

CableFAX Daily™

Friday — February 22, 2008

What the Industry Reads First

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Boston Tea Party: Sides Stake Their Ground for Mon Hearing

Weather.com may be predicting cool temps for Boston next week, but the growing heat surrounding the **FCC's** Mon hearing on broadband network management practices should keep the industry pretty warm. Figuring out whether one could make the trip to Boston was almost as popular an activity Thurs as playing "6 Degrees of Separation" with telecom lobbyist *Vicki Iseman*, whose relationship with presumed GOP presidential nominee *John McCain* is under scrutiny (past clients include **Ion**). Adding fuel to Mon's hearing is a class action lawsuit filed this week against **Comcast**. **Gilbert Randolph LLP** filed the suit in the Superior Court for DC on behalf of its client, Dr *Sanford Sidner*, and DC citizens who have subscribed to the service over the past 3 years. The suit claims the MSO impedes customers' access to peer-to-peer file sharing apps. "While I can confirm that we have been served with this suit, we don't comment on ongoing litigation," a Comcast rep said. "To be clear, Comcast does not, has not, and will not block any Web sites or online applications, including peer-to-peer services, and no one has demonstrated otherwise." Expect Comcast evp *David Cohen* to provide more details Mon. Meanwhile, **SavetheInternet.com** is ratcheting up the heat, encouraging people to turn out for the hearing and record testimony at video booths that it's helping man. Consumers who can't attend are invited to record and upload testimonial videos to www.vuze.com, which will be displayed on a special "FCC Channel." **Vuze**, which has filed its own complaint against Comcast at the FCC, is presenting a tech demo on sharing HD video at the hearing. For those unable to make the hike to Beantown, the FCC is scheduled to make a limited number of live audio streams available.

Campaign Trail: **NFL Net** went back to stumping for state-level cable arbitration bills Thurs, this time in IL. Along with **NFL** and **Chicago Bears** officials, net pres/CEO *Steve Bornstein* testified before the state's Sen Energy and Environment Cmte in support of a bill known as the **FAIR Act**. Similar to legislation submitted in Dec in TX and WI, the bill allows independent programmers to file arbitration requests if a vertically-integrated cable op has given them a "reason to believe that it has not been treated in a fair, reasonable, and nondiscriminatory manner concerning carriage of a competing programming channel." Bornstein appeared before a WI Senate cmte in late Dec, and **NFL** cmsr *Roger Goodell* and **Dallas Cowboys** owner *Jerry Jones* lobbied a TX House cmte earlier that month.

DTV Doings: 66% of broadcasters surveyed by **Harris** said they plan to provide more HD programming because of the DTV transition. Other findings: 55% will use additional channel spectrum for multicasting, 50% expect to provide live programming over the 'Net and 28% will provide programming over mobile devices.

Carriage: And then there was one. **Hallmark Channel's** newly minted renewal agreement with **Time Warner Cable** means 2 of its 3 largest distributors have re-upped. **Comcast** renewed late last year, and Time Warner had long been expected to follow suit. **DirecTV** still hasn't reached a new deal, with Hallmark chief *Henry Schleiff* pushing for license fee increases. **Cablevision** also has yet to do a deal with Hallmark. Deal terms weren't released,

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but were described as "mutually beneficial." Time Warner can distribute both the SD and HD versions of **Hallmark Movie Channel** under the multi-year deal. -- **Comcast** launched **The Sportsman Channel** on digital basic in Hattiesburg and Meridian, MS; Shreveport, LA; and Little Rock, AR. -- **Cox** added **ESPNU** in the Gainesville, FL, area, bringing to approx 20mln the net's HH penetration. -- **Charter** launched **CSTV** throughout southern CA.

Kill the Killer: The **Parents TV Council** is asking advertisers on the **CBS** run of **Showtime's** "Dexter," which launched Sun, to boycott the show due to its violent nature. The council, livid that CBS rated the show TV-14, even wants CBS affils to preempt the series, and **ParentsTV.org** site urges people to contact their local affil to express concern. In a release, Showtime said eps "will comply with all network television standards, be edited with respect for artistic integrity, and scheduled responsibly in the last hour of prime time." More than 8mln viewers watched the show Sun night.

