

CableFAX Daily™

Tuesday — March 4, 2008

What the Industry Reads First

Volume 19 / No. 042

Cheap Seats: Event Consolidation Makes Way for New Fundraising Plan

One upshot of the industry's decision to cluster events around a fall and spring week will be less \$10K+ tables to buy for industry events. Under a 2-year pilot program, groups such as **WICT**, **Cable Positive** and the **Walter Kaitz Foundation** will no longer use their annual dinners as their prime fundraising events. The idea is that individual companies will continue to make essentially the same level of funding commitments to the organizations, and that tickets to the events will strictly be to cover costs. Think of it as sort of a corporate responsibility fund. "The purpose of this change is so that you're not selling tables to fight AIDS," said Cable Positive pres/CEO *Steve Villano*, who was very enthusiastic of the shift. "The purpose of the Cable Positive Power Awards will not be to be the primary source of revenue for Cable Positive, but to recognize leaders, which is how it should be. By not having to focus so much energy on whether we'll raise a million dollars at each dinner, we can concentrate more on our expertise." Cable Positive's annual awards dinner is slated for Tues night in NY. After that, the event will be held in conjunction with **NCTA's Cable Show**. In '09, the Power Awards will follow the Cable Show Chairman's Reception. The change in fundraising is also key because so many of the events will now be held at the same time. Association leaders didn't want companies to have to pick and choose which table to buy. NCTA's board put the final approval of the consolidation plan Mon morning, creating 2 cluster of events "Cable Connection—Spring" and "Cable Connection—Fall." The new schedule kicks off Apr 2, '09, with NCTA's Cable Show, **CableLabs'** conference, **SCTE's** Emerging Tech, **CAB's** annual confab, **NAMIC's** awards breakfast, **WICT's** Leadership Conference and Gala, Cable Positive's Power Awards Dinner and the **Cable Pioneers** annual dinner taking place that week in DC. The fall cluster is in Denver the week of Oct 25, '09, with the lineup including: **CTAM Summit**, CableLabs Seminar, SCTE CableTEC Expo, **Kaitz** Dinner, NAMIC annual conference, **Cable Center** Hall of Fame dinner, **ACC** Forum and NCTA board meeting (with joint meetings with the NAMIC and WICT boards). The cities hosting the weeks will change annually, but the 2009 schedule is meant to be a template for the years ahead. Since Oct, cable association heads, **Time Warner Cable's Glenn Britt**, NCTA's **Kyle McSlarrow** and **Barbara York**, **Turner's Phil Kent**, **Comcast's Steve Burke**, **Landmark's Decker Anstrom** and **Fox Nets' Tony Vinciguerra** have been hammering out how to compress the industry gatherings at the behest of NCTA's board. "I want to thank each of the association heads for working so constructively together to develop a new strategy," said McSlarrow. "The realigned schedule allows member companies, participants, and exhibitors to allocate time and resources more efficiently to better support these organizations and events and to enhance the value of the shared experience of our incredibly collaborative industry."

DTV Doings: At our deadline, the **FCC** announced it adopted a DTV consumer education order that requires cable and other multichannel ops to provide monthly notices about the transition in their customer billing statements. The notices must begin appearing 30 days after the effective date of the rules and continue through Mar '09. **NCTA** had already com-



**BRING IN THE BUSINESS.
BRING ON THE 'TOONS.**

Sign up for our NEW & IMPROVED turnkey screening event at www.TurnerResources.com

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: Debbie Vodenos, 240/753-5696, dvodenos@accessintel.com ● Acct Mgr: Erica Gottlieb, 212/621-4612 ● 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 ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist.Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

mitted to providing such notices. Broadcasters will have to provide on-air info and report on their efforts quarterly to the FCC. TV makers must notify consumers of the transition's impact on equipment. Low-power stations are urged to educate consumers about the transition and how they may need a converter box passing along low-power stations' analog signals. In addition, 700Mhz spectrum auction winners must give the FCC regular updates on their consumer education efforts. Dem FCC Commish *Jonathan Adelstein* dissented in part from the item because it didn't require the FCC to prepare a DTV transition report to Congress and the American people with a detailed plan to reach and assist at-risk communities. On the Hill, Sen *Ted Stevens* (R-AK) signed on as a co-sponsor to Sen *Olympia Snowe's* (R-ME) bill to make funds available sooner for digital upgrades to low-power TV stations and translators in rural areas. Under current law, the money doesn't have to be paid until after Oct '10.

