

CableFAX Daily™

Friday — February 20, 2009

What the Industry Reads First

Volume 20 / No. 032

NCTA in the Classroom: Public Affairs Taking Over Cable in the Classroom

A little more than a year ago, *Helen Soule* left her post as exec dir of **Cable in the Classroom**, and NCTA said it would search for a replacement. But that hunt has been called off. The initial idea was for CIC to be managed on an interim basis by NCTA's Communications & Public Affairs dept, headed by *Rob Stoddard*. Turns out things "clicked pretty well," according to Stoddard, and NCTA decided there were efficiencies in keeping CIC under NCTA public affairs. A restructuring is underway now, which will result in 4 of the 7 CIC positions being eliminated by the end of March and NCTA public affairs staffers taking on those duties. "Over the last 5 years, [leadership] has continued to take hard and analytical looks at how we can manage things more efficiently," Stoddard said, with the upcoming **Cable Connection** week (a consolidation of industry gatherings) a prime example. 20-year-old Cable in the Classroom was its own separate entity based in Alexandria, VA, until it was moved under NCTA administrative umbrella about 5-6 years ago, with the exec dir reporting to the NCTA CEO. A similar move was made with the **Walter Kaitz Foundation** in 2003. Kaitz continues to be headed by an exec dir, currently *David Porter*. But given the trend of consolidation, could Kaitz and other groups not administered by NCTA soon go the same route as CIC? "There are no conversations about doing that now," Stoddard said. "Most of the groups prefer their autonomy, but the chief executives and boards... sometimes say we should look at whether we could manage things more efficiently. At this time, I don't see anything like that happening." Going forward, Stoddard said CIC will position itself as an advocate in broadband education—with broadband obviously an important issue right now for the country and new president. CIC is also moving full steam ahead with the **Leaders in Learning** awards (June 10, DC) and will soon issue a report on best practices in area of Internet safety. "Cable in the Classroom exists as a charitable organization, and that will continue," Stoddard said. "It's really important for it to live on as an entity. We'll look at how we can do better things with the brand, give it a higher profile and put more muscle behind it." And there may even be something on the horizon recognizing the group's 20th birthday, he added.

DTV Doings: While the migration this week of 421 stations to digital seems relatively smooth, no one should let their guard down. That's the message coming from the **FCC**, which warned Thurs that because most of the stations that made the switch are in smaller markets, large challenges remain. "Most stations and most consumers still have the transition ahead of them," said acting FCC chmn *Michael Copps*. "The Commission is working full-time to learn the lessons of what just happened and to revise our outreach programs and rules-of-the-road to take us to June 12." He urged stakeholders "to redouble their efforts in the months ahead." Call volume at FCC call centers spiked on Tues, with nearly 28K calls. On Wed, the number dipped to 25K. More than 32% of Wed's callers had questions about reception and technical issues. The next most common problem was from consumers who had difficulty with their converter boxes, followed by consumers who complained they could not receive area broadcast signals.

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Highest Ever, Most-Watched Primetime Among HH, A18-49 & A25-54 demographics
Source: Nielsen Media Research, Standard Prime Time 8P-11P Mon-Sun,
based on Nielsen calendar years, 1996-2008



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Competition: Verizon FiOS and Next New Nets have teamed to launch **99DollarMusicVideos.com**, an online music network aiming to connect filmmakers with emerging bands to create original music videos for a C-Note. As the exclusive launch sponsor of the site, whose developers include MTV's original creative dir *Fred Seibert*, the telco heavily touts its **FiOS Internet** speeds on the homepage and will feature integrated branded sponsor elements within video eps detailing the making of each music video. -- **Nexstar Broadcasting** said its new retrans pacts with 179 cable ops, satellite providers and telcos will generate \$75m over the agreements' life, including approx one-third, or \$25m, in '09. -- A branded kids block from **Sorpresa!** is now featured on **Mega TV** through **DirecTV's Mas** programming package.

