

CableFAX Daily™

Friday — February 5, 2010

What the Industry Reads First

Volume 21 / No. 024

Comcast-NBCU: Program Access, Franken's Freakin', Twitter Wars

Detractors of **Comcast's** proposed jv with **NBCU** have slammed the MSO several times for pledging to extend program access rules to NBC broadcast stations, pointing out that it (and **Cablevision**) have asked a federal court to throw those same rules out. Comcast chief *Brian Roberts* addressed the issue 1st thing Thurs, telling the Hill that Comcast is "willing to discuss" making the rules binding for it, even if a court threw them out. That probably won't be an issue considering that the US Court of Appeals for the DC Circuit, which heard the case in Sept, didn't appear inclined to give the rules the heave-ho. **Media Access Project's** *Andrew Schwartzman* dismissed Roberts' offering, telling the Sen Judiciary Antitrust subcmte that the rules are "insufficient," expire in 2 years with no assurance they will be extended and don't exclude bundling. "As long as Comcast overcharges itself, it can overcharge everyone else," he said. Thurs' hearing on the jv in the Sen subcmte produced more fireworks than the morning hearing before the House Communications subcmte, which broke down along party lines—with Dems promising careful examination and Republicans warning that the deal doesn't appear to set off many anticompetitive alarms. As expected, online video was a hot topic, with **WOW!** head *Colleen Abdoulah* testifying that her company had attempted to negotiate a TV Everywhere-like deal with Comcast-owned networks and was rebuffed. Saying he was unaware of the details, Roberts said other distributors should have access to online content. Abdoulah also complained that **WOW** considered going into arbitration over **CSN Chicago**, but found out it would take \$1mln in legal fees to get the ball rolling, could take 18 months or more and would come with no requirement the service continue during the dispute. That riled the peanut gallery—err, **Twitter** gallery, with a **Comcast Sports Net** spokesman tweeting, "WOW/Abdoulah arbitration facts wrong: can't drop a channel while in arbitration. WOW decided CSN Chicago value was worth price & renewed." Abdoulah may have meant to say "program access rules," which **Consumer Federation of America's** *Mark Cooper* and others say don't go far enough. **ACA** also was busy on Twitter, with its flack wondering why no one had asked Roberts if Comcast would withdraw from the program access case in the DC Circuit? (We told you to bring popcorn). *Sen Al Franken* (D-MN) made a lot of headlines with his pointed questioning, saying that Roberts flip-flopped on program access during a confusing exchange. "How are the people of MN supposed to trust you?" he asked Roberts. Franken, a former actor on NBC's "SNL," also went after NBCU's *Jeff Zucker*, saying that the net broke

CableFAX

Sales Executive of the Year Awards

saluting cable sales leadership

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. CableFAX salutes these distinguished leaders who set the bar.

The winners and honorable mentions will be saluted during an awards event on June 9, 2010 in NYC.

Call for Entries: March 5, 2010

Visit: www.cablefaxsalesawards.com

Questions: Rebecca Stortstrom at 301-354-1610; rebecca@accessintel.com

To Sponsor: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com

17046

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

promises it made for independent programming when supporting the elimination of FCC rules that limited the amount of programming a broadcast net could own. Easily the most vocal senator at the hearing, Franken said he doesn't "trust" the promises of Comcast-NBCU. But others, including subcmte chmn *Herb Kohl* (D-WI), also voiced concerns (Kohl brought up those ever-increasing cable prices and fretted over whether the deal would make them worse).

Carriage: Charter agreed to launch **Epix** in May, by when the premium net will be available in nearly 16mln homes. Epix owns a current carriage deal with **Verizon**, and deals with **Mediacom** and **Cox** begin in Apr.

Competition: **FiOS TV** bowed in its Mid-Atlantic markets additional interactive features including VOD personalization, remote-controlled purchases of **Showtime** and **ESPN** programming and gaming widgets. -- **Belo** reported a 29% jump in '09 retrans rev to \$42.6mln and a full-yr decline in total spot ad rev of 23.3%, including -18% locally and -18.5% nationally. -- **AT&T's** 3G mobile broadband network now supports **Sling Media's SlingPlayer Mobile** app, which allows for mobile viewing of home TV.

