CORP:	IACI	20.08	(2%)	(1.95%)
LIBERTY:	L	35.77	0.11%	(1.6%)
LIBERTY STARZ:	LSTZA	46.90	(1.64%)	1.63%
LIONSGATE:	LGF	5.20	(4.94%)	(10.5%)
LODGENET:	LNET	5.47	(8.99%)	(1.08%)
NEW FRONTIER:	NOOF	2.11	2.43%	11.64%
OUTDOOR:	OUTD	5.05	(5.96%)	(12.93%)
PLAYBOY:	PLA	3.26	(4.4%)	1.88%
RHI:	RHIE	0.40	(0.03%)	29.00%
SCRIPPS INT:	SNI	42.70	(2.95%)	2.89%
TIME WARNER:	TWX	27.45	0.92%	(5.8%)
VALUEVISION:	VTV	4.12	(5.5%)	(14.17%)
VIACOM:	VIA	30.83	(1.53%)	(2.13%)
WWE:	WWE	16.00	1.85%	4.37%

TECHNOLOGY				
3COM:	COMS	7.45	(1.32%)	(0.67%)
ADC:	ADCT	5.31	(12.52%)	(14.49%)
ADVANTAGE:	AEY	2.17	2.84%	10.15%
ALCATEL LUCENT:	ALU	3.33	(2.06%)	0.30%
AMDOCS:	DOX	28.59	(1.99%)	0.21%
AMPHENOL:	APH	39.84	(1.73%)	(13.73%)
AOL:	AOL	23.97	1.05%	2.96%
APPLE:	AAPL	192.06	(2.88%)	(8.86%)
ARRIS GROUP:	ARRS	10.04	(7.21%)	(12.16%)
AVID TECH:	AVID	12.63	0.24%	(1.02%)
BIGBAND:	BBND	3.14	(3.09%)	(8.72%)
BLNDER TONGUE:	BDR	1.06	(8.62%)	(7.02%)

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
BROADCOM:	BRCM	26.72	(6.01%)	(15.09%)
CISCO:	CSCO	22.47	(2.18%)	(6.14%)
CLEARWIRE:	CLWR	6.49	(4.14%)	(3.99%)
COMMScope:	CTV	27.21	(4.89%)	2.56%
CONCURRENT:	CCUR	4.25	10.39%	7.32%
CONVERGYS:	CVG	10.70	(3.69%)	(0.47%)
CSG SYSTEMS:	CSGS	19.41	9.17%	1.68%
ECHOSTAR:	SATS	19.20	0.79%	(4.67%)
GOOGLE:	GOOG	529.94	(3.65%)	(14.52%)
HARMONIC:	HLIT	6.07	(1.94%)	(3.96%)
INTEL:	INTC	19.40	(2.56%)	(4.9%)
JDSU:	JDSU	7.86	(2.72%)	(4.73%)
LEVEL 3:	LVL	1.39	(7.33%)	(9.15%)
MICROSOFT:	MSFT	28.18	(2.69%)	(7.55%)
MOTOROLA:	MOT	6.15	(14.7%)	(20.75%)
OPENTV:	OPTV	1.53	0.66%	12.50%
PHILIPS:	PHG	30.24	7.01%	2.72%
RENTRAK:	RENT	16.71	(0.95%)	(5.43%)
SEACHANGE:	SEAC	6.47	0.15%	(1.37%)
SONY:	SNE	33.23	(2.78%)	14.59%
SPRINT NEXTEL:	S	3.28	(2.67%)	(10.38%)
THOMAS & BETTS:	TNB	33.76	0.78%	(5.67%)
TIVO:	TIVO	9.02	(7.77%)	(11.39%)
TOLLGRADE:	TLGD	6.22	(2.51%)	1.80%
UNIVERSAL ELEC:	UEIC	23.77	(5.19%)	2.37%
VONAGE:	VG	1.45	(9.94%)	3.57%
YAHOO:	YHOO	15.01	(5.48%)	(10.55%)

TELCOS				
AT&T:	T	25.36	(0.12%)	(9.53%)
QWEST:	Q	4.21	(2.32%)	0.00%
VERIZON:	VZ	29.42	(3.03%)	(11.2%)

MARKET INDICES				
DOW:	DJI	10067.33	(1.04%)	(3.46%)
NASDAQ:	IXIC	2147.35	(2.63%)	(5.37%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CONCURRENT:	4.25	10.39%
2. CSG SYSTEMS:	19.41	9.17%
3. LIBERTY GLOBAL:	25.38	7.82%
4. PHILIPS:	30.24	7.01%
5. CROWN:	1.41	6.02%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. MOTOROLA:	6.15	(14.7%)
2. ADC:	5.31	(12.52%)
3. VONAGE:	1.45	(9.94%)
4. LODGENET:	5.47	(8.99%)
5. BLNDER TONGUE:	1.06	(8.62%)

Value-Added Benefits

for CableFAX Daily Subscribers Only

As part of your CableFAX Daily subscription, did you know that you can view the latest industry Datapoints from our partners including Nielsen, Rentrak, comScore and MediaBiz?

Plus as a subscriber, you also have access to an archive of CableFAX Daily stories and articles most relevant to your business needs. Browse articles by topic, keyword search, or download recent issues.

Log onto <http://www.cablefax.com/cfax/>

CableFAX Daily™