In the States: Suddenlink's N.C. region became the MSO's 1st division to launch its new "TV Caller ID" service. It's free for NC subs with phone and digital cable. The service uses **Integra5's** converged services platform. Suddenlink is considering expansion to other regions. -- **IBM** believes **BPL's** tech still has juice. As part of a deal it inked with AL broadband provider **Intl Broadband Electric Comm**, Big Blue started the roll out of BPL nets that could serve 200K rural inhabitants. Plans call for deployments through 7 electrical co-ops in VA, MI, AL and IN, and IBEC will serve as the official ISP.

Earnings: CBS' TV segment saw 4Q rev slip 8% to \$2.21bn on declining ad rev that was partially offset by higher affil rev. "Network and interactive revenue are holding up better, and our ratings and internet traffic success are bringing in rate increases even in this economy, albeit not nearly at the levels we would like," said CEO *Les Moonves*. **Showtime's** addition of 1m subs last year helped affil rev rise 6%, he said, adding that the premium net "exceeded our expectations both financially and creatively." -- **Knology** reported 4Q rev of \$104m, flat sequentially and a 9% YOY increase, and a net loss of \$2.1m, compared to a loss of \$6m a year ago. The company added 8K overall connections in the Q and 36K for '08, achieving full-year residential growth of 4% among video (5K), voice (830K) and data (15.3K). Business connections grew 18% last year to 15K units, including 1.2K voice, 11.6K voice and 2.3K data. -- Owing to impairment, restructuring and other charges totaling \$157m, **Playboy** reported a 4Q net loss of \$146m, compared to a net loss of \$1.1m a year ago. The Bunny's ent segment doubled its income to \$5m while rev dipped 21% to \$40m.

Research: More than 80% of **FiOS TV** and **U-verse TV** customers are either "very" or "extremely" satisfied with their video provider, according to **Strategy Analytics** survey of pay-TV subs, while cable customers had the lowest satisfaction levels.

Ratings: TNT's coverage of the **NBA All-Star Weekend** scored prime delivery worthy of highlights and topped cable for the week, yet still couldn't send **USA** to the bench among network also-rans. Sun night's All-Star Game led all telecasts with a 5.2/5.13m and Sat night's festivities, including the ever-popular slam dunk competition, assisted nicely with a 4.6/4.47m. Add to the mix an ep of "The Closer" (4.2/4.11m), and TNT gained 310K avg prime view-

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BUSINESS & FINANCE

ers vs the previous week to notch 2nd among nets with a 2.2/2.20mln. Even so, USA again took the weekly title with a 2.4/2.33mln, aided by its popular and consistent performers “Burn Notice,” “Monk” and **WWE** content. **Fox News** (2.0/1.89mln) followed, powered by its coverage of *Pres Obama’s* 1st official news conference, which earned a 3.2/3.09mln and handily defeated **CNN’s** rival coverage (2.6/2.54mln). **Disney** (1.6/1.59mln) and **TBS** (1.4/1.37mln) completed the network top 5.

Programming: Featuring 9 brothers who harvest timber in backcountry ME, “American Loggers” premieres Feb 27 on **Discovery Channel**. -- **A&E** greenlit “HammerTime,” following rapper *MC Hammer* and his family. -- **Starz Ent** picked up 4 1st-run titles from Summit Ent, including “Penelope,” starring *Christina Ricci* and *James McAvoy*. -- **ESPN** extended through '11-'12 its multi-platform rights contract with the **Sun Belt Conference**.

Public Affairs: As part of **NCTA’s** “CableCares,” **The Sportsman Channel** and the **Safari Club Intl Foundation** will serve venison chili with game meat from local hunters at the Central Union Mission in DC on Mar 31. More info at **HuntFishFeed.org**.

Business/Finance: **Comcast** shares rebounded from a dismal Wed to close Thurs up 5%, aided by upgrades from **Raymond James**, to “outperform” from “market perform,” and **Collins Stewart**, to “buy” from “hold.”

