

CableFAX Daily™

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What the Industry Reads First

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Shhhhh... EchoStar Quietly Bows DishONLINE Broadband Site

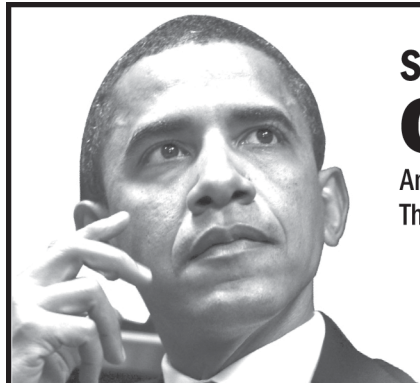
EchoStar may not have its own broadband offering, but it does have its sights on the Web. The DBS provider has quietly launched www.dishonline.com, a portal that takes users to movie download service **Cinema Now** and a digital music store created through **Passalong Networks**. The site also features links to **DISHgames** and **DISHmobile** (download ringtones, etc). More interesting may be what's to come. "Coming soon, Dish Network programs in live streaming and download-to-own or rent formats showing your favorite movie, news and entertainment channels," the site states. Also on deck are exclusive intl programs and expanded sports content. The site is open to non-DISH subs but promises to launch special options for its video customers. Reports surfaced last year that DISH would launch a Web service called DishONLINE that would let subs download movies, shows, etc through a broadband connection for VOD viewing on DVR boxes (*Cfax*, 12/16). This site could be the precursor. CinemaNow is entrenched as DISH's partner, with EchoStar leading the Internet firm's \$20.3mln round of financing last summer (*Cfax*, 7/14).

Lean & Mean: The numbers were smaller than at **MTVN**, but that's no consolation to the estimated 25-50 **Rainbow** staffers who lost their jobs earlier this year when the programmer consolidated some operations across all its properties. Rainbow had no comment, but sources say that **AMC** pr hand *Dina White* and **AMC** vp, trade marketing *Jodi Lipe* were among those let go in cuts that happened quietly several weeks ago. Lipe, who is now working at **Current TV**, had no comment. Streamlining seems to be the buzzword among programmers for 2007. At the start of Feb, Discovery announced plans for a "lean and aggressive" organization and axed several senior staffers, including **Discovery Nets US** pres *Billy Campbell* and **Discovery Nets Intl** pres *Dawn McCall*. A week later, MTVN chmn/CEO *Judy McGrath* announced a consolidation that includes the elimination of 250 US jobs.

Reading List: Outgoing **NBCU** chmn *Bob Wright* raises the possibility of a **Time Warner-NBCU** marriage in the Mar 5 issue of *Fortune*, noting that early next year TW can separate its cable business from its content businesses without incurring a large tax liability. "It would be a great combination," he says.

Online: **Viacom** inked a deal with broadband video service **Joost** to offer TV programming from **MTVN** and **BET Nets**. The deal, which also includes content from Paramount Pictures, comes after Viacom failed to strike a content ownership agreement with **YouTube** earlier this month (*Cfax*, 2/5). Joost was launched by **Skype** co-founders *Janus Friis* and *Niklas Zennstrom*. -- **Virgin Media** and **Warner Bros** inked a pact to provide more than 500 TV eps from series such as **FX's** "Nip/Tuck" through Virgin's VOD library at Virginmedia.com. -- **Scripps Nets** chose **Neighborhood America** to create "Rate My Room," an online community for **HGTV.com** designed to engender interaction around interior design.

Wanna Race?: While rivals **DirecTV** and **DISH** continue focusing on the viewership side of **NASCAR** racing (*Cfax*,



Senator Barack Obama hosts

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2/16), **Comcast** has jumped into a driver's seat as associate sponsor of the No. 66 car for the '07 season. Designed to raise awareness of the **Best Buy/Comcast** retail partnership, the sponsorship allows the MSO to display its logo on the car in all events where Best Buy is the car's primary sponsor, and includes a primary sponsor position for Comcast during 1 event. -- **Speed** is developing with *Dale Earnhardt's* JR Motorsports **Speed 1** a fleet of race-ready demonstration cars designed to give NASCAR viewers an inside look at vehicle tendencies during races. Drivers *Jimmy Spencer* and *Kenny Wallace* will steer the fleet for use on the net's pre-race telecasts.

