

# CableFAX Daily™

Wednesday — February 6, 2008

What the Industry Reads First

Volume 19 / No. 024

## Super Fat Tuesday: Expensive, Heavily Hyped Sums Up Big Primary Vote

Heading into Super Tuesday, the presidential candidates already have raised and spent more money in '07 than in all 7 of the last 8 presidential elections, the **Center for Responsive Politics** found. Yes, you read that right. The pre-primary season is costing more than entire elections, with the '08 race expected to mark the 1st time a presidential election has crossed the billion-dollar mark. In '07, candidates raised \$582.5mln and spent \$481.2mln. Lawyers are contributing the most money (\$46.6mln in '07), followed by retirees (\$38.6mln), according to CRP. The entertainment industry, in which **Comcast** and **Time Warner** rank as the top overall contributors, ranks 10th with nearly \$8mln in presidential contributions last year. Most of that money went to *Hillary Clinton* (\$2.6mln) and *Barack Obama* (\$2.5mln). Of note, **Microsoft** was 2nd in presidential contributions for 4Q with \$181K (mostly going to Dems). In many cases, the organization didn't donate themselves, but the money came from the organization's PAC, members, employees, owners, etc. -- With so much Super Tuesday coverage and such an open race, it could go down as the most-watched non-election night for TV news (unless America chooses *Simon Cowell* instead...). It's impossible to highlight every net, but here's a couple standouts. **MTV's** ChooseorLose.com had a map up Tues highlighting 23 "Street Teams" of citizen journalists. All 23 were reporting live from mobile-to-Web all day, capturing scenes from polling stations, caucuses and other places young voters are gathering. MTV was breaking into regular programming at least hourly to spotlight some of the more interesting online happenings. Despite developments in the *Natalee Holloway* case, the cable news nets featured round-the-clock Super Tues coverage. **Fox News** truncated "The O'Reilly Factor" with 5 hours of *Brit Hume*-anchored primary coverage. The net also added ex-Bush strategist *Karl Rove* to its contributor rolls, with the former aide making an appearance during Tues' coverage. *Wolf Blitzer* was anchoring in the evening from **CNN's** NY "Election Center," and **MSNBC** tapped *Chris Matthews* and *Keith Olbermann* for primetime coverage.

**At Our Deadline:** **DISH** late Tues announced that *Carl Vogel* has stepped down as pres but will remain vice chmn of DISH and **EchoStar**. DISH/EchoStar chmn *Charlie Ergen* assumes the DISH pres role. The company cited only "personal reasons" for Vogel's departure. As previously reported, Vogel's teenaged son was involved in a severe skiing accident in Dec (**Cfax**, Dec 21). DISH also announced Tues the promotion of *Erik Carlson* to evp, operations and *Tom Stingley* to evp, sales & distribution.

**Scripp Change:** **Time Warner Cable's** *Lynne Costantini* is moving over to the network side, joining **Scripps Nets** as evp, affil sales & marketing. She joined Time Warner 11 years ago from the world of corporate law, working closely with the late, great *Fred Dressler*. After Dressler's retirement in late '06, *Melinda Witmer* stepped into the chief programming officer role, while Costantini was promoted to the newly created post of svp, chief business affairs officer. The Scripps gig will be a return to her roots, where she'll focus on deals for the diginets as well as

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interactive properties. Costantini assumes the gig by early Apr and will be based in Knoxville. -- Another high profile exec jumped ship Tues. **Discovery Comm** appointed **Weather Channel's Wonya Lucas** as CMO, effective Mar 24. Now charged with strengthening Discovery's brands and leveraging the company's assets to expand its worldwide viewer base, Lucas was named last year by WICT as the "Woman To Watch."

**Competition:** FiOS grew, but **Comcast** held steady. That's the story the numbers tell from the **MA Dept of Telecom and Cable's** newly released preliminary TV sub counts, according to 1 analyst. **Verizon's** FiOS TV subs grew by 650% over '06 to 78,544, while Comcast subs decreased by just 0.28% (4,586) to nearly 1.7mln. "The results belie the consensus expectation that Verizon's gains will inevitably mean steep losses for cable incumbents," said a **Sanford Bernstein** research note, suggesting that MA provides a window into the broader FiOS rollout. Looking just at the markets where FiOS offered service, Comcast lost about 29K subs—far fewer than Verizon's gain.

**Still Consolidating:** A movement to consolidate industry events continues to plug along. Mon's conference call focused attention on contracts and booking cities for the 2 event clusters—one in the fall; one during the **Cable Show** in spring. An **NCTA** rep cited "a great deal of consensus... People seem to have fallen in behind this effort at this moment of time."

