

CableFAX Daily™

Wednesday — March 5, 2008

What the Industry Reads First

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Multicultural Moves: Time Warner Prepares New Ethnic Marketing Strategy

Time Warner Cable will organize a national strategy to win over new ethnic customers for digital cable, high-speed Internet and mobile phone. Call it a “three-screen” course, as multicultural mktg senior dir *William Ortiz* did Tuesday during **Horowitz Associates’** annual NY forum. “I’m not at liberty to divulge what that strategy is,” Ortiz told forum attendees. “And many of you programmers in this room will be involved. We’ll challenge you to come up with great new ideas and joint ventures to address this.” Later, he said the strategy has no hard start date but once operational later this year will be an ongoing effort. Separately, new Horowitz-provided data suggests that more than half of African-Americans and Asians, and 49% of Latinos, know little about the DTV transition, and 4 out of 10 urban households use TV sets without set-top boxes. “There’s a great deal of confusion generally about this, and there’s greater confusion among the multicultural audience,” added *Natalie Rouse*, **Comcast’s** national ethnic mktg dir. The sooner operators campaign for new customers—without mucking up basic information about the transition 11 months from now, or its consequences—the more new customers operators will pick up vs satellite and telcos, Rouse and Ortiz said. Transition and other multicultural promotions “cannot be a footnote,” Ortiz warned. “It must be a day-to-day business decision.” -- *Simon Applebaum*

Wonderful Women: Another year, another impressive group of women honored at *Multichannel News* and **WICT’s** “Wonder Women” lunch. Tues’ event was an emotional one—from **Time Warner Cable’s** *Melinda Witmer* remembering the late *Fred Dressler* to the standing ovation **Charter’s** *Mary White* received after she spoke about her battle with breast cancer. The common link between the honorees was an obvious willingness to be bold, seek mentors and surround themselves with incredible teams. In thanking her mentors, TW chief programmer Witmer said she hoped Dressler, who passed away in Dec from cancer, was “making mischief with the other gods of industry in heaven, looking down upon us mere mortals with affection, amusement and most of all... leverage.” White, Charter’s Central Div pres, choked up as she recited an *Eleanor Roosevelt* quote to which she has turned often as she continues to battle against breast cancer. “Everyday living requires courage. We must do the things that we don’t think we can do,” White recited, clutching a Jimmy V bracelet given to her by fellow honoree *Rosa Gatti* of **ESPN**. “It helps me realize that everything I’ve gone through will be that much easier if I face it head on with the courage and the strength for all the people in my life.” Rounding out the honorees were **Hallmark Channel’s** *Janice Arouh* (whose fly-shy husband hopped a plane to the East Coast to see her accept), **CNN’s** *Susan Bunda*, **USA’s** *Jackie de Crinis* (picking up her 1st award ever), **Comcast’s** *Charlotte Field*, **ESPN’s** *Gatti*, **Nick/Noggin’s** *Brown Johnson*, **Bend Broadband’s** *Amy Tykeson* and **PBS Kids Sprout’s** *Sandy Wax*.

In the Courts: **Music Choice** said it filed a patent infringement case Tues against **MTVN**, **Viacom** and **Viacom Intl** over their **URGE Radio** digital music service. The suit, filed in US District Court of DE, claims the service infringes on 2 Music Choice patents. **Insight** recently replaced Music Choice on its digital lineup with **URGE**.

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At the Portals: FCC chmn *Kevin Martin* called last Mon’s hearing in Boston on network broadband management practices “very helpful and very informative” but said the agency won’t necessarily try to define “reasonable” network management. Instead, the FCC will examine complaints case-by-case and perhaps “end up building up precedents... providing guidance in what we think is reasonable or not reasonable.” Meeting with reporters at FCC hq on Tues, Martin said he may hold another network management hearing but has no specific plans. -- **Other Highlights:** Martin said he wants to tackle the status of DBS ops’ HD must-carry obligations and the measurement of broadband deployment at the agency’s next meeting Mar 19. Notably absent from the Mar agenda is the low-power TV item, which would allow more than 500 Class-A LPTV stations apply for full-power status and by extension give them cable must-carry rights. That item remains on circulation. Martin also clarified his position on DTV test markets, saying he’s open to voluntary—not mandatory—testing. “I don’t think we have the authority to require anyone to be a test market,” he said. “We’ve got to find someone who will volunteer.” FCC Democratic commish *Michael Copps* on Mon wrote Martin urging the FCC to switch a small number of markets to all-digital before the national transition date or at least conduct limited DTV field tests. Martin has pledged to ask the DTV Task Force to work with stakeholders on pursuing limited DTV field tests and other options. -- **NAB** and **MSTV** jointly filed comments at the **FCC** opposing **ACA’s** request for a blanket exemption from the FCC’s dual must-carry rules.