Super Bowl Plays: **NFL Net's** record 8.5 hours of live game day coverage (9am-5:30pm) will feature looks at *Vince Lombardi*, QBs *Peyton Manning* and *Drew Brees*, the effects of the Saints success on the city of New Orleans and interviews with *Don Shula*, *Chris Rock* and *Adam Sandler*. -- For the 9th straight year, **Spike.com** will feature all commercials from the big game almost immediately after they air, plus offer a catalog of Super Bowl ads dating back 8 years. **CBSsports.com** plans to feature all the ads following the game's conclusion. -- **Spike HD** is presenting **DirecTV's** 4th Annual Celebrity Beach Bowl, a flag football game to be televised Sat on the DBS op's **The 101 Net** and Sun on **WGN America**. **Showtime's** sponsoring the pre-game festivities. The *All-American Rejects* will perform at the event, which counts among its participants *Eli Manning*, *Jennifer Lopez* and 3 of the *Wayans* brothers. -- 1400 **FiOS TV** subs are taking part in the service's Game Day Viewing Parties, planned by **Verizon** with the help of consumer activation and experiential marketing co **House Party** to tout the service's HD qualities. The telco is providing hosts with party packs featuring a camcorder to shoot footage and post it online.

HoF: The **Cable Center** announced its 2010 inductees to The Cable Hall of Fame: retired **Scientific Atlanta** vp *Allen Ecker*, **Atlanta Braves** chmn/CEO *Terence McGuirk*, **Mapleton Investments** chmn *Marc Nathanson*, **AETN** pres/CEO *Abbe Raven*, **Shaw** exec chair *JR Shaw* and *Yolanda Barco*, former vp and exec officer of **Meadvill Master Antenna** (now deceased). The 13th annual Cable Hall of Fame Celebration will be held May 11, JW Marriott LA during Cable Spring week.

At the Portals: **FCC** chmn *Julius Genachowski* will be in NY Mon touring classroom and technology used by **Per Scholas**, a nonprofit that distributes low- and no-cost computers, and trains disadvantaged adults in tech careers. The event is to highlight the benefits of broadband.

Online: As **Wedding Central's** 1st original Web series, "Bridal Breakdown" (Mon) features brides-to-be encountering staged outrageous situations right before their big day. -- **Hulu** will soon add **ABC News** content on a branded page, including "Good Morning America" and "20/20." At the **DeSilva+Phillips Dealmakers** conference Thurs, **Disney** evp *Kevin Mayer* said the site will require payment for certain content at some point but declined to give pay models or rollout timing.

VOD: With participating ops including **Cablevision**, **Comcast**, **Cox**, **Insight**, **Mediacom** and **Time Warner Cable**, **CTAM's Black Experience On Demand initiative** features VOD access to more than 100 programs focused on the Black experience and history. Specific content offerings with descriptions are available at **ThisIsCable.com**.

Ratings: While averaging 615K 18-49s overall in Jan, **Telemundo** enjoyed a 28% monthly jump in the 8pm hour among the demo with an 818K avg. The net quoted 20% as its share of the Spanish-language audience in the month. -- **Science Channel** notched in Jan its best month ever in total day among men 25-54 (49K), 18-49s (67K) and men 18-49 (46K), plus its best week (Jan 25-31) ever in total day among HHs (132K), 25-54s (92K), men 25-54 (61K), 18-49s (87K) and men 18-49 (58K). -- **BET** said 2.8mln viewers tuned into Tues' premiere and encore presentations of "The Michael Vick Project."

Programming: **Syfy** picked up the basic cable rights to 26 eps of former **NBC** series "Merlin" (Apr), including the premiere of the show's 2nd season, which has never aired on US TV. -- **Spike's** comedic original "Players" (Mar 2) follows 2

BUSINESS & FINANCE

brothers with conflicting personalities trying to run a successful sports bar.

On the Circuit: Cable Show 2010 (May 11-13, L.A.) will team with **Carbonfund.org** for a carbon offset program that allows both exhibitors and attendees to contribute to the NY State Landfill Methane Project, a 3rd-party validated project identified by Carbonfund.org.

Public Affairs: ESPN's 3rd annual Jimmy V Week (Dec 2-8) raised more than \$911K for cancer research, topping the \$700-750K raised in each of the last 2 years. In '09, ESPN employees helped raise more than \$3mln for cancer research through a variety of events.

People: Verizon elected former US Secretary of Transportation *Rodney Slater* a board member, effective Mar 5. -- Ex-Cox exec *Patrick Joy* was named vp, finance and business ops for **Time Warner Cable's** NE OH, Western PA Div.

Business/Finance: CBS News is cutting no more than 100 jobs at its TV shows and news-gathering businesses, according to numerous reports. The div employs approx 1,400-1,500 worldwide. **S&P** upgraded **CBS** shares to 'buy' from 'hold' on the news, saying the job cutting "seems the latest of recent restructuring actions which could position the company in '10 to regain meaningful operating leverage as the economy improves."