**And Action!:** **Cox** has joined cable's day-and-date cast, further suggesting that the VOD release of studio films on the same day retailers begin DVD sales could be here to stay. The MSO is taking advantage of the national offerings of certain titles by **Warner Bros** and **New Line**, a practice the former began last summer with **Comcast**, **Time Warner** and **Charter**. Cox declined to disclose its exact date of entry into the space. Add to the cast **Cablevision**, which bowed Mon with **Popcorn Home Ent** a new twist on the Hollywood initiative, and all 5 major MSOs are now mining gold from the silver screen. Popcorn CEO **Steve Brenner**, formerly the head of **In Demand**, is "very optimistic" that 2 studios will within a month join Warner Bros and **Universal** in signing on to participate in the CVC JV.

**Super Bowl Redux:** Turns out some **Cox** AR subs did miss part of the Super Bowl after all (**Cfax**, 2/5). While NW AR **Fox** affil **KFTA** initially reported that its equipment failure didn't impact the MSO, Cox tells us about 1K subs in the Midland/Mansfield area couldn't get the **Nexstar**-owned station until about halfway through the last quarter of the game. The broadcaster is also having difficulty with its local **NBC**-affil **KNWA**, which was still off the air Tues afternoon because of the equipment issue, according to **Cox**. "KNWA & KFTA programming will return as soon as we get the parts we need to make the necessary repairs," the broadcasters said on their Website.

**Carriage:** **Time Warner Cable's** Dallas system added **Ovation TV** this week. -- **ION Media Nets** inked a deal with **Massillon Cable TV** for carriage of digital nets **qubo** and **ION Life** in the Cleveland area.

**DTV Doings:** **FCC** chmn **Kevin Martin** on Thurs will go to **Best Buy** with Commerce Sec **Carlos Gutierrez**, and broadcast, cable, CE and retail leaders. They'll hold a DTV transition news conference at a DC-area Best Buy.

**Jump Ball:** **Time Warner Cable** and **Fox** confirmed an earlier report from *Sports Business Journal* that the NBA's Charlotte Bobcats franchise is negotiating with the pair for a possible switch in the team's TV home, and that a deal is near. Sources said the league has pressured the team for some time to strike a new agreement, as the MSO carries 50 team games/yr on its local News 14 channel, which only hits approx 1.2mln homes in the Charlotte area. **FSN South** has checked in as a potential carrier, and could distribute the games to 4mln area homes.



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# BUSINESS & FINANCE

**Ratings:** CNN's coverage of the CA Democratic debate was a big winner, delivering a 6.1/5.92mln for nearly 2 hours, good for the week's top telecast spot and propelling the net to 3rd place in prime avg (1.8/1.71mln). Meanwhile, **Fox News** was focused on the current, not future, POTUS, and rode the success of its live coverage of W's State of the Union '08 address (3.4/3.24mln) to 4th in prime (1.6/1.49mln). **USA** (2.3/2.24mln) bested **Disney** (2.0/1.94mln) for the week's prime crown, and **TNT** (1.5/1.49mln) completed the top 5.

**On the Circuit:** **CAB** secured co-median *Cedric the Entertainer* as the headliner for the **AAAA** Media Conference opening night (Mar 5, Orlando). -- **WICT**, **SCTE** and sister pub *Communications Technology* are accepting applications for the '08 Women in Technology Award through Mar 7.

**People:** **Broadstripe** announced that COO *John K. Brooks* has resigned to pursue other opportunities. -- - **MTVN** promoted *Lisa Sherman* to evp/GM, Logo. -- *TVWeek's James Hibberd* has joined *The Hollywood Reporter* as sr TV reporter. -- *Tony Cardinale* has been named to the new position of svp, research and strategic insights, **Bravo Media** and **Oxygen Media**. **YES** promoted *John Brueckner* to vp, on-air promotions.

**Business/Finance:** **AT&T** has received **FCC** approval to purchase wireless spectrum from **Aloha Partners** for \$2.5bln.