CableFAX Daily Stockwatch

Company	02/19 Close	1-Day Ch	Company	02/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
AMDOCS:	17.98	(0.29)	AMPHENOL:	25.18	(1.23)
BRITISH SKY:	25.80	(0.27)	APPLE:	90.64	(3.73)
DIRECTV:	21.23	(0.24)	ARRIS GROUP:	6.64	(0.1)
DISH:	11.49	(0.49)	AVID TECH:	10.02	(0.19)
DISNEY:	17.69	0.06	BIGBAND:	5.20	0.39
GE:	10.06	(0.49)	BLNDER TONGUE:	0.72	(0.03)
HEARST-ARGYLE:	2.25	(0.65)	BROADCOM:	16.63	(1.04)
NEWS CORP:	6.68	(0.1)	CISCO:	15.04	(0.33)
MSOS					
CABLEVISION:	12.25	(0.03)	CLEARWIRE:	3.16	(0.29)
CHARTER:	0.03	0.00	COMMSCOPE:	13.64	(0.27)
COMCAST:	12.99	0.63	CONCURRENT:	3.36	(0.15)
COMCAST SPCL:	12.28	0.70	CONVERGYS:	6.73	(0.05)
GCI:	5.76	(0.22)	CSG SYSTEMS:	14.39	0.00
KNOLOGY:	4.58	(0.31)	ECHOSTAR:	15.47	0.12
LIBERTY CAPITAL:	5.50	0.15	GOOGLE:	342.64	(10.47)
LIBERTY ENT:	17.35	0.13	HARMONIC:	5.60	(0.12)
LIBERTY GLOBAL:	11.44	(0.45)	INTEL:	12.68	(0.68)
LIBERTY INT:	3.10	(0.07)	JDSU:	2.95	(0.32)
MEDIACOM:	3.95	0.13	LEVEL 3:	0.74	(0.06)
SHAW COMM:	15.00	(0.07)	MICROSOFT:	17.91	(0.21)
TIME WARNER CABLE:	17.59	0.07	MOTOROLA:	3.63	0.00
VIRGIN MEDIA:	4.22	(0.16)	OPENTV:	1.06	(0.02)
WASH POST:	391.50	(4.99)	PHILIPS:	17.59	0.03
PROGRAMMING					
CBS:	4.97	(0.16)	RENTRAK:	10.70	(0.32)
CROWN:	1.72	(0.05)	SEACHANGE:	5.66	(0.2)
DISCOVERY:	13.12	0.05	SONY:	16.98	(0.23)
EW SCRIPPS:	1.41	(0.09)	SPRINT NEXTEL:	3.25	0.54
GRUPO TELEVISA:	12.10	(0.06)	THOMAS & BETTS:	24.75	(0.12)
HSN:	3.91	(0.13)	TIVO:	7.10	0.25
INTERACTIVE CORP:	14.48	(0.32)	TOLLGRADE:	5.70	(0.15)
LIBERTY:	20.71	(0.57)	UNIVERSAL ELEC:	13.36	0.29
LODGENET:	0.72	0.07	VONAGE:	0.34	(0.03)
NEW FRONTIER:	1.60	(0.04)	YAHOO:	11.98	(0.24)
OUTDOOR:	3.99	0.04	TELCOS		
PLAYBOY:	1.55	0.00	AT&T:	23.19	0.23
RHI:	3.61	0.01	QWEST:	3.47	0.15
SCRIPPS INT:	20.48	(0.6)	VERIZON:	27.99	(0.08)
TIME WARNER:	7.58	(0.36)	MARKET INDICES		
VALUEVISION:	0.19	0.00	DOW:	7465.95	(89.68)
VIACOM:	16.35	(0.18)	NASDAQ:	1442.82	(25.15)
WWE:	9.47	(0.02)	TECHNOLOGY		
TECHNOLOGY					
3COM:	2.39	0.01			
ADC:	3.03	(0.07)			
ADVANTAGE:	1.70	0.00			
ALCATEL LUCENT:	1.54	(0.03)			