At the Portals: ACA has formally asked the FCC to grant a blanket exemption for its smallest members from a rule requiring cable operators to carry both analog and digital versions of must-carry broadcasters' signals for at least 3 years. While larger operators have said they won't fight carrying the signals, small ops with bandwidth of 552Mhz or lower or less than 5K subs, say the rule is too burdensome for them. The FCC has said ops can apply for individual waivers, but ACA claims that such a plan creates too much of an expense and uncertainty. "It would save the Commission time and significantly reduce the burden on these operators, sometimes serving as few as 100 subscribers, if the FCC cuts the red tape and adopts an exemption," said ACA pres/CEO *Matt Polka*. -- **NATOA** has asked the FCC to take action on its request for a stay of an order adopted Oct 31 extending the loosening of video franchise rules to cable operators and incumbent video providers. The group notes that the FCC has failed to act on its request for more than 60 days. "All we want the Commission to do is to grant or deny our request," said NATOA exec dir *Libby Beaty*. "This foot-dragging on behalf of the Commission is hypocritical, especially when a majority of the Commission believes it is reasonable to impose arbitrary deadlines on local government franchising decisions.

In the States: **Insight** has upgraded its digital service once again, launching "Digital 3.2" to customers. The upgrade includes free HD VOD movies from **FEARnet**, **Sundance** and **Starz On Demand**. Insight has also replaced **Music Choice** with the **Urge** digital music service, which includes digital music channels such as **Noggin** and **Nick Kids**. Insight's last major digital upgrade was in Dec. -- **Cox** subs in Topeka didn't lose their CBS affil Sat morning. The MSO and **Gray**-owned **WIBW** reached a 1-week extension, giving them until 12:01am Sat to reach a new retrans deal. Talks are ongoing. -- **RCN** has partnered with **WFMZ** in Lehigh Valley, PA, to offer its state subs local news, sports and weather updates weekdays on **CNN Headline News**. The segments will be produced by the broadcast station.

On the Hill: House Telecom Chmn *Ed Markey* will probe the sports programming marketplace on Wed, including consumer choice and the availability of sports on broadcast vs pay TV. The morning hearing will feature testimony from **Time Warner Cable's** *Glenn Britt*, **NFL** commish *Roger Goodell*, **ESPN's** *George Bodenheimer*, **DirecTV's** *Derek Chang*, **PFF's** *Ken Ferree* and **Consumer Federation of America's** *Mark Cooper*.

Competition: **AT&T** launched **U-verse Voice** in Kansas City, the 3rd market to offer the service. The telco also added local HD channels in Fairfield County, New Haven and Hartford, CT. -- **Hughes** ended '07 with 380K satellite broadband subs, a 16% increase over '06. The company tapped **Dow Electronics** as a distributor of its broadband services in the southeast, **CVS Systems** for the Midwest, and is planning to add IP video to its service suite.



HDNet FIGHTS EXCLUSIVE MMA

LIVE THIS FRIDAY NIGHT

INSIDE MMA "The Hottest Show in MMA" LIVE 8PMET

RING OF COMBAT XVIII LIVE 9PMET

HDNet

The reason HDTV was invented.

Call Bill Padalino at 973-835-3780 or bpadalino@hd.net to add HDNet and HDNet Movies to your HD line-up today.

BUSINESS & FINANCE

Who Was That Masked Man? We were so thrilled to sit down for a Q&A with ACA's DC-based vp, govt affairs *Ross Lieberman* that we forgot to identify him by name in our 5 Questions lead story Mon. Doh. Our apologies.