In the States: **Charter**, **Comcast**, **Time Warner Cable**, **AT&T** and **CenturyTel** applied for a statewide video franchise in WI under legislation enacted in Dec. The state’s Dept of Financial Institutions granted AT&T a franchise last week.

Research: 23% (58mln) of all US mobile subs have seen ads on their handsets in the past 30 days, according to **Nielsen**, a 38% increase over 2Qs. Half (28mln) of mobile data users who viewed ads in the previous 30 days responded to those ads in some way. -- 33mln US homes will surf the Web at speeds greater than 10Mbps by ’12, according to **Parks Associates**. At year-end ’07, 5.7mln, or 9% of US broadband HHs, had such speeds. The firm said ISPs will have to deliver value-added services such as HD video streaming and content placeshifting to retain subs and increase ARPU.

Carriage: **Comcast** will launch **NBCU’s** youth Latino net **mun2** in most of its systems in Apr, when the MSO will also add **Telemundo** in Seattle and Detroit. Also, the MSO launched in South FL **Food Net HD**, **USA HD**, **History Channel HD**, **Discovery Channel HD**, **Animal Planet HD** and **Sci Fi HD**. Comcast is modifying the market’s network in preparation for a DOCSIS 3.0 rollout. -- **RCN** launched **ION Media Nets’ qubo** kids net in Chicago.

Competition: **DirecTV** and **Best Buy** are offering credits to Best Buy customers who sign up for DirecTV service and/or purchase a new HDTV. The retailer will pay \$30/month for 12 months when customers buy a DirecTV HD access plan, as well as an HDTV holding a price tag greater than \$999, and \$30 for 6 months for a plan and an HDTV less than \$999.

5Qs with Cable Positive Pres/CEO Steve Villano: Last year’s fundraising dinner brought in nearly \$1.6mln in donations. How is Tues night’s dinner looking? We will not equal last year’s record. Last year was exceptional. The economy wasn’t sliding toward a recession. But for the 11th consecutive year, we will break a million dollars raised. For the first time, the awards are being called the Power Awards and will honor 3 individuals, 2 in the industry (**MTVN’s** *Bill Roedy* and **Insight’s** *Michael Willner*) and 1 world leader fighting HIV and AIDS (**CARE** pres/CEO *Helene Gayle*). **Why the Power Awards?** We did it because we wanted to recognize people who use their power, whatever that is—their



ReelzChannel Viewers Buy
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*Research conducted Fall 2007 by Frank N. Magid Associates

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position, their company their talent, however they used it for good. **You made an impassioned plea last year for cable to work harder at delivering more HIV/AIDS content. How is cable doing?** Cable's been doing really well. We're noticing an increase every single year. There are so many more substantial programs. **HBO's "Life Support"** in the past year starring *Queen Latifah* received a lot of recognition. **Showtime**, when they saw the documentary we did on women with HIV, was moved by it and used it on Nov 20. We're seeing that there's much more of an interest in doing HIV- and AIDS-related programming. At a time when parts of the world are losing their focus on HIV/AIDS, this industry is sharpening ours. **There was some talk at one point of adding DBS and telco companies to Cable Positive's membership, but some MSOs didn't like the idea. Will the group remain cable exclusive?** The industry, particularly with this move now toward creating a cable centric fund for socially responsible causes like fighting AIDS, intends to make an even greater commitment to our mission. As long as you have intense competition... they'll have to go their own way. Cable is the only industry in the world to make a commitment like this—more than \$20mln that we've been able to use for programs in 40 states. **In Dec, CP was awarded its largest ever single grant—\$200K from the Motorola Foundation—to start the Youth AIDS Media Institute. What's the status?** The goal is to launch the Youth AIDS Media Institute Univ over the summer, with 2 week-long sessions. We're putting together a curriculum and faculty. We're going to train them on doing PSAs, getting local cable systems involved, communicating via the Internet.

