

# CableFAX Daily™

Wednesday — February 7, 2007

What the Industry Reads First

Volume 18 / No. 26

## NCTA to FCC: Good Job, Now Do It Again

Stop the presses. NCTA is commending something the FCC's Media Bureau recently did—a rarity these days. The subject of praise is the recent approval of dozens of petitions by cable ops certifying that effective competition exists in local markets. The decisions mean that a laundry list of operators, including **Cablevision** and **Charter**, are no longer subject to basic rate regulation in those markets. Some of the petitions—which represent 86 cities (1.5mln homes)—had been pending since '03. Of course, there's a little bit more to this backslapping. The Media Bureau's approvals affirm cable's arguments that the marketplace is working and that consumers have a choice in video providers—points that NCTA has made repeatedly, including in its arguments against easing video franchise burdens for telcos but not incumbents. The NCTA is urging the FCC to take action on dozens more pending petitions, some that it says were filed way back in '01 and have since been updated. "Timely FCC action in proceedings where the record is complete is essential to promoting marketplace forces and eliminating counterproductive regulation," NCTA chief *Kyle McStarow* said. "We stand ready to work with the FCC to help ensure that decisions on these cases are made on a more timely basis."

**Facebook's getting video:** Comcast inked a deal with the social networking Website **Facebook** to let its 16mln users create video through the MSO's **Ziddio.com** beginning in March. The MSO declined to explain deal terms but alluded to advertising opportunities. Videos submitted on Facebook will also form the basis of a new TV series to be produced by Emmy winner *R.J. Cutler* ("American High"). He will choose the best videos and weave them into 10 half-hour eps for VOD and broadband. Comcast Interactive Media svp, entertainment *Liz Schimel* said execs haven't decided yet whether the show will air on any Comcast linear nets. She was pleased with traffic for Ziddio.com, Comcast's multiplatform user-generated Website, saying millions of video have been viewed over the past couple months.

**The Z Factor:** Discovery's shakeup is positive in the long term. That's the verdict from **Merrill Lynch's** *Jessica Reif Cohen*. "Given [new CEO *David*] *Zaslav's* previous tenure at **GE's NBCU** division, incorporating a business manager within each group may signal a greater emphasis on financial discipline in the programming decision process," Cohen wrote in a research note. Her conclusion is that the changes could provide creativity and new energy to the company, while instilling a financial discipline to the creative process.

**In the Courts:** If at first you don't succeed, amend your lawsuit. That's the tact **The America Channel** is taking as it fights for carriage on the country's largest MSOs, **Comcast** and **Time Warner Cable**. A MN District judge dismissed the channel's antitrust lawsuit against the 2 MSOs last month, giving it 20 days to amend its complaint with sufficient facts. TAC refiled its lawsuit Mon night, asking the court to force the companies to divest their recently acquired **Adelphia** systems. The channel claims, among other things, that the operators discriminate against independent programming nets and have instead "favored and carried only" nets that they or broadcasters have interest in (must be news to

## WANT SOME PERSPECTIVE?



CABLE 360 NET

10554

CABLE360.NET, THE BIG PICTURE NETWORK.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.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: Dave Dekker, 301/354-1750, ddeker@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Scott Gentry/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

**Current TV).** TAC claims it has offered its service for free and that the 2 MSOs prevented it from obtaining carriage with Adelphia before it was sold. "While we do not comment on pending litigation, we continue to believe that The America Channel's litigation is meritless," a Comcast spokeswoman said. Time Warner said it's reviewing the complaint.

**In the States:** 20-25K SW FL HHs serviced by **Comcast** saw their digital set-tops shut down Mon night and were still without service on Tues. An area spokesman for the MSO said a Mon billing conversion in the former **Time Warner Cable** market led to the problem, which should be cleared up by Wed. Comcast serves more than 350K subs in the area.

**Young Gun:** **GE** promoted 41-year-old *Jeff Zucker* to pres/CEO of **NBCU**, effective immediately. Zucker succeeds *Bob Wright*, who will remain a GE vice chmn through this year, and is charged with spurring TV and movie revenue growth while bolstering Internet sales.

**A Digital Giant Awakes:** Bentonville behemoth **Wal-Mart** launched a beta version of its new video download service at walmart.com/videodownloads, a move that instantly ramps up competition in the arena. The service offers more than 3K movie and TV titles, from nets such as **FX** and **MTV** and studios including **Lionsgate**, **Disney** and **Paramount**. TV eps run \$1.96/ep, a price "roll back" of a couple cents versus iTunes, and new movie releases, available for download on the same day as the DVD release, run \$12.88-\$19.88.