CableFAX Daily Stockwatch

Company	02/05 Close	1-Day Ch	Company	02/05 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	33.40	(0.96)	AMPHENOL:	38.52	(1.91)
DIRECTV:	30.47	(0.81)	AOL:	24.18	(1.05)
DISH:	17.92	(0.84)	APPLE:	192.05	(7.18)
DISNEY:	29.67	(1.08)	ARRIS GROUP:	9.57	(0.59)
GE:	16.04	(0.64)	AVID TECH:	12.75	(0.13)
NEWS CORP:	15.31	(0.64)	BIGBAND:	2.83	0.00
MSOS					
CABLEVISION:	25.57	(1.03)	BLNDER TONGUE:	1.05	(0.02)
COMCAST:	15.52	(0.45)	BROADCOM:	27.71	(0.18)
COMCAST SPCL:	14.86	(0.39)	CISCO:	23.16	0.09
GCI:	5.38	(0.24)	CLEARWIRE:	6.35	(0.52)
KNOLOGY:	10.75	(0.19)	COMMSCOPE:	26.01	(1.19)
LIBERTY CAPITAL:	26.66	(1.91)	CONCURRENT:	4.38	(0.05)
LIBERTY GLOBAL:	24.92	(1.07)	CONVERGYS:	10.78	(0.25)
LIBERTY INT:	10.53	(0.22)	CSG SYSTEMS:	20.44	(0.07)
MEDIACOM:	4.02	(0.1)	ECHOSTAR:	18.91	(0.21)
RCN:	9.95	(0.1)	GOOGLE:	526.78	(14.04)
SHAW COMM:	18.07	(0.68)	HARMONIC:	5.90	(0.17)
TIME WARNER CABLE:	44.65	(0.6)	INTEL:	19.02	(0.66)
VIRGIN MEDIA:	14.17	(0.72)	JDSU:	8.04	(0.68)
WASH POST:	425.76	(12.9)	LEVEL 3:	1.37	(0.03)
PROGRAMMING					
CBS:	13.05	(0.7)	MICROSOFT:	27.84	(0.79)
CROWN:	1.30	(0.05)	MOTOROLA:	6.32	(0.37)
DISCOVERY:	28.62	(0.73)	OPENTV:	1.52	(0.01)
GRUPO TELEVISA:	19.06	(0.85)	PHILIPS:	29.41	(1.73)
HSN:	19.05	(0.21)	RENTRAK:	15.48	(0.44)
INTERACTIVE CORP:	20.77	(0.27)	SEACHANGE:	6.45	(0.07)
LIBERTY:	35.33	(1.3)	SONY:	34.48	(0.46)
LIBERTY STARZ:	46.40	(1.78)	SPRINT NEXTEL:	3.41	(0.19)
LIONSGATE:	4.85	(0.31)	THOMAS & BETTS:	34.55	(0.94)
LODGENET:	5.00	(0.22)	TIVO:	8.93	(0.26)
NEW FRONTIER:	2.00	(0.05)	TOLLGRADE:	6.30	(0.23)
OUTDOOR:	5.02	(0.06)	UNIVERSAL ELEC:	23.20	(0.68)
PLAYBOY:	3.17	(0.13)	VONAGE:	1.43	(0.1)
RHI:	0.36	-0.00	YAHOO:	15.01	(0.45)
SCRIPPS INT:	42.64	(1.85)	TELCOS		
TIME WARNER:	27.56	(0.34)	AT&T:	25.03	(0.55)
VALUEVISION:	3.95	(0.11)	QWEST:	4.30	(0.14)
VIACOM:	30.84	(1.2)	VERIZON:	28.63	(0.56)
WWE:	15.94	(0.39)	MARKET INDICES		
TECHNOLOGY					
3COM:	7.46	(0.04)	DOW:	10002.18	(268.37)
ADC:	5.36	(0.25)	NASDAQ:	2125.43	(65.48)
ADVANTAGE:	2.11	(0.04)			
ALCATEL LUCENT:	3.37	(0.15)			
AMDOCS:	28.52	(0.68)			

WANT TO BETTER UNDERSTAND THE BRAND PURCHASING BEHAVIOR OF SPORTS FANS?

The answer is simple: **Just Ask Nielsen.**™

Nielsen links consumer packaged good purchases with fan allegiances, enabling you to target advertisers with greater precision. Let Nielsen help align your sports content with the right brands and take your game to the next level.