Earnings: Scripps Nets' operating revenues jumped 13% to \$1.18bln last year, led by **GAC's** 25% growth to \$25.4mln and **Fine Living's** 24% growth to \$45.8mln. Improved ratings and viewership across the nets helped drive ad rev, which contributed 80% of the segment's operating rev, the company said. Fine Living paced the nets in distribution growth, achieving an 18% increase in '07 to end the year within 49.9mln HHs. The segment's online ad rev surged 30% to \$74mln last year. Overall segment rev is expected to increase 10-12% in 1Q. -- Wall St was disappointed by **Clearwire's** 4Q results, but the wireless broadband provider continues to add customers. The company ended '07 with 394K subs, representing a 91% surge over '06, while full-year service rev more than doubled to \$151mln.

When You Care Enough to Send the Very Best?: When *Rod Spence*, writer of **Hallmark Channel's** recent movie "The Good Witch," told his local paper that his mom would view the premiere at his house because she didn't have cable, Hallmark and her local cable op **Insight** stepped up to offer her a free year of service. *Katherine Spence* of Evansville, IN, was so thrilled that she expressed her gratitude in a heartfelt card to Hallmark chief *Henry Schleiff*. Imagine Schleiff's shock when he turned the card over to find the sentiments were from **American Greetings**...

Ratings: After trailing **CNN** and **Fox News** for much of the head-to-head presidential election coverage to date, **MSNBC's** Dem debate scored a 6.0/5.53mln, becoming the net's most-watched broadcast ever and good for the week's prime show throne. The telecast now ranks 2nd among cable debates this election cycle, behind only CNN's CA Dem debate (6.1/5.92mln). Also, the results beat in a landslide the 2.1/1.93mln numbers posted by a Jan debate on the net. -- **USA** (2.1/2.07mln) took home yet another prime ratings title, followed by **Disney** (1.8/1.76mln), **TBS** (1.7/1.65mln), **TNT** (1.6/1.53mln) and **Nick at Nite** (1.5/1.40mln).

Programming: Yet another **ESPN** brand iteration, **ESPN Films** has been founded to produce scripted and doc films for TV and theatrical release. Included is "30/30," a celebration of the last 30 years in sports set for releases in conjunction with ESPN's 30th anniversary in Sept '09. The unit will also collaborate with **Disney Studios** on scripted sports films. -- **Nick At Nite** picked up from **CBS TV** the exclusive basic cable rights to "Everybody Hates Chris," which will hit the net's lineup in fall '09. -- **Smithsonian Channel** doc "The Sweet Lady with the Nasty Voice" (May 19) spotlights groundbreaking musician *Wanda Jackson*. -- "Everybody Hates Chris" will join **Nick at Nite's** lineup next Sept. The deal with **CBS TV Distribution** includes a 4-year license period for a minimum of 4 seasons (80 eps). -- **BET's** new original "Iron

CableFAX

TRIPLE 2 PLAY

CableFAX UPFRONT

Cable Positioned to Garner Greater Share of the Media Mix, CableFAX Daily Announces 2008 Upfront Coverage.

- › Special Distribution at AAAA Conference, Orlando Florida
- › Preview and Analysis of Upfront Season continued with dedicated Bi-weekly Coverage in CableFAX Daily
- › Dates: 3/21, 4/4, 4/18, 5/2, 5/16 and 5/30

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BUSINESS & FINANCE

Ring" (Mar 18) showcases mixed martial artists on a quest for \$100K. -- **Nickelodeon** series "H2O" (Mar 16) makes a splash with 3 16-year-old girls who transform into mermaids while under the sea.

VOD: Gospel Music Channel, The Sportsman Channel and ExpoTV have inked deals for the provision by **TVN** of VOD services, including distribution/marketing support. -- **Comcast** has added **NCAA March Madness** memories and past tourney highlights to its VOD lineup, with all the content available in HD. Highlights from this year's tourney will tip off Mar 20.