Online: A day after **NBC** spilled plans to stream ad-supported eps of TV classics such as "Miami Vice" through family Websites, **CBS** said it will do the same with shows including "Star Trek" and "The Twilight Zone." Among the more than 300 participating partners are **Comcast**, **AOL** and **Microsoft**.

Technology: **Motorola** bowed a full line of CPE based on DOCSIS 3.0 specs, including a pair of digital voice modems and a cable modem offering user data throughput of up to 195Mbps without a HFC plant upgrade. -- **BigBand** is currently deploying its SDV solution across 3 **Motorola** cable systems (2 ops) that collectively pass more than 1mln HHs.

Intl: **Disney Channels Worldwide** named 6 new execs to support its expansion plans in Europe, where **Disney Channel** has grown distribution to 32mln HHs through a transition to basic carriage. The appointments affect the following divisions: UK and Ireland; Germany, Switzerland and Austria; France; and Scandinavia and emerging markets. Each div reports to *John Hardie*, evp/managing dir, **Disney Channels, Europe Middle East and Africa**. -- **BET** launched **BET in the UK** on Thurs. It will be offered free-to-air on digital satellite platform, **Sky Guide**.

In the States: **Cablevision** now offers SMBs throughout its footprint up to 12 voice lines, each featuring flat-rate pricing, unlimited local and long-distance calling and advanced features such as Caller ID at no additional charge. -- **Reed Elsevier** has put **Reed Business Information**, publisher of *Multi*, *B&C* and *Variety*, up for sale.

Ratings: *Shaq's* Wed night debut for the Suns helped the team's game against the Lakers on **FSN AZ** earn a 8.8 rating/12 share in the Phoenix market, a net record for franchise games. The rating number also represented a 35% increase over the net's highest Suns rating for this season. -- The Tues ep of **Oxygen's** "Bad Girls Club" delivered a 1.11, the highest rating ever for a net original, and also became the 1st original to garner more than 1mln total viewers.

Programming: *Edie Falco*, who played Mrs Tony Soprano on **HBO**, plans a return to premium cable in a dark comedy for **Showtime**. Falco will play a NYC nurse in the series, which is in pre-production. -- **TBS** ordered 8 additional eps of "Frank TV." -- **ESPN** picked up the exclusive Spanish-language US rights to the '08 **CONCACAF Men's Olympic Qualifying** soccer tourney. **ESPN Deportes** and **ESPN360** will air all 16 matches live beginning Mar 11.

On the Circuit: **NAMIC** elected presidents for its 14 chapters: **Weather's** *Lynnette Smith* (Atlanta), **Time Warner Cable's** *Stacy Kline* (Carolinas), **PA State's** *Melissa Jackson* (Central PA), **Comcast's** *Michael Woods* (Chicago), **Starz's** *Chelsye Burrows* (Denver), **NCTA's** *Pam Ford* (Mid-Atlantic), **Mediacom's** *Bill Jensen* (MN), **MTVN's**

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BUSINESS & FINANCE

Juan Herrera (NY), Comcast's Bret Perkins (Philly), Comcast's Linda Crayton (San Fran), Time Warner's Debra Langford (S CA), Comcast's Helen Miranda Smith (S FL), Scripps' Jonathan Palmer (TN); Comcast's Beverly Durrett (W PA).

Honors: CSTV's "One2One Kay Yow" got a **Gracie Award** for Outstanding Sports Program from **American Women in Radio & TV**. The program featured the **NC State** women's basketball coach's fight with cancer.

Public Affairs: Charter joined cable's "Our Time To Vote" multi-cultural voter education and registration drive, committing \$1.75m in of airtime for PSAs.

People: Time Warner Cable upped Alex Dudley to vp, PR at. He'll report to chief comm officer Ellen East.

-- **ION Media Nets** tapped John Hefron as svp, networks distribution.

-- **Cox** named Necole Merritt vp, public affairs. -- **Mediacom** upped JR Walden to svp, technology. -- **GMC** named Philip Manwaring vp, digital media.

Business/Finance: Minority **G4** owner **EchoStar** can put its 15% interest in the gaming net back to **Comcast** on May 10, '09. That's the 5-year anniversary of Comcast's acquisition of **TechTV**, which was merged to create the current **G4**. EchoStar has the option to trigger the exit process on each successive anniversary of the closing date, according to an **SEC** filing.