Trash Talking: **Comcast** was taken to task by a local news station in Memphis after complaints from residents that one of its offices leaves its piles of trash bags on the curb every week, exposing customer account info. Making matters worse, the reporter said she called and left 4 messages with Comcast on Mon, and no one returned her calls (see <http://www.myeyewitnessnews.com/mediacenter/local.aspx?videoID=283287>). Comcast inherited the system from **Time Warner Cable** as part of the **Adelphia** transaction. "Comcast has guidelines for the proper disposal of these types of material for protecting customers' privacy, and we're working to make sure the recently acquired system in Memphis follows these practices," a spokeswoman told **Cfax** Tues.

Competition: **Verizon** hired **Viamedia** to handle local and regional advertising for FiOS TV, with local ads expected to premier in most markets by the end of Mar. Roll out in the NJ, Philly and southern VA markets is expected in the spring.

Deals: It doesn't look like the deal will be completed in the near future, but **Comcast** is in final negotiations to buy **Rainbow's** stake in **FSN Bay Area** (60% stake) and **FSN New England** (50% stake), reports *Sports Business Journal*. The deal, which the pub cautions is several weeks from completion, would give Comcast 100% ownership the New England net, while Fox would retain 40% ownership of FSN Bay Area.

In Love With Traffic: **History.com** attracted 450K visitors Feb 14, breaking the site record of 360K set last Valentine's Day. The site said surfers came to view its interactive Heart Day minisite that included a complete history of the holiday, related video clips and letters from *Pres Harry Truman* to his wife. Half the visitors were from outside the US.

Multi-Platform Play: **MTVN** on Mon unveiled "Nickelodeon's ME:TV" (Mon-Fri, 5-7pm) a programming block featuring user-generated content from kids. A live studio show integrates **Nick.com** and broadband player **TurboNick** by allowing viewers to submit at Nick.com/metv original content, which can be rated and shared on TurboNick. Certain content will be featured on-air.

Another Plan: **ION Media Nets** announced the receipt of a restructuring proposal from an "ad hoc" group that purportedly represents 65% of its 13.25% preferred stock. The tender is an alternative to one proffered last month by **Citadel** and **NBCU** (**Cfax**, 1/19). ION's board on Fri approved a Citadel affil as a "permitted transferee" of NBCU's right to acquire majority voting control of ION's common stock. The new proposal refers to the use of Chapter 11 as one means to implement the contemplated recapitalization transactions, ION said, while noting it does not currently face any liquidity issues.

New on Cable360: See a follow-on video to **CableWorld's** Feb 19 lead story that explains **Rainbow's** new VOD **lifes-kool** (the new Mag Rack) and hear conversations with lifes-kool and sportskool instructors *John Lithgow* and *Bode Miller*.



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BUSINESS & FINANCE

Programming: Discovery Channel has lured explorer/author *Josh Bernstein* from **The History Channel** with a deal to host/produce specials and series on anthropology, archaeology and environmental issues. Bernstein, who hosts History's "Digging for the Truth," will join the net in Apr. -- **Sundance Channel** will mark the Iraq war's 4th anniversary with doc "The Ground Truth" and docudrama "The Road to Guantanamo" (Mar 19, 9pm).

People: Lifetime tapped *Julia Gunn* as vp, series development and current programming. -- **Comcast Boston** promoted *Vic Pascarelli* and *Sue Wante* to area vps. -- **Millennium Digital Media** appointed current **Sudenlink** svp *Michael Wylie* CFO, effective Mar 1. -- **TBS** appointed *Amit Arora* dir, business development.

Business/Finance: VOD solutions provider **Anystream** acquired **Cauldron Solutions** to expand beyond video production into operations and business management. -- **CSC Holdings** will extend until Mar 20 its offer to exchange up to \$500mln aggregate principal amount of its 6-3/4% Senior Notes due '12, which were initially issued and sold in a private placement in Apr '04, for an equal aggregate amount of its registered 6-3/4% Series B Senior Notes due '12. -- **Southern Ent TV** secured from **Sun Trust Bank** a 2nd financing round, slated to be used for domestic marketing and service of European and Asian markets.