**Ratings:** It's been a while, but **WWE** programming earned last week's cable telecast title, leading **USA** (2.1/1.98mln) to a prime ratings victory. **Disney** (1.9/1.72mln) was 2nd, followed by **TNT** (1.7/1.59mln), **Lifetime** (1.5/1.42mln) and **A&E** (1.4/1.27mln). -- **Brag Book:** **Animal Planet's** pre-Super Bowl event "Puppy Bowl III" delivered a record .7 rating, up 17% versus last year and 40% versus '05. It also earned double-digit ratings growth among kids 2-11 (+25%) and teens 12-17 (+33%). -- The premiere of **Comedy Central's** "The Sarah Silverman Program" scored a 1.3 and a 1.2 among the 18-49 demo, making it the net's best series launch since '04. -- **LMN's** "Seventeen and Original" went down Sat as the net's 2nd highest-rated original movie ever, notching a 1.3 HH rating.

**Programming:** The 5th season of **Showtime's** "Penn & Teller: Bullshit!" premieres Mar 22 (10pm), with the initial ep highlighting America's obesity epidemic. -- **NBA** star *LeBron James'* Hummer H2 will be featured in **Speed's** "Unique Whips" (Feb 21, 10pm ET). -- **Bridges TV's** "Sacred Coincidences" (Mon, 10pm ET) highlights the common Abrahamic roots of Muslim, Jewish and Christian holidays.

**Mouseketeer Moves:** *Tricia Wilber* was promoted to evp, **Disney Media Advertising Sales and Marketing Group**, which now encompasses the ad sales and promotions teams for Disney's kids- and family-focused TV, online, radio and publishing businesses. Wilber, in turn, named *Michelle Scarola* svp, TV sales and eastern multimedia leader; *Brad Davis* svp, online sales and western multimedia leader; *Jon Sayer* vp, ad sales, **Radio Disney**, and Midwest multimedia leader; *Mary Beth Wright*, head, publishing sales; *Kara Rousseau* svp, marketing and sales development; *Julie Watkins* vp, revenue planning; and *John Spadaro* vp, research.

**Stork Visits:** Congrats to **Comcast** vp, programming *Jen Gaiski* and husband *CJ*, who will soon have a much more intimate relationship with kids programming. The couple's first child, *Cadence Christine* (8lb, 4oz), was born Thurs night.

**Obit:** Longtime **EW Scripps** chmn *Charles Scripps* died Sat of natural causes. He was 87. A memorial service will

**cable**  
strategies tactics leaders **WORLD**

› More Content › New Look › Same Great Character

› **Subscribe Now!**

Don't Miss Another Issue of **CableWorld** with its new look and sharpened editorial focus!

**Renew or subscribe today at**  
[www.amedia.com/cbwl](http://www.amedia.com/cbwl).

Do you have a colleague who would benefit?  
Tell them about us!

# BUSINESS & FINANCE

be held Sat at 11am at the Queen City Club in Cincinnati, OH.

**People: Fox Networks Group**

named *Jack Kennedy* svp, corporate development, and *Sarah Harden* svp, business development, **Fox Cable Nets**. -- **BIAP** appointed former **Wal-Mart** exec *Julie Roehm* and **QVC** co-founder *Mike Boyd* board members.

-- **Suddenlink** promoted *Dale Bennett* to vp, central region, and named *Todd Cruthird* regional vp, east TX and OK.

-- **Gospel Music Channel** tapped PR vet *Jim Weiss* as vp, public relations. -

- **Cox Ent** hired *Joey Lesesne*, former chief of staff to Sen *Fritz Hollings* (D-SC), as vp, govt affairs.

**Business/Finance: New Frontier's**

pay TV group saw overall 4Q rev increase 3% Y-over-Y to \$11.2mln and PPV rev jump 11% to \$6.9mln. VOD rev fell 5% to \$3.8mln. The

adult content distributor said its launch on **DirecTV** powered PPV earnings, and that VOD rev increases from **Comcast** helped offset poor performance elsewhere.

-- **Cisco** achieved a 27% Y-over-Y pop in F2Q07 net sales to \$8.4bln and a 40% surge in net income to \$1.9bln. **S-A** contributed \$639mln in net sales for the Q. Chmn/CEO *John Chambers* said IPTV and other online tech helped drive the positive results and will open up more growth opportunities going forward.