CableFAX Daily Stockwatch

Company	02/21 Close	1-Day Ch	Company	02/21 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	46.40	0.92	AMPHENOL:	37.44	(0.13)
DIRECTV:	24.99	(0.56)	APPLE:	121.54	(2.28)
DISNEY:	32.27	(0.31)	ARRIS GROUP:	5.85	(0.06)
ECHOSTAR:	30.09	(0.65)	AVID TECH:	22.32	0.13
GE:	33.69	(0.36)	BIGBAND:	6.05	(0.14)
HEARST-ARGYLE:	21.61	(0.29)	BLNDER TONGUE:	1.68	0.04
ION MEDIA:	1.45	0.00	BROADCOM:	19.26	(0.27)
NEWS CORP:	19.58	(0.27)	CISCO:	23.19	(0.01)
MSOS					
CABLEVISION:	26.99	(0.72)	COMMScope:	40.26	(0.46)
CHARTER:	1.02	0.00	CONCURRENT:	0.85	0.00
COMCAST:	19.59	(0.56)	CONVERGYS:	14.94	(0.12)
COMCAST SPCL:	19.39	(0.51)	CSG SYSTEMS:	11.62	(0.66)
GCI:	6.05	(0.15)	ECHOSTAR HOLDING:	37.65	(1.25)
KNOLOGY:	11.68	(0.18)	GEMSTAR TVG:	4.67	(0.05)
LIBERTY CAPITAL:	114.54	(0.46)	GOOGLE:	502.86	(6.14)
LIBERTY GLOBAL:	37.57	(1.26)	HARMONIC:	8.80	(0.17)
LIBERTY INTERACTIVE:	15.28	(0.4)	JDSU:	12.50	(0.13)
MEDIACOM:	4.35	(0.02)	LEVEL 3:	2.14	(0.11)
ROGERS COMM:	42.97	0.00	MICROSOFT:	28.10	(0.12)
SHAW COMM:	19.87	(0.39)	MOTOROLA:	11.28	(0.18)
TIME WARNER CABLE:	26.10	(0.58)	NDS:	50.41	(2.26)
VIRGIN MEDIA:	13.85	(0.38)	NORTEL:	11.03	(0.44)
WASH POST:	726.00	(14.96)	OPENTV:	1.00	(0.06)
PROGRAMMING					
CBS:	24.51	(0.73)	PHILIPS:	38.40	(0.69)
CROWN:	5.64	0.14	RENTRAK:	11.51	(0.43)
DISCOVERY:	21.87	(0.75)	SEACHANGE:	6.08	(0.31)
EW SCRIPPS:	42.62	(0.64)	SONY:	46.58	(0.15)
GRUPO TELEvisa:	22.61	(0.29)	SPRINT NEXTEL:	8.51	(0.2)
INTERACTIVE CORP:	21.50	(0.51)	THOMAS & BETTS:	38.70	(1.54)
LIBERTY:	1.00	0.00	TIVO:	8.70	(0.21)
LODGENET:	12.20	(4.12)	TOLLGRADE:	5.72	(0.02)
NEW FRONTIER:	4.84	0.00	UNIVERSAL ELEC:	18.78	(0.47)
OUTDOOR:	7.88	(0.02)	VONAGE:	2.08	0.04
PLAYBOY:	8.11	(0.32)	VYYO:	1.25	(0.05)
TIME WARNER:	16.32	(0.17)	WEBB SYS:	0.06	0.00
UNIVISION:	36.23	0.00	YAHOO:	28.42	(0.41)
VALUEVISION:	5.79	(0.08)	TELCOS		
VIACOM:	40.42	(0.62)	AT&T:	34.47	0.11
WWE:	17.06	0.07	QWEST:	5.31	(0.06)
TECHNOLOGY					
3COM:	2.99	0.12	VERIZON:	35.36	0.12
ADC:	13.32	(0.38)	MARKET INDICES		
ADVANTAGE:	4.35	0.03	DOW:	12284.30	(142.96)
ALCATEL LUCENT:	6.06	0.02	NASDAQ:	2299.78	(27.32)
AMDOCS:	31.29	(0.25)			

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WHAT THE INDUSTRY READS FIRST.