CableFAX Daily Stockwatch

Company	02/20 Close	1-Day Ch	Company	02/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	44.52	0.58	ARRIS GROUP:	14.79	0.06
DIRECTV:	23.88	0.00	AVID TECH:	33.57	(0.14)
DISNEY:	35.05	0.16	BLNDER TONGUE:	2.42	0.02
ECHOSTAR:	43.17	0.64	BROADCOM:	35.39	0.14
GE:	36.11	0.24	C-COR:	14.69	0.26
HEARST-ARGYLE:	26.24	(0.01)	CISCO:	27.66	0.14
ION MEDIA:	1.27	0.00	COMMScope:	36.71	0.28
NEWS CORP:	25.10	0.46	CONCURRENT:	1.40	0.07
TRIBUNE:	30.77	0.20	CONVERGYS:	27.01	0.32
MSOS					
CABLEVISION:	29.99	0.00	CSG SYSTEMS:	25.16	(0.33)
CHARTER:	3.19	0.00	GEMSTAR TVG:	4.33	0.16
COMCAST:	41.45	(0.18)	GOOGLE:	472.10	2.16
COMCAST SPCL:	40.94	(0.21)	HARMONIC:	8.92	0.12
GCI:	15.14	(0.03)	JDSU:	16.82	0.05
KNOLOGY:	14.70	0.09	LEVEL 3:	6.55	0.11
LIBERTY CAPITAL:	106.63	(0.37)	MICROSOFT:	28.83	0.09
LIBERTY GLOBAL:	29.97	0.08	MOTOROLA:	19.17	(0.09)
LIBERTY INTERACTIVE:	24.29	(0.06)	NDS:	48.92	(0.71)
MEDIACOM:	8.04	0.05	NORTEL:	31.31	(0.32)
NTL:	28.22	0.00	OPENTV:	2.82	0.04
ROGERS COMM:	33.86	(0.52)	PHILIPS:	38.79	(0.15)
SHAW COMM:	36.84	(0.35)	RENTRAK:	14.84	(0.3)
TIME WARNER:	21.67	0.10	SEACHANGE:	10.80	0.14
WASH POST:	793.86	1.94	SONY:	52.54	(0.02)
PROGRAMMING					
CBS:	31.95	0.14	SPRINT NEXTEL:	19.12	0.15
CROWN:	4.18	0.28	THOMAS & BETTS:	52.79	0.70
DISCOVERY:	16.58	0.19	TIVO:	6.41	0.20
EW SCRIPPS:	49.33	0.38	TOLLGRADE:	12.12	0.07
GRUPO TELEvisa:	29.93	0.24	UNIVERSAL ELEC:	21.96	0.23
INTERACTIVE CORP:	40.08	0.25	VONAGE:	5.48	0.05
LODGENET:	26.88	(0.11)	VYYO:	4.25	0.02
NEW FRONTIER:	9.49	0.19	WEBB SYS:	0.05	0.01
OUTDOOR:	12.10	0.22	WORLDGATE:	1.17	(0.03)
PLAYBOY:	10.61	(0.31)	YAHOO:	32.01	0.10
UNIVISION:	35.94	(0.01)	TELCOS		
VALUEVISION:	12.84	0.20	AT&T:	37.36	(0.12)
VIACOM:	40.41	(0.12)	QWEST:	8.33	(0.12)
WWE:	16.22	0.15	VERIZON:	38.26	(0.24)
TECHNOLOGY					
3COM:	3.98	0.04	MARKET INDICES		
ADC:	17.10	(0.2)	DOW:	12786.64	19.07
ADDVANTAGE:	3.70	0.00	NASDAQ:	2513.04	16.73
ALCATEL LUCENT:	13.14	0.04			
AMDOCS:	34.83	0.24			
AMPHENOL:	67.92	0.94			

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Overrated

Reality television
Telephone hold time
Brand recognition
Strategic pricing



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Public speakers who stay on point
A line of credit
News analysts with timing and style
On-time cable installers
YouTube videos
Movie stars
Cup holders
A news network's ratings
Fame

Science fiction
New media content
John Edwards
New Year's Eve
Having a warm memory
Synergy
Being owed money
Your safety
The Supremes
Black History Month
Telephone head sets
Atlanta, Georgia
The 80's
Winning at all costs
Chief Financial Officer
Anthony Hopkins
Sex appeal
The young male demo
People
Free previews
The last word

Underrated

A well-told story
Informed and empathetic CSRs
Brand loyalty
Simplified packaging
Public speakers who are honest and open
Spending cash
News analysts with wisdom and courage
Well-dressed cable installers
A well-told story
Working actors
Turn signals
A news network's balance and accuracy
Money
Science
A well-told story
Bill Richardson
Arbor Day
Having a reliable memory
Symbiosis
Being owed a favor
Your health
Martha and the Vandellas
Black history
Post-it notes
Athens, Georgia
The 50's
Losing with dignity
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Albert Finney
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