**Oops:** It was **Turner's Adult Swim** ad campaign that triggered a bomb scare last week.

## CableFAX Daily Stockwatch

Company	02/06 Close	1-Day Ch	Company	02/06 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/			AVID TECH:	33.13	0.23
BRITISH SKY:	44.75	0.75	BROADCOM:	31.99	(0.15)
DIRECTV:	23.97	(0.01)	C-COR:	13.65	0.20
DISNEY:	35.19	(0.07)	CISCO:	27.28	(0.23)
ECHOSTAR:	41.29	0.29	COMMSCOPE:	32.96	0.29
GE:	36.31	(0.06)	CONCURRENT:	1.33	(0.02)
HEARST-ARGYLE:	26.10	0.04	CONVERGYS:	26.23	0.07
ION MEDIA:	1.20	0.02	CSG SYSTEMS:	24.68	0.18
NEWS CORP:	24.15	(0.06)	GEMSTAR TVG:	4.17	(0.01)
TRIBUNE:	30.95	0.24	GOOGLE:	471.48	4.32
<b>MSOS</b>					
CABLEVISION:	29.88	0.57	HARMONIC:	9.25	0.02
CHARTER:	3.38	(0.01)	JDSU:	16.26	0.10
COMCAST:	42.45	(0.18)	LEVEL 3:	6.34	0.07
COMCAST SPCL:	41.95	(0.03)	LUCENT:	2.55	(0.02)
GCI:	15.51	0.10	MICROSOFT:	29.51	(0.1)
KNOLOGY:	13.74	0.47	MOTOROLA:	19.73	(0.14)
LIBERTY CAPITAL:	103.09	(0.08)	NDS:	46.00	(0.57)
LIBERTY GLOBAL:	30.13	0.06	NORTEL:	25.95	(0.53)
LIBERTY INTERACTIVE:	24.10	(0.15)	OPENTV:	2.52	(0.06)
MEDIACOM:	7.69	(0.1)	PHILIPS:	38.45	(0.03)
NTL:	27.76	0.07	RENTRAK:	16.35	(0.01)
ROGERS COMM:	31.29	0.41	SEACHANGE:	10.50	0.33
SHAW COMM:	35.68	(0.26)	SONY:	48.81	1.18
TIME WARNER:	21.61	0.06	SPRINT NEXTEL:	17.75	(0.02)
WASH POST:	757.25	6.00	THOMAS & BETTS:	48.46	(0.55)
<b>PROGRAMMING</b>					
CBS:	31.59	0.03	TIVO:	5.48	(0.04)
CROWN:	4.19	(0.01)	TOLLGRADE:	11.88	(0.03)
DISCOVERY:	16.22	(0.21)	UNIVERSAL ELEC:	21.02	0.03
EW SCRIPPS:	49.11	0.02	VONAGE:	5.71	0.19
GRUPO TELEVISA:	29.07	0.17	VYYO:	4.39	0.01
INTERACTIVE CORP:	38.72	(0.55)	WEBB SYS:	0.04	0.00
LODGENET:	27.50	(0.45)	WORLDGATE:	1.23	(0.04)
NEW FRONTIER:	9.73	0.31	YAHOO:	29.35	0.79
OUTDOOR:	13.67	0.32	<b>TELCOS</b>		
PLAYBOY:	10.30	(0.41)	AT&T:	37.50	(0.29)
UNIVISION:	35.87	0.02	QWEST:	8.07	(0.06)
VALUEVISION:	12.32	0.20	VERIZON:	38.08	(0.01)
VIACOM:	41.06	0.08	<b>MARKET INDICES</b>		
WWE:	16.22	0.20	DOW:	12666.31	4.57
<b>TECHNOLOGY</b>					
3COM:	4.08	0.09	NASDAQ:	2471.49	0.89
ADC:	16.40	(0.08)			
ADVANTAGE:	3.03	0.03			
AMDOCS:	34.45	(0.07)			
AMPHENOL:	67.74	(0.02)			
ARRIS GROUP:	14.49	0.19			

# CableFAX databriefs



**CableFAX databriefs** is a weekly html newsletter delivered every Monday via email to qualified subscribers. Published by the well-respected **CableFAX Daily** editorial team, **CableFAX databriefs** is an extension of its sister publication and spotlights vital industry metrics for broadband operators.

Register for your FREE subscription today at [www.ameda.com/cfx](http://www.ameda.com/cfx)

# CableFAX FAXIES

MAGAZINE

## Nomination Form

Due February 23<sup>rd</sup>

### The top execs, the hit shows, the best parties and more...

Featured each year at NCTA's The Cable Show, "The FAXIES" is an annual awards issue that combines the unmistakable *CableFAX* humor with memories of the and best.

#### THE 6<sup>TH</sup> ANNUAL FAXIES CATEGORIES

- Best MSO Execs
- Best Programming Execs
- Best Marketers
- Best Flacks
- Best Shows
- Rising Stars on/off Camera
- Best Comebacks
- Best Parties
- Best Schmoozers
- Do Gooders
- Best Tech
- Best Tchotchkeys
- Best Web Play
- Nicest Guys/Gals in Cable

We've attempted to make the nominating process simple. Nominate as many people as you wish in as many categories.

Send Nominations to:  
 Fax: 301-738-8453 or  
 Email: FAXIES@accessintel.com

Include the following information in your fax or email.

- Candidate's Name and Title:
- Your Name, Title and Contact:
- Nomination Category:
- Why should this person receive a 2007 FAXIES Award?

#### 2007 FAXIES CONTACTS

##### Editorial Information:

Michael Grebb  
 Executive Editor  
 mgrebb@accessintel.com

##### Advertising Information:

Amy Abbey  
 Eastern Regional Director  
 aabbey@accessintel.com

Todd Milroy  
 Western Regional Director  
 tmilroy@accessintel.com

##### FAXIES Awards Party (in Las Vegas) information:

Dave Decker, Publisher,  
 ddecker@accessintel.com