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Spirit Fingers

Round tables, under a tent, on the beach in Santa Monica. Is this any way to hold an awards show? Yes, when it's the **Film Independent Spirit Awards**, which **IFC** is airing live and uncut for the 10th consecutive year Sat, 5pm ET, with an edited re-broadcast on **AMC** (10pm ET). IFC GM *Jen Caserta* tells *Seth Arenstein* the high-profile types mix well with the indie set. **With the Academy Awards increasingly honoring independent films, do we even need the Indie Spirit Awards and this show?** The intersecting of the mainstream Hollywood environment and the independent environment is a very good thing for us. It raises the profile of the talent of the independent community. **Can you make a distinction between the 2 anymore?** Yes. There's a certain vibe that goes with independent films no matter how high-profile the talent involved or how well-known the film. These awards are a particular example of that vibe. **How so?** Well, it's the day before the Oscars. It's on the beach. The celebrities that come out are in designer jeans and flip-flops. It's a very casual, relaxed atmosphere, very in line with the Independent Spirit Awards that we are celebrating. **Do you see changes in the awards since you became involved with the broadcast five years ago?** The one thing that has changed, and I love, is the profile of the people and films involved. No longer do you rattle off a list of films to anyone in the mainstream, and they don't know what you're talking about. **And with the uncut format, what if someone says something regrettable?** Luckily outside of a long speech, there's been nothing like that. What has happened is a cool interaction between the host and the crowd. You have *Rainn Wilson* picking on *Philip Seymour Hoffman* and *Dustin Hoffman* in the audience, having a fake, impromptu fist fight. Antics ensue... because it's so off the cuff. **Have you had a star-struck moment at the awards?** This is so unlike me, but last year I saw *Brad Pitt* and *Angelina Jolie* on our carpet, and it was the first time she was visibly pregnant... I'm usually not in awe, but call me star struck. If you take a look at Brad Pitt up close and personal, you'd understand why.

Highlight: "Taking Chance," Sat, 8pm, **HBO**. I'm not a *Kevin Bacon* fan, but he's perfect in this gem about a Marine who accompanies a fallen hero home. The lengths the **USMC** goes to honor its dead is beautifully detailed. -- "Big Love," Sun, 9pm, **HBO**. Finally the tension between youngest mother Margene and Ben, eldest son of #1 mom Barb, bubbles over. SA

Worth a Look: "Mistresses," series premiere, Fri, 8pm, **BBC A**. The similarities between this series about a quartet of women who swap escapades and "Sex & The City" are numerous, yet this is more serious, but still campy. SA

Notable: "Conquering Kilimanjaro with Angie Everhart," Tues, 10pm ET, **HDNet**. A supermodel and a super mountain. Seriously, Angie holds her own as a climber and provides commentary on the environment. There's some terrific footage of glaciers, the mountain... and Angie. SA

Basic Cable Rankings (2/09/09-2/15/09) Mon-Sun Prime			
1	USA	2.4	2332
2	TNT	2.2	2195
3	FOXN	2	1889
4	DSNY	1.6	1594
5	TBSC	1.4	1373
6	NAN	1.3	1265
6	TOON	1.3	1254
8	FX	1.1	1074
8	ESPN	1.1	1050
8	CNN	1.1	1037
8	A&E	1.1	1035
8	HALL	1.1	954
13	HIST	1	938
13	FAM	1	933
13	LMN	1	664
16	DISC	0.9	934
16	HGTV	0.9	884
16	SPK	0.9	866
16	SCIF	0.9	837
16	MSNB	0.9	814
21	CMDY	0.8	812
21	LIFE	0.8	796
21	FOOD	0.8	777
21	AMC	0.8	759
21	TRU	0.8	706
21	BET	0.8	678
27	MTV	0.7	715
27	VH1	0.7	671
27	TLC	0.7	665
27	TVLD	0.7	650
27	NOGG	0.7	468
32	BRAV	0.6	587
32	SPD	0.6	454
32	NGC	0.6	381
35	HLN	0.5	531
35	EN	0.5	451
35	WGNA	0.5	321
38	TRAV	0.4	398
38	APL	0.4	393
38	ESP2	0.4	370
38	CNBC	0.4	349
38	OXYG	0.4	321
38	SOAP	0.4	294
38	TD/DXD*	0.4	256
38	NKTN	0.4	195
46	CMT	0.3	236