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Carey's Got Game

My worry for cable has changed to concern faster than the galleries that chase *Tiger Woods* hole to hole. If I am seriously considering a move to **DirecTV** for unsurpassed sports programming, then surely scores of others are too. Why? Because I am a "last adopter," still content without an HDTV, DVR or a screen the size of Rhode Island. Heck, I still watch VHS tapes and listen to cassettes, even play video games on **Sega Genesis**. OK, maybe this last sentence is hyperbolic, but it's not much of a stretch to say that DirecTV is creaming cable in national sports content and cool interactive features. The latest example tees off in Apr, at a little course called **Augusta National**, during a small **PGA** tourney you may have heard of: the **Masters**. An interactive channel will offer views of specific holes along with the live broadcasts from **ESPN** and **CBS**—all in HD. Let me repeat: coverage of picturesque Augusta National, including the famous azaleas and the pivotal 3-hole stretch known as "Amen Corner," in high-def. If you haven't watched golf in HD, you will be blown away (hey, I go to other people's homes for video technology). It's that good. And we all know that the most viewed HD programming is sports content, hands down, so DirecTV is adeptly playing that angle as well. Don't forget **NFL Sunday Ticket**, **Mega March Madness** and **NASCAR Hotpass**, all interactive gems. To all the cablers who are shocked and appalled by my pronouncements, allow me to say that cable does remain the better multichannel option overall. With regard to sports, though, it's no contest. Locally-focused sports content on cable is useful and solid, including that offered by **CSN Mid-Atlantic** in my hometown. But it doesn't compare to the big ticket sports properties on DirecTV. Now about those satellite dishes. How do they work? *CH*

Highlights: "Joe Louis, American Hero... Betrayed," Sat, 8pm, **HBO**. Another fine piece from *Ross Greenburg* and *Rick Bernstein*, who cover Louis' often overlooked patriotism and his opening of PGA golf. But this paean of sorts includes plenty of reality. Along with boxing greatness, we hear of marital infidelities, drinking, drugs and IRS battles (particularly after WWII), which forced him to box well past his prime. The end wasn't great, but could have been worse had Sinatra not helped. -- "The Gates," Tues, 11:40pm, **HBO**. Yes, it's sometimes a dry, process film about erecting the saffron-colored drapes that adorned or wrecked Central Park, depending on your point of view. Yet *Albert Maysles* has captured the Apple and its people nearly as well as *Tom Wolfe* did in "Bonfire of the Vanities." He's also composed a visual love letter to Central Park. -- "Romulus, My Father," Wed, 10:15pm ET, **HDNet**. Beautiful Aussie film about a father-son relationship. *SA*

Worth a Look: "Celebrity Says!" M-F, 10pm, **TV Guide Net**. This game show's trivia questions about celebs are challenging, perfect for red carpet-obsessed TV Guide viewers. But tone down those chatty contestants. Please. -- "Sports Illustrated Swimsuit '08," Fri, 2am ET, **TNT**. Every year we wonder how SI can possibly improve its annual swimsuit edition—and we're always grateful it does. *SA*

Basic Cable Rankings

(2/11/08-2/17/08)

Mon-Sun Prime

1	USA	2.4	2323
2	TNT	2.2	2102
3	DSNY	1.9	1766
4	TBSC	1.5	1470
4	FOXN	1.5	1377
6	NAN	1.3	1262
7	A&E	1.1	1067
7	LIFE	1.1	1065
7	AMC	1.1	1024
7	TOON	1.1	1005
7	HALL	1.1	939
12	FX	1	977
12	DISC	1	969
12	CMDY	1	951
12	HIST	1	936
12	TRU	1	921
17	ESPN	0.9	914
17	SPK	0.9	904
17	CNN	0.9	892
17	SCIF	0.9	885
17	HGTV	0.9	857
17	FAM	0.9	856
23	MTV	0.8	772
23	VH1	0.8	759
25	TLC	0.7	667
25	FOOD	0.7	655
25	BRAV	0.7	612
25	LMN	0.7	426
29	MSNB	0.6	581
29	TVLD	0.6	571
31	EN	0.5	449
31	BET	0.5	425
31	SPD	0.5	393
31	NGC	0.5	323
35	TTC	0.4	383
35	HLN	0.4	369
35	APL	0.4	366
35	ESP2	0.4	365
35	OXYG	0.4	281
35	SOAP	0.4	279
35	WGNC	0.4	271
35	NOGG	0.4	264
43	TWC	0.3	292
43	CMT	0.3	282
43	CNBC	0.3	276
43	DHLT	0.3	235

*Nielsen data supplied by ABC/Disney



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