

CableFAX Daily™

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What the Industry Reads First

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Day After: Blogosphere Tackles Comcast-NBCU Hearings

DC was more focused on the imminent snowstorm Fri, but Thurs' **Comcast-NBCU** hearings on the Hill still lingered with some. Comcast continued to use its **comcastvoices.com** blog to drive home its points, with EVP *David Cohen* writing that the tone was "almost always respectful" (we're going to guess Sen *Al Franken* (D-MN) was an exception...). Cohen's bullet points to win folks over to the JV included that the deal's not about eliminating jobs, the new NBCU will be a 100% American-owned company and the familiar refrain of vertical, vertical, vertical. He also countered critics who claim Comcast has been inconsistent by saying program access rules will ensure competition while at the same time challenging those rules in court. "We have argued and believe that today's marketplace is sufficiently competitive to do away with those rules, but we have strong reasons to compete fairly whether the rules are in effect or not," he wrote. "We don't intend to behave any differently than we have under the rules and we're willing to accept a condition that we abide by those rules, even if the court declares them invalid." Merger opponent *Harold Feld* of **Public Knowledge** also took to the blogosphere to call **NBCU's Jeff Zucker** a fibber after he testified that **Hulu** mgmt made the decision to block Hulu content to Web video service **Boxee** (<http://www.publicknowledge.org/node/2881>). When the **Boxee** blocking was announced, Hulu CEO *Jason Kilar* said the move was prompted by Hulu's "content owners." **Boxee** weighs in on it all on its own blog, of course, with CEO *Avner Ronen* saying that it hasn't been **Boxee's** experience that NBCU is open to negotiations on a deal, but "we will take Mr. Zucker's offer at face value and will contact him. We are eager to work with both Comcast and NBCU to bring more content on more devices to our users." **Free Press** exec dir *Josh Silver's* own post at *The Huffington Post* focused on the Franken angle and listed his top 10 reasons to "be very afraid" of the deal. He suggests it will launch a merger wave and complained that "Comcast can't be trusted." For more objective takes on Thurs' back-to-ball Hill hearings, **C-SPAN's** "The Communicators" features reporters from the *WSJ* and *AP* giving their thoughts (Sat, 6:30pm ET, repeats Mon, 8am and 8pm on **C-SPAN 2**).

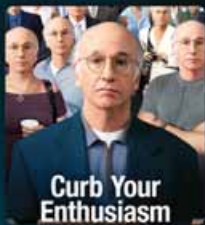
Movin' On: *Ryan O'Hara* has left his gig as pres, *TV Guide Network* and **TVGuide.com** for a new post outside **Lionsgate**. What that is exactly isn't to be announced until next week, but it will mean O'Hara relocates from L.A. to NYC. "We have a strong leadership team and a focused strategy to build TV Guide Network into a branded celebration of entertainment and fandom, so this is the right time for me to move on to another new entrepreneurial opportunity that has arisen," said O'Hara. "I enjoyed my eight years at TV Guide tremendously, and I believe the trajectory of the business has never been better. It is in perfect hands with Lionsgate and **One Equity Partners**." No replacement was named at the net, which recently brought **FEARnet** pres *Diane Robina* as evp, dev, acquisition and programming strategy (she keeps the **FEARnet** post).

Advertising: 71% of US media/ad execs plan to increase their investment this year in ads allowing viewers to request more info about a product or service, according to **Parks Associates**. Interactive overlays (67%) and tags (54%) and IPG banners (53%) will also draw spending increases in '10, while execs plan to curtail spending on

The Ugly, The Bald and The Beautiful.



Ugly Betty



Curb Your Enthusiasm



Red Carpets

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branded showcase, interactive telescope and pause menu (TiVo) ads. Addressable and interactive ads together will collectively give MSOs, DBS ops and telcos \$133mln in rev this year, compared to \$49mln in '09, and will account for \$4.3bln in rev by '14. As for online video, Parks said execs plan to increase ad spending most this year in user-generated video, followed by premium video and standalone video.

Snoevchkin: As more than 20 inches of snow headed to the DC area Fri, **Weather Channel** told us Fri afternoon that weather.com is pacing to have 1 of its highest traffic days ever for the DC area. It was seeing more than 2.5 times the activity it sees on an average day.

In the States: **E!** founder *Alan Mruvka* launched ent and fashion network **dots! tv**, with initial content at **DotsTV.com** and plans to later gain carriage on cable and satellite platforms. The venture's aggregating more than 25 celebrities and their product lines to sell exclusively through interactive shopping. -- Through clients including **DirectTV** and **News Corp, Technicolor**, formerly known as **Thomson**, said it reached 100mln digital set-top deliveries since its market entry in '94.