*Nielsen data supplied by ABC/Disney

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CableFAX

February 20, 2009

Dear Friends of CableFAX,

Spring Connection Week is coming soon, and CableFAX would like to partner with you to showcase your brands and messaging in the marketplace. From strategic branding to driving traffic to your booth during The Cable Show, CableFAX is planning a number of unique initiatives to connect you with your customers and maximize your business opportunities at Spring Connection Week in our hometown, Washington, DC, in April.

Please contact us to discuss the following partnerships with CableFAX:

Kicking Off Spring Connection Week, our **CableFAX Event** on March 30 will bring the community together to honor the FAXIES finalists, the top cable marketing and pr campaigns and The Leading Women in Cable. At the Event, we will celebrate CableFAX's 20th Anniversary with a tribute to Paul Maxwell. The Event on March 30 will be held at the National Press Club in Washington, DC. The FAXIES finalists are listed on the next page. Ask about sponsorship and key on-site and online exposure. Sponsorship Close: March 14.

CableFAX: The Magazine will publish 2 dedicated issues during Spring Connection week. The FAXIES/20th Anniversary Issue will include profiles of the top marketing and pr campaigns and a 20th anniversary section and dedication to CableFAX Daily founder Paul Maxwell. In honor of WICT's 30th Anniversary and Leadership Development Conference we will publish The Players: Leading Women in Cable Issue. Secure your placements in both publications benchmarking excellence and achievement. Ad Sales Close: March 3.

CableFAX Daily will bring you special Spring Connection Week Show Coverage from our award-winning editorial team the week of April 1-5. Three day advertising packages are available. AD Sales Close: March 24.

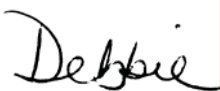
Online Coverage of The Cable Show at cable360.net and Cablefax.com, The Skinny from CableFAX, before, during and after the Show.

Distribution: CableFAX: The Magazine and CableFAX Daily will be distributed to attendees of The Cable Show (room drops, editorial panels, bins and more), at the FAXIES event on March 30 and the WICT Leadership Conference, and to more than 20,000 cable executives in print and digital format.

What are your goals during Spring Connection Week? We want to be part of your team to achieve your objectives. Please contact us at your earliest convenience to secure your unique spot with the industry's most trusted information source, CableFAX.

Thank you in advance, we look forward to serving you.

Warm Regards,



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The award winners will be announced at a March 30th awards luncheon at the National Press Club in Washington, DC and in *CableFAX: The Magazine/CableFAXIES Awards Issue* released during the luncheon. Congratulations to the finalists. See you March 30th!

Advertising Campaign for a Network

- ABC Family for A New Kind of... ABC Family Branding Campaign
- Big Ten Network for Tom, Dick & Harry Advertising 2008 Football & Basketball Campaign
- Fuse for Music Is...