People: ACA's board elected to its exec cmte **Martin Brophy**, pres/owner, **Shen-Heights TV** and **Kirby Campbell**, vice chmn, **Armstrong**, *CableWorld's* indie op of the year in '07.

-- **Cablevision's Optimum Lightpath** promoted **Robin Silverman** to svp/ chief customer officer and **Joe Caruso** to svp, business planning, intercarrier and admin. **Tom Welsh** joined the segment as vp, engineering.

Business/Finance: Liberty Global added to its equity alphabet soup Tues, as a reclassification of its **Liberty Capital** stock begat **Nasdaq** trading of **Liberty Ent** shares under the LMDIA and LMDIB tickers. The new stock is intended to track and reflect the economic performance of Liberty's Ent Group, which includes **Starz Ent** and the recently-acquired **DirectTV** stake.

CableFAX Daily Stockwatch

Company	03/04 Close	1-Day Ch	Company	03/04 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	43.72	(0.49)	AMPHENOL:	36.59	0.03
DIRECTV:	26.13	0.65	APPLE:	124.62	2.89
DISNEY:	31.87	(0.54)	ARRIS GROUP:	5.80	0.20
ECHOSTAR:	29.95	(0.05)	AVID TECH:	23.19	(0.85)
GE:	33.52	0.12	BIGBAND:	5.86	(0.01)
HEARST-ARGYLE:	21.57	(0.35)	BLNDER TONGUE:	1.57	(0.09)
ION MEDIA:	1.45	0.00	BROADCOM:	19.08	0.44
NEWS CORP:	19.21	0.09	CISCO:	24.29	(0.11)
MSOS					
CABLEVISION:	24.73	(0.78)	COMMSCOPE:	40.82	0.18
CHARTER:	0.99	(0.01)	CONCURRENT:	0.80	(0.03)
COMCAST:	19.98	(0.02)	CONVERGYS:	14.51	0.34
COMCAST SPCL:	19.73	(0.05)	CSG SYSTEMS:	10.80	(0.08)
GCI:	5.61	(0.07)	ECHOSTAR HOLDING:	38.65	(0.02)
KNOLGY:	12.14	(0.23)	GEMSTAR TVG:	4.75	0.02
LIBERTY CAPITAL:	17.46	(98.84)	GOOGLE:	444.60	(12.42)
LIBERTY GLOBAL:	36.40	(0.87)	HARMONIC:	8.28	0.02
LIBERTY INTERACTIVE:	15.04	0.31	JDSU:	12.83	(0.16)
MEDIACOM:	4.06	(0.3)	LEVEL 3:	2.23	(0.03)
ROGERS COMM:	42.97	0.00	MICROSOFT:	27.59	0.60
SHAW COMM:	18.45	(0.51)	MOTOROLA:	9.93	0.12
TIME WARNER CABLE:	27.62	0.11	NDS:	50.29	0.45
VIRGIN MEDIA:	14.71	(0.46)	NORTEL:	7.76	(0.29)
WASH POST:	727.00	20.75	OPENTV:	1.26	0.06
PROGRAMMING					
CBS:	22.67	(0.25)	PHILIPS:	39.76	0.10
CROWN:	5.23	0.09	RENTRAK:	11.00	(0.13)
DISCOVERY:	22.17	(0.83)	SEACHANGE:	6.08	0.27
EW SCRIPPS:	42.42	0.14	SONY:	46.54	(0.16)
GRUPO TELEVISIA:	22.15	(0.22)	SPRINT NEXTEL:	6.88	(0.1)
INTERACTIVE CORP:	19.69	(0.49)	THOMAS & BETTS:	39.78	(0.54)
LIBERTY:	1.00	0.00	TIVO:	8.03	(0.9)
LODGENET:	8.89	(0.46)	TOLLGRADE:	5.34	(0.15)
NEW FRONTIER:	4.76	(0.03)	UNIVERSAL ELEC:	23.02	0.03
OUTDOOR:	7.25	0.01	VONAGE:	1.96	0.13
PLAYBOY:	7.96	(0.1)	VVYO:	1.40	(0.08)
TIME WARNER:	15.29	(0.21)	WEBB SYS:	0.05	0.00
UNIVISION:	36.23	0.00	YAHOO:	28.06	0.29
VALUEVISION:	4.85	(0.34)	TELCOS		
VIACOM:	39.99	(0.35)	AT&T:	34.87	(0.19)
WWE:	17.86	0.29	QWEST:	5.28	(0.1)
TECHNOLOGY					
3COM:	3.33	0.07	VERIZON:	35.69	(0.6)
ADC:	13.50	0.04	MARKET INDICES		
ADVANTAGE:	4.17	(0.05)	DOW:	12213.80	(45.1)
ALCATEL LUCENT:	5.65	(0.23)	NASDAQ:	2260.28	1.68
AMDOCS:	29.84	(1.17)			