NBCU Movement: NBCU pres, integrated media *Beth Comstock* is assuming the role of svp/CMO for **GE**, paving the way for strategic realignments at NBCU. *Saili Mehta*, pres, business ops, strategy and development, will assume oversight of the digital media team; pres, sales and marketing *Mike Pilot* will add exec responsibility for the research department, including planning, development and analysis of all audience, program and marketing research; and **Universal TV Group** pres/COO *Jeff Gaspin* will take on interim responsibility for **iVillage**. Gaspin also gains oversight of a newly-launched virtual women's network, which includes **Bravo Media** and **Oxygen Media**.

People: **Nat Geo** promoted *Steve Schiffman* to GM/evp. -- **Suddenlink** tapped *Jack Monteith* as vp, human resources compliance and policy. -- **Cedar Point** promoted *Chris Zanyk* to vp, North America, Central America, Latin America and the Caribbean, and named *Ed Flannery* and *Bart Green* vps, sales. -- *Thomas Wright* left **Hallmark Cards**, which triggered his resignation from *Crown's* board Fri.

CableFAX Daily Stockwatch

Company	03/03 Close	1-Day Ch	Company	03/03 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	44.21	(0.56)	AMPHENOL:	36.56	(0.41)
DIRECTV:	25.48	0.43	APPLE:	121.73	(3.29)
DISNEY:	32.41	0.00	ARRIS GROUP:	5.60	(0.15)
ECHOSTAR:	30.00	0.35	AVID TECH:	24.04	(0.33)
GE:	33.40	0.26	BIGBAND:	5.87	(0.36)
HEARST-ARGYLE:	21.92	(0.08)	BROADCOM:	18.64	(0.27)
ION MEDIA:	1.45	0.00	CISCO:	24.40	0.01
NEWS CORP:	19.12	0.01	COMMSCOPE:	40.64	(1.24)
MSOS					
CABLEVISION:	25.51	(1.28)	CONCURRENT:	0.83	0.03
CHARTER:	1.00	0.04	CONVERGYS:	14.17	(0.27)
COMCAST:	20.00	0.46	CSG SYSTEMS:	10.88	(0.47)
COMCAST SPCL:	19.78	0.43	ECHOSTAR HOLDING:	38.67	(1.39)
GCI:	5.68	(0.11)	GEMSTAR TVG:	4.73	(0.01)
KNOLOGY:	12.37	0.15	GOOGLE:	457.02	(14.16)
LIBERTY CAPITAL:	116.30	0.19	HARMONIC:	8.26	(0.65)
LIBERTY GLOBAL:	37.27	(0.33)	JDSU:	12.99	(0.16)
LIBERTY INTERACTIVE:	14.73	0.37	LEVEL 3:	2.26	0.03
MEDIACOM:	4.36	(0.01)	MICROSOFT:	26.99	(0.21)
ROGERS COMM:	42.97	0.00	MOTOROLA:	9.81	(0.16)
SHAW COMM:	18.96	(0.52)	NDS:	49.84	(0.81)
TIME WARNER CABLE:	27.51	0.21	NORTEL:	8.05	(0.55)
VIRGIN MEDIA:	15.17	0.17	OPENTV:	1.20	(0.14)
WASH POST:	706.25	(17.75)	PHILIPS:	39.66	0.74
PROGRAMMING					
CBS:	22.92	0.10	RENTRAK:	11.13	0.03
CROWN:	5.14	(0.4)	SEACHANGE:	5.81	(0.09)
DISCOVERY:	23.00	0.43	SONY:	46.70	(0.51)
EW SCRIPPS:	42.28	0.51	SPRINT NEXTEL:	6.98	(0.13)
GRUPO TELEVISA:	22.37	0.37	THOMAS & BETTS:	40.32	0.17
INTERACTIVE CORP:	20.18	0.28	TIVO:	8.93	0.25
LIBERTY:	1.00	0.00	TOLLGRADE:	5.49	(0.03)
LODGENET:	9.35	0.04	UNIVERSAL ELEC:	22.99	0.29
NEW FRONTIER:	4.79	(0.26)	VONAGE:	1.83	(0.02)
OUTDOOR:	7.24	(0.11)	VYYO:	1.48	0.03
PLAYBOY:	8.06	0.00	WEBB SYS:	0.05	0.00
TIME WARNER:	15.51	(0.1)	YAHOO:	27.77	(0.01)
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	5.19	(0.07)	AT&T:	35.06	0.23
VIACOM:	40.34	0.54	QWEST:	5.38	(0.02)
WWE:	17.57	(0.13)	VERIZON:	36.29	(0.03)
TECHNOLOGY					
3COM:	3.26	(0.03)	MARKET INDICES		
ADC:	13.46	(0.21)	DOW:	12258.90	(7.49)
ADVANTAGE:	4.22	(0.03)	NASDAQ:	2258.60	(12.88)
ALCATEL LUCENT:	5.88	0.01			
AMDOCS:	31.01	0.01			