Carriage: Distributed nationally through **DirectTV Mas**, Spanish-language net **Mega TV** will launch in NYC in Mar on **Time Warner Cable** and **FiOS TV**. The net also owns affil agreements in Chicago, Dallas, Fresno and Palm Springs totaling approx 6.5mln homes.

Int'l: **Novus Ent** now offers customers in Vancouver Internet speeds of up to 200Mbps, which it claims is the fastest broadband speed in Canada. The number nearly doubles the 105Mbps service featured by **Mediacom** in certain markets including Waterloo, IA, and Dagsboro, DE, purportedly the fastest in America.

Programming: *Kirstie Alley's* new **A&E** series that she revealed on "Oprah" a few months back has a Mar 21, 10pm premiere. "Kirstie Alley's Big Life" is a reality series that follows the actress' weight loss journey. -- **Fuse** premieres "Fuse & NBA All-Star Double Team," which features recording artists' videos with special appearances by All-Star players, Sun 11am (encores Thurs, 7pm). There is also a sweepstakes for tix to the '11 All-Star Game.

On the Circuit: **CTAM** and the **FL Cable Telecom Assoc** will host the **FL Cable Forum** (formerly called FL Cable Connection) at the Ritz Carlton Key Biscayne, June 17-18. **Cox** vp, video strategy and product mgmt *Steve Necessary* will serve as honorary co-chair.

Public Affairs: The 10 honorees for **USA's** 2nd annual **Character Approved Awards**, a multimedia campaign honoring individuals who are changing American culture, include rock band *Green Day*, novelist/screenwriter *Nora Ephron* and *Alex Rigopoulos* and *Eran Egozy*, the creators of *Guitar Hero* and *Rock Band*. USA will spotlight the honorees on-line and in on-air vignettes beginning Feb 25, and through a NYC cocktail party that same day with partner *Vanity Fair*.

Business/Finance: With Valentine's Day approaching, **Time Warner Cable** received more love from Wall St Fri. **Collins Stewart** raised its target price on the MSO's shares by 20%, to \$59, citing beliefs that the economic impacts affecting consumer spending and service adoption "have troughed," and that TWC "has the free cash flow firepower to significantly increase its \$1.60 per share dividend (or 3.67% yield) which we believe could migrate Telco investors over time." In mid-Jan, **Sanford Bernstein** raised to \$60 its own target price on TWC shares, which gained 3.5% this week while the Dow shed 0.6%.



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CableFAX Week in Review

Company	Ticker	2/05 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	32.84	(3.81%)	(9.33%)
DIRECTV:	DTV	30.62	0.89%	(8.19%)
DISH:	DISH	17.75	(2.79%)	(14.54%)
DISNEY:	DIS	29.54	(0.03%)	(8.4%)
GE:	GE	15.79	(1.8%)	4.36%
NEWS CORP:	NWS	15.23	3.75%	(4.33%)

Company	Ticker	2/05 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	25.24	(1.56%)	(2.25%)
COMCAST:	CMCSA	15.42	(2.59%)	(8.54%)
COMCAST SPCL:	CMCSK	14.66	(3.17%)	(8.43%)
GCI:	GNCMA	5.40	(8.94%)	(15.36%)
KNOLOGY:	KNOL	10.76	(1.47%)	(1.47%)
LIBERTY CAPITAL:	LCAPA	26.87	3.79%	12.52%
LIBERTY GLOBAL:	LBTYA	24.30	(4.26%)	11.01%
LIBERTY INT:	LINTA	10.73	3.37%	(1.01%)
MEDIACOM:	MCCC	4.09	(1.68%)	(8.5%)
RCN:	RCNI	9.76	(0.51%)	(10.05%)
SHAW COMM:	SJR	18.40	(1.18%)	(10.55%)
TIME WARNER CABLE:	TWC	45.12	3.51%	9.01%
VIRGIN MEDIA:	VMED	14.03	(1.13%)	(16.64%)
WASH POST:	WPO	421.50	(3.02%)	(4.12%)