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

As the Upfront World Turners

Turner Ent Nets has joined **NBCU** in altering typical upfront protocol, the plan being to stage its annual programming presentation for **TBS, TNT** and **truTV** on May 14—for the 1st time during the same week as broadcasters.

The descriptions of forthcoming net shows were devoid of the important human element endemic to such advertiser gatherings, which can brightly color much of the planned content, whether spicy or bland.

But a paper taste was provided nonetheless, and following are descriptions of and comments on select shows set to join Turner's lineup:

"The Genie Chronicles" (TNT): a contemporary genie emerges from a magic lamp to grant various wishes... doubt *Barbara Eden* is featured in this kitschy series, but it is from **DreamWorks TV** and allows for interesting vicariousness.

Allure Factor: high

"Behind the Drama" (TNT): doc series proffers unknown stories from behind films, TV dramas and leading actors... if it can explain how *Tilda Swinton* won an Oscar for "Michael Clayton" with very little screen time, I'll watch.

AF: negligible

"Untitled *Robert Townsend* Show" (TBS): the titular comedian will exec prod, write, direct and star in this late-night variety show... Townsend has never been funny, save for in the classic film "Hollywood Shuffle," guarantee I'll be snoozing when this show airs.

AF: underground

"Untitled *Dave Caplan* Series" (TBS): veteran writer of "The Drew Carey Show" eps shines spotlight on a woman encountering myriad difficulties with upbeat humor... former work is quite good, but can Caplan formulate an endearing and funny main character once again?

AF: average height

"Neighbors 911" (truTV): a former Green Beret mediates neighbors' escalating feuds...this show has zero chance of getting me to ten-hut. A call needs to be made for a replacement, or for some heavy camouflage.

AF: below Townsend.

CH

Basic Cable Rankings			
(2/25/08-3/02/08)			
Mon-Sun Prime			
1	USA	2.1	2070
2	DSNY	1.8	1756
3	TBSC	1.7	1650
4	TNT	1.6	1530
5	NAN	1.5	1401
6	FOXN	1.4	1344
7	ESPN	1.2	1199
7	LIFE	1.2	1155
9	A&E	1.1	1102
9	HIST	1.1	1055
9	FAM	1.1	1031
9	MSNB	1.1	1011
9	HALL	1.1	936
14	SPK	1	997
14	DISC	1	976
14	TOON	1	946
14	FX	1	946
14	TRU	1	895
19	HGTV	0.9	906
19	MTV	0.9	888
21	AMC	0.8	788
21	TLC	0.8	755
21	CMDY	0.8	738
21	CNN	0.8	733
21	SCIF	0.8	719
26	FOOD	0.7	647
26	VH1	0.7	631
26	BRAV	0.7	584
26	LMN	0.7	425
30	TVLD	0.6	564
31	EN	0.5	475
31	APL	0.5	443
31	WGNC	0.5	329
31	NGC	0.5	307
35	TTC	0.4	342
35	BET	0.4	341
35	OXYG	0.4	284
35	NOGG	0.4	270
35	SOAP	0.4	249
35	WE	0.4	248
41	HLN	0.3	334
41	ESP2	0.3	321
41	CMT	0.3	266
41	DHLT	0.3	223
41	SPD	0.3	219
41	TDSN	0.3	215

*Nielsen data supplied by ABC/Disney



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