For more info, visit
www.nielsen.com/media

Just ask
nielsen

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Still Reality, But Animals Over Humans

I'd rather wrestle a celebration of polar bears than watch **Fox Reality Channel** for 10 minutes, so I'm quite pleased that **Nat Geo Wild** will usurp Reality's spot this spring and bring to pay TV intimate looks at wildlife such as those ornery denizens of frigid climes. With the tagline "Get Closer," the net will come from int'l shores, where it's carried in 50 countries, to stateside set-tops, an atypical route that svp, dev and prod *Geoff Daniels* believes will prove beneficial. The net's "move into the US will help raise its premiere hours and transform it into a must-have instead of an also-ran," said Daniels this week at the **Realscreen Summit**. "Natural history as a genre has proven itself to [successfully] travel across borders." Nat Geo Wild's domestic and int'l budgets will be comingled, said Daniels, which will allow the net to "ramp up very quickly original productions." Half of the US iteration's lineup will be comprised of originals at launch, which Daniels said may just be marked by the largest US cable launch ever if the "phenomenal" reception so far from operators, affiliates and advertisers is any indication. The net would require only approx 7K+ additional subs to eclipse **MLB Net's** unofficial launch record, as Fox Reality is currently carried in nearly 50mln homes. Of course, that tally assumes every current op will remain on board, which Daniels intimated is likely given the net's brand equity and family-friendly positioning. Plus, he said, "in the wildlife and natural world arena, the opportunity for community building is ample." Highlighted at Realscreen were forthcoming content topics, including rebellious monkeys in India, the re-intro of a grizzly bear into the wild and marine ecology. "It's critical for us to establish identity through" credible researchers, said Daniels. 25-54s will be the target audience of Nat Geo Wild, which may or may slot a special featuring me wrestling polar bears. *CH*

Highlights: "What's On Your Plate?," Sat, 10p, ET, **Planet Green**. A terrific doc for kids and parents follows a pair of 11-year-old girls as they research what seems a simple question, but isn't: How does food get to our fork? Along the way they discuss empty calories, processed foods, organic farms, childhood obesity and local produce. – "Temple Grandin," Sat, 8p, **HBO**. Yes, it's early to talk Emmys, but *Claire Danes* deserves a nod for her portrayal of an autistic teen who thinks in pictures, relates to animals and eventually earns a PhD. It's also a fabulous story and true. *SA*

Worth a Look: "NFL Full Contact," pilot, Mon, 10pm, **TruTV**. Terrific timing by TruTV, filling the Super Sunday void with this look backstage at all things NFL, including Mon's ep profiling people who staged the NFL's '09 opening-night concert and game. Since **NFL Films** filmed it, "Full Contact" is well made. Yet after this ep you wonder who left some of these people in charge? (Crowd control officials seem inept). More important, will football fans watch a process film? *SA*

Notable: "Puppy Bowl VI," Sun, 3pm, **Animal Planet**. This year, all participants (even the bunny cheerleaders) are from shelters. – "Help for Haiti," Fri, 8p, **BET**, **MTV**, **VH1**, **Centric**. Star-studded concert and telethon. *SA*

Basic Cable Rankings (1/25/09-1/31/09) Mon-Sun Prime			
1	USA	2.6	2600
2	ESPN	2.2	2222
2	FOXN	2.2	2168
4	DSNY	1.8	1771
5	TNT	1.6	1603
6	TBSC	1.4	1364
6	NAN	1.4	1359
8	A&E	1.3	1305
9	HIST	1.2	1217
9	TLC	1.2	1164
11	HGTV	1.1	1125
11	TOON	1.1	1066
13	LIFE	1	990
13	TRU	1	936
13	FX	1	918
16	SPK	0.9	864
16	SYFY	0.9	857
16	FAM	0.9	850
16	HALL	0.9	761
20	FOOD	0.8	836
20	MTV	0.8	818
20	DISC	0.8	814
20	CMDY	0.8	795
20	AMC	0.8	716
20	NKJR	0.8	582
26	CNN	0.7	714
26	MSNB	0.7	687
26	BRAV	0.7	619
26	LMN	0.7	525
30	TVLD	0.6	554
30	EN	0.6	547
30	ESP2	0.6	544
30	BET	0.6	544
30	OXYG	0.6	438
35	VH1	0.5	534
35	APL	0.5	522
35	HLN	0.5	491
35	NGC	0.5	356
35	ID	0.5	301
40	TRAV	0.4	418
40	CMT	0.4	333
40	WGNA	0.4	303
40	SOAP	0.4	302
40	GSN	0.4	252
40	HI	0.4	205
46	TWC	0.3	267

*Nielsen data supplied by ABC/Disney

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™