Company	Ticker	2/05 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	12.95	0.15%	(7.83%)
CROWN:	CRWN	1.47	4.26%	1.38%
DISCOVERY:	DISCA	28.46	(4.05%)	(7.21%)
GRUPO TELEVISIA:	TV	18.77	(3.94%)	(9.59%)
HSN:	HSNI	18.86	(1.46%)	(6.59%)
INTERACTIVE CORP:	IACI	21.17	5.43%	3.37%
LIBERTY:	L	35.37	(1.12%)	(2.7%)
LIBERTY STARZ:	LSTZA	47.20	0.64%	2.28%
LIONSGATE:	LGF	5.14	(1.15%)	(11.53%)
LODGENET:	LNEN	5.03	(8.04%)	(9.04%)
NEW FRONTIER:	NOOF	2.05	(2.84%)	8.47%
OUTDOOR:	OUTD	5.12	1.39%	(11.72%)
PLAYBOY:	PLA	3.18	(2.45%)	(0.63%)
RHI:	RHIE	0.35	(13.5%)	11.61%
SCRIPPS INT:	SNI	42.14	(1.31%)	1.54%
TIME WARNER:	TWX	27.03	(1.53%)	(7.24%)
VALUEVISION:	VVTV	3.93	(4.61%)	(18.13%)
VIACOM:	VIA	30.17	(2.14%)	(4.22%)
WWE:	WWE	16.10	0.63%	5.02%

Company	Ticker	2/05 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	7.48	0.40%	(0.27%)
ADC:	ADCT	5.50	3.58%	(11.43%)
ADVANTAGE:	AEY	2.08	(4.15%)	5.58%
ALCATEL LUCENT:	ALU	3.27	(1.8%)	(1.51%)
AMDOCS:	DOX	28.25	(1.19%)	(0.98%)
AMPHENOL:	APH	38.86	(2.46%)	(15.85%)
AOL:	AOL	23.65	(1.34%)	1.59%
APPLE:	AAPL	195.46	1.77%	(7.25%)
ARRIS GROUP:	ARRS	9.55	(4.88%)	(16.45%)
AVID TECH:	AVID	12.75	0.95%	(0.08%)
BIGBAND:	BBND	2.93	(6.69%)	(14.83%)
BLNDER TONGUE:	BDR	1.05	(0.94%)	(7.89%)

Company	Ticker	2/05 Close	1-Week % Chg	YTD %Chg
BROADCOM:	BRCM	29.39	10.00%	(6.61%)
CISCO:	CSCO	23.70	5.47%	(1%)
CLEARWIRE:	CLWR	6.19	(4.62%)	(8.43%)
COMMSCOPE:	CTV	25.77	(5.29%)	(2.86%)
CONCURRENT:	CCUR	4.39	3.29%	10.86%
CONVERGYS:	CVG	10.78	0.75%	0.28%
CSG SYSTEMS:	CSGS	20.35	4.84%	6.60%
ECHOSTAR:	SATS	18.80	(2.08%)	(6.65%)
GOOGLE:	GOOG	531.29	0.25%	(14.31%)
HARMONIC:	HLIT	6.05	(0.33%)	(4.27%)
INTEL:	INTC	19.47	0.36%	(4.56%)
JDSU:	JDSU	7.91	0.64%	(4.12%)
LEVEL 3:	LVL	1.33	(4.32%)	(13.07%)
MICROSOFT:	MSFT	28.02	(0.57%)	(8.07%)
MOTOROLA:	MOT	6.40	4.07%	(17.53%)
OPENTV:	OPTV	1.53	0.00%	12.50%
PHILIPS:	PHG	28.95	(4.27%)	(1.66%)
RENTRAK:	RENT	15.76	(5.69%)	(10.81%)
SEACHANGE:	SEAC	6.59	1.85%	0.46%
SONY:	SNE	34.26	3.10%	18.14%
SPRINT NEXTEL:	S	3.43	4.57%	(6.28%)
THOMAS & BETTS:	TNB	34.22	1.36%	(4.39%)
TIVO:	TIVO	8.80	(2.44%)	(13.56%)
TOLLGRADE:	TLGD	6.24	0.32%	2.13%
UNIVERSAL ELEC:	UEIC	23.27	(2.1%)	0.22%
VONAGE:	VG	1.40	(3.45%)	0.00%
YAHOO:	YHOO	15.19	1.20%	(9.48%)

Company	Ticker	2/05 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	25.24	(0.47%)	(9.95%)
QWEST:	Q	4.41	4.75%	4.75%
VERIZON:	VZ	28.74	(2.31%)	(13.25%)

Index	Value	% Chg	YTD %Chg
MARKET INDICES			
DOW:	DJI	10012.23	(0.55%) (3.99%)
NASDAQ:	IXIC	2141.12	(0.29%) (5.64%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BROADCOM:	29.39	10.00%
2. CISCO:	23.70	5.47%
3. INTERACTIVE CORP:	21.17	5.43%
4. CSG SYSTEMS:	20.35	4.84%
5. QWEST:	4.41	4.75%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. RHI:	0.35	(13.5%)
2. GCI:	5.40	(8.94%)
3. LODGENET:	5.03	(8.04%)
4. BIGBAND:	2.93	(6.69%)
5. RENTRAK:	15.76	(5.69%)

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