Advertising Campaign for a Single Program

- A&E Television for Gene Simmons Family Jewels - Season 3
- A&E Television for The Andromeda Strain
- ABC Family for The Secret Life of the American Teenager Series Launch
- Cablevision S.A.DE C. V. for Mujeres Asesinas Mexico/ Assassin Women Mexico
- Discovery Communications Animal Planet for Whale Wars Series Launch Campaign
- ESPN for ESPN's "SportsCenter AM Live" Campaign
- Gospel Music Channel for Gospel Dream Bus Tour Presented by Comcast
- IFC for Z Rock

Annual Report

- Liberty Global for Liberty Global's Summary Annual Report
- The Cable Center for Cable Center 2007 Annual Report

Community Relations

- Big Ten Network for Support Local Flood Relief: Make a Difference With Mediacom, Big Ten Network, Fox Cable Networks and University of Iowa
- Cox Communications Las Vegas for Violence in our Schools - A Prescription for our Community
- Discovery Communications for Science Matters!
- Retirement Living TV for Countdown to Conversion: Digital Transition Education Initiative
- Time Warner Cable for Time Warner Cable Trivia Thursdays
- WWE for WWE Smackdown Your Vote!

Corporate Social Responsibility/Green Campaign

- A&E Television Network for The Recovery Project
- Big Ten Network for Big Ten Network Iowa Flood Relief Fundraiser
- Outdoor Channel for Get Out and Vote PSAs
- The Sportsman Channel for Hunt. Fish. Feed

Direct Response Marketing

- Charter Communications for Membership Acquisition Campaign
- Charter Communications for Charter Price Guarantee 2009

Integrated Marketing Campaign

- Big Ten Network for 2008 Football & Basketball Campaign
- Charter Communications for Charter Digital Transition 2009
- Cox Communications for 2008 Wave 3 Cox Business Acquisition Campaign
- The Weather Channel for "When Weather Changed History" Season 2

Marketing Campaign

- A&E Television for A&E Brand Repositioning Campaign
- A&E Television for Gene Simmons Family Jewels - Season 3
- BBC America for BBC World News America
- Cartoon Network/Turner Broadcasting Inc for Cartoon Network Universe: Fusion Fall Launch
- Spike TV for Star Wars on Spike TV
- Time Warner Cable - Los Angeles Region for Time Warner Cable Los Angeles Hispanic Video Package Launch

Marketing of a Continuing Series

- ABC Family for The Secret Life of the American Teenager Season 2 Launch
- AMC and NMA Entertainment & Marketing for Mad Men Season Two
- BBC America for Robin Hood Season 2

- Oxygen for Tori & Dean: Home Sweet Hollywood
- Sundance Channel for ICONO Season 4
- World Wrestling Entertainment Inc for WWE McMahon's Million Dollar Mania Promotion

Marketing of a New Series or Show

- ABC Family for The Secret Life of the American Teenager Series Launch
- BBC America for Primeval
- Big Ten Network for Big Ten Network Illinois Football: The Journey
- Cartoon Network/Turner Broadcasting Inc for Star Wars: The Clone Wars Series Launch
- Discovery Communications - Animal Planet for Whale Wars Series Launch Campaign
- IFC for Z Rock

Marketing of a Documentary or Special Series

- A&E Television for The Andromeda Strain
- Big Ten Network for Big Ten Network Illinois Football: The Journey
- Cartoon Network/Turner Broadcasting Inc for Turkey, Stuffing and "Rickrolls" for all our "Friends" at Thanksgiving
- CNN for CNN Heroes

Marketer of the Year

- A&E Television Network - Guy Slattery
- ESPN - Katie Lacey
- Outdoor Channel - Denise Conroy-Galley
- Versus - Bill Bergofin
- WE tv - Kenetta Bailey

Marketing Team of the Year

- NBC Universal for "An Unbelievable Year at NBC Universal" Affiliate Marketing Team for TV Networks Distribution NBC Universal

Media Event

- ABC Family for Winter Wonderland
- CNN for CNN Grill
- Discovery Communications for Planet Green Launch Media Event in Los Angeles/Channel Launch
- ESPN for ESPN's 2008 Upfront Event
- Hallmark Channel for Hallmark Movie Channel HD Launch in Peoria
- The National Geographic Channel for Dog Whisperer 100th Episode Celebration