## CableFAX Daily Stockwatch

Company	02/05 Close	1-Day Ch	Company	02/05 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	41.79	(1.65)	AMPHENOL:	38.20	(1.72)
DIRECTV:	22.82	(0.53)	APPLE:	129.36	(2.29)
DISNEY:	30.07	(0.83)	ARRIS GROUP:	9.03	0.02
ECHOSTAR:	29.63	(0.7)	AVID TECH:	20.00	(0.04)
GE:	34.21	(1.16)	BIGBAND:	5.86	(0.42)
HEARST-ARGYLE:	22.30	(0.11)	BLNDER TONGUE:	1.59	0.08
ION MEDIA:	1.42	(0.02)	BROADCOM:	21.82	(0.4)
NEWS CORP:	20.08	0.12	CISCO:	23.26	(0.56)
<b>MSOS</b>					
CABLEVISION:	24.96	0.06	COMMSCOPE:	45.54	0.54
CHARTER:	1.22	(0.01)	CONCURRENT:	0.84	(0.01)
COMCAST:	17.44	(0.72)	CONVERGYS:	15.27	(0.34)
COMCAST SPCL:	17.28	(0.66)	CSG SYSTEMS:	12.33	(0.4)
GCI:	7.08	(0.14)	ECHOSTAR HOLDING:	31.31	0.08
KNOLGY:	10.52	(0.74)	GEMSTAR TVG:	4.25	(0.13)
LIBERTY CAPITAL:	109.42	(2.47)	GOOGLE:	506.80	11.37
LIBERTY GLOBAL:	39.31	(0.96)	HARMONIC:	10.32	(0.18)
LIBERTY INTERACTIVE:	15.55	(0.87)	JDSU:	10.16	(0.31)
MEDIACOM:	4.88	0.01	LEVEL 3:	3.26	(0.15)
ROGERS COMM:	42.97	0.00	MICROSOFT:	29.07	(1.12)
SHAW COMM:	19.66	(0.95)	MOTOROLA:	11.51	(0.71)
TIME WARNER CABLE:	24.40	(1.05)	NDS:	52.63	(1.38)
VIRGIN MEDIA:	15.78	(0.84)	NORTEL:	12.41	(0.29)
WASH POST:	734.09	(19.73)	OPENTV:	1.09	(0.05)
<b>PROGRAMMING</b>					
CBS:	24.25	(1.3)	PHILIPS:	37.30	(2.45)
CROWN:	5.38	(0.47)	RENTRAK:	10.29	(0.19)
DISCOVERY:	22.09	(1.27)	SEACHANGE:	6.79	(0.16)
EW SCRIPPS:	41.50	(0.35)	SONY:	43.28	(1.28)
GRUPO TELEVISA:	21.30	(1.02)	SPRINT NEXTEL:	9.87	(0.87)
INTERACTIVE CORP:	24.55	(1.17)	THOMAS & BETTS:	43.63	(1.93)
LIBERTY:	1.00	0.00	TIVO:	8.70	(0.23)
LODGENET:	15.40	(0.4)	TOLLGRADE:	6.01	(0.1)
NEW FRONTIER:	4.80	0.57	UNIVERSAL ELEC:	24.24	0.00
OUTDOOR:	7.71	(0.26)	VONAGE:	1.95	(0.1)
PLAYBOY:	8.49	(0.26)	VYYO:	1.74	(0.11)
TIME WARNER:	15.40	(0.44)	YAHOO:	28.98	(0.35)
UNIVISION:	36.23	0.00	<b>TELCOS</b>		
VALUEVISION:	5.95	(0.05)	AT&T:	36.73	(1.43)
VIACOM:	38.56	(1.14)	QWEST:	5.61	(0.27)
WWE:	15.16	(0.44)	VERIZON:	36.83	(1.78)
<b>TECHNOLOGY</b>					
3COM:	3.91	0.02	<b>MARKET INDICES</b>		
ADC:	14.53	(0.19)	DOW:	12265.13	(370.03)
ADVANTAGE:	5.84	0.28	NASDAQ:	2309.57	(73.28)
ALCATEL LUCENT:	6.20	(0.34)			
AMDOCS:	31.82	(1.61)			

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**Sponsorship Opportunities:** Debbie Vodenos at 240-753-5696; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com). **Entry Questions:** Lana Zektser at 301-354-1610; [lzeztser@accessintel.com](mailto:lzeztser@accessintel.com).

# Call For Entries

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## CATEGORIES:

**CAMPAIGN:** (Where applicable, separate awards are given for National and Regional programs and for Programmer, Operator and Vendor)

Advertising Campaign for a Single Program	Media Event
Advertising Campaign for a Network	Media Relations Campaign
Annual Report	Mobile Marketing Campaign
Corporate Social Responsibility/ Green Campaign	Multicultural Marketing
Community Relations	Press Kit
Crisis Management	Programming Stunt
Direct Response Marketing	PR Stunt
Integrated Marketing Campaign	Public Affairs Campaign
Marketing Campaign	Trade Show Booth
Marketing of a New Series or Show	Trade Show Event or Stunt
Marketing of a Continuing Series	Tchotchkey
Marketing of a Special or Documentary/ Documentary Series	Video: use of video or moving image
	Viral Marketing Campaign

**PEOPLE:** (Awards given at 5 levels: Programmer, National; Programmer, Regional/Local; Operator, MSO; Operator, Local System; and Vendor)

Marketer of the Year, VP Level and above  
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