Recession-Proofing Your Cable Customers

Tuesday, March 18, 2008

1:30-3:00 p.m. (ET)

Speakers:

Colleen Abdoulah, CEO, President — Wide Open West

Dave Keefe, CEO — Atlantic Broadband

Tony Maldonado, VP — Acquisition Marketing & Sciences, Cox

Register Your Team Today!

www.Cable360.net/cfax/webinars

Questions: Contact webinar coordinator, Rachel Smar at (301) 354-1613

CableFAX
Webinars



APRIL 16, 2008
THE BEVERLY HILTON HOTEL
BEVERLY HILLS, CALIFORNIA

REGISTER ONLINE
AT:
www.namic.com

**PRESENTING
SPONSOR:**



■ **A daylong educational forum focused on creating, delivering and marketing content across multiple platforms for the multi-ethnic consumer**

■ **Get the inside track on careers on the content development side of the business**

■ **Target audience: current and aspiring executives in the broadcast, cable, digital, entertainment and film industries**

WEST COAST CREATIVE SUMMIT

- Rich educational agenda: opening general session, panel discussions and networking opportunities
- Opportunity for attendees to hone their craft, learn insider tips about the business and meet industry colleagues and peers
- Attended by professionals of all levels, as well as those aspiring to enter the business
- Direct access to top executives within the entertainment arena

VISION AWARDS LUNCHEON CEREMONY

- 14th annual presentation of the only competition recognizing outstanding achievements in original, multi-ethnic cable programming
- 29 programming networks competing for top honors in 14 categories

NAMIC WRITER'S WORKSHOP

- A day-and-a-half workshop focused on writing for multiple platforms: digital, screen and television
- Limited to 15 participants
- Visit www.namic.com for application process, eligibility criteria and deadline

CAREER EXPO

For recruiters...

- A diversity recruitment opportunity to attract talented African-Americans, Asians and Latinos and bilingual and culturally competent professionals who are ideal prospective candidates to fill key positions at your company

For job seekers...

- Featuring a veritable Who's Who of the broadcast, cable, digital, entertainment and film industries, including top companies looking to meet, greet and hire multi-ethnic professionals at various levels

IMPORTANT INFORMATION

View the agenda/speaker line-up for the West Coast Creative Summit:
VISIT www.namic.com

Reserve a space at the Career Expo:
CONTACT Danny McGlone at (212) 594-5985, ext. 13 or danny.mcglone@namic.com

Register for the Career Expo:
VISIT www.namic.com

For more information about the NAMIC Writer's Workshop:
CONTACT Jim Jones at (212) 594-5985, ext. 14 or jim.jones@namic.com

Interested in sponsorship opportunities?

CONTACT Danny McGlone at 212-594-5985, ext. 13 or danny.mcglone@namic.com

Have questions about registration or interested in purchasing a table or tickets to the Vision Awards Luncheon?
CONTACT Sandra Girado at 212-594-5985, ext. 23 or sandra.girado@namic.com

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS
NAMIC's mission is to educate, advocate and empower for multi-ethnic diversity in the communications industry.