Media Relations Campaign

- ABC Family for Secret Life of the American Teenager
- Bravo for Real Housewives of Atlanta
- Discovery Communications for Planet Green Launch
- ESPN for NASCAR on ESPN
- History Channel for 102 Minutes that Changed America
- IFC for The IFC Media Project
- The National Geographic Channel for Expedition Week

Multicultural Marketing

- CNN for CNN Presents: Black in America
- Time Warner Cable - Los Angeles Region for Time Warner Cable Los Angeles Hispanic Video Package Launch
- TuTV for Noches Clasicas De Pelicula

PR Executive of the Year

- Gospel Music Channel - Jim Weiss
- Discovery Communications/Planet Green - Annie Howell
- ESPN - Katina Arnold
- AMC - Theano Apostolou
- RCN - Richard Ramlall
- Showtime Networks - Richard Licata
- The National Geographic Channel - Russell Howard

PR Stunt

- A&E and NMA Entertainment & Marketing for The Andromeda Strain Decontamination Chamber
- BBC America for Robin Hood Season 2

- Cartoon Network/Turner Broadcasting Inc for Turkey, Stuffing and "Rickrolls" for all our "Friends" at Thanksgiving
- Outdoor Channel for Are You Ready for the Big Time? CTAM Stunt
- Oxygen for Welcome Home! Tori & Dean
- Starz Entertainment for I Know Who Killed Me

Press Kit

- ESPN for NASCAR on ESPN
- Showtime Networks for United States of Tara
- Showtime Networks for Dexter Season 3
- The National Geographic Channel for Human Footprint

Programming Stunt

- ABC Family for 25 Days of Christmas
- Comcast Entertainment Group for FEARnet's Halloween Campaign
- Comcast Entertainment Group for The Style Network's "Raise Your Hand and Make a Difference" Initiative in Support of Breast Cancer Awareness
- Discovery Communications for Science Channel's "Punkin Chunkin 2008"
- Retirement Living TV for Daily Café from the AARP Convention Floor
- Starz Entertainment for I Know Who Killed Me

Public Affairs Campaign

- IFC for The IFC Media Project
- Discovery Communications, Science Channel and Comcast for Science Matters!
- Insight Communications for Digital Transition Awareness Campaign
- Lifetime Television for Every Woman Counts
- Retirement Living TV for Countdown to Conversion: Digital Transition Education Initiative
- The Sportsman Channel for Hunt. Fish. Feed.
- WE tv for WE Vote 2008

Tchotchke

- ABC Family for 25 Days of Christmas Office Decorating Kit
- Big Ten Network for Election Buttons
- Discovery Communications for Science Channel's "Punkin Chunkin 2008"
- International Networks for Bridging Cultures:2009 International Networks Calendar
- Vozzcom for Guerilla Tactics for Tradeshow Branding Success

Trade Show Marketing and PR

- Comcast Entertainment Group for G4's CES Best of the Best
- Fuse for Fuse Upfront Bash '08
- Gospel Music Channel for Gospel Music Channel - NCTA 2008
- Outdoor Channel for Are You Ready for the Big Time? CTAM Stunt
- Qubo for Qubo Channel Playground

Video: Use of Video or Moving Image

- ABC Family for ABC Family Upfront Sizzle
- Charter Communications - Wisconsin for Ribbon of Promise Wisconsin Campaign to Prevent School Violence
- Outdoor Channel for Outdoor Channel Ad Sales Sizzle Reel
- Qubo for Qubo Channel Spot
- Visible World for Household Addressability
- WWE for Presidential Candidate Videos on WWE Monday Night Raw

Viral Marketing Campaign

- A&E Television for What Happened in Piedmont?
- BBC America for Skins
- CMT for Gone Country 3
- Discovery Communications - Animal Planet for Groomer Has It Series Launch
- The Sportsman Channel for Cable Best Friends Forever

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