

CableFAX Daily™

Tuesday — March 6, 2007

What the Industry Reads First

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Rising Star: CableLabs Unveils Innovation Showcase Winner

San Francisco-based Simple Star became the 1st “winner” of CableLabs’ Innovation Showcase, with attendees of the winter conference designating it the most interesting emerging company. The showcase featured 10 selected firms demonstrating broadband technologies. “The intention is to make [the showcase] a regular feature at our conferences...and to improve communication among industries,” said CableLabs evp/chief strategy officer David Reed, who noted 3 cable themes that arose during the presentations: revenue growth, network connectivity and consumer personalization. Simple Star’s “Photo Show” software typifies the 3rd, allowing consumers to mix music, photos and video, and share the output online or through VOD. Oceanic Time Warner Cable began offering the service to its online customers last summer and will roll it out in Staten Island, NY, later this month, said Simple Star CEO Chad Richard. “It has been a very, very successful first launch,” he said. “Viewership has been a lot greater than expected.” Comcast CTO Tony Werner said CableLabs unveiled the showcase initiative at an opportune time, noting that the last large wave of capital infusion was in the late 90’s when ops were busy building infrastructure. But as scale has increased and “the infrastructure is largely there, there will be innovation on the application side,” he said.

Fond Farewell: Well, we can’t imagine govt IT parties will be as fun, but we can’t begrudge our publisher *Dave Decker* for leaving us to join one of the biggest trade publishing companies in the DC area. Decker, publisher of **Access Intelligence’s CableFAX** and **CableWorld**, will join **1105 Government Information Group** as publishing director, integrated sales for 5 core publications—including top tech title *Federal Computer Week*—later this month. Many in cable know Dave for his warmth and sincerity—traits that we can assure you have created a very loyal staff. There’s also his funky side, which has him throwing down raps and harmonies with almost anyone with a guitar (including a few cable execs). Dave will be with us for the next week and a half, bopping around Cable Spring Break Week in NY and helping with transition plans. We wish him all the best (and good luck trying to get into our **Faxies** party at **The Cable Show**, Dave).

Retrans: **Belo** and **Cox** were able to go to bed early Fri, with the 2 reaching a retrans renewal that allows for continued carriage of New Orleans **CBS** affil **WWL-TV (Cfax, 3/5)**. Their agreement came a few hours before the pact’s midnight expiration. Cox also agreed to begin carrying WWL’s HD signal and **NewsWatch Channel 15**. The deal also includes **MyNetwork TV** N’awlins affil **WUPL-TV** and the digital rights for Belo stations in Phoenix; Tucson, AZ; Hampton Roads, VA; and Sun Valley, ID. Terms weren’t disclosed.

Franchising: Just when we were getting ready to chide the **FCC** for taking so long to publish its order setting up a 90-day shot clock for local govts to act on telco franchise applications, it released the long-awaited order. The 100+ page document comes 75 days after the Commission approved the rules in Dec. Local govts look likely to mount a legal

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 Rank: 1/1/07-2/25/07, M-Su 8-11pm ad-supported basic cable networks, A18-49 (coverage ratings).

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challenge to the order, with **NATOA** retaining legal counsel in Jan. A spokeswoman for the **National League of Cities**, which is working with NATOA, said staff is reviewing the doc. **NCTA** said it's also reviewing the order. It's not clear if the cable industry will sue, but NCTA has been vocal in its displeasure, saying the order creates an unlevel playing field by not applying the new rules to all providers. Under the rules, the FCC tentatively concludes that cable operators will have to wait until their franchises expire to be entitled to lesser regulation and the 90-day shot clock. The FCC has committed to issuing an order within 6 months on how the rules should apply to cable operators and what effect the order may have on most-favored nation clauses that may be included in some franchises. NCTA has expressed concern that it may mean pre-emption of those clauses, which take effect if a new entrant comes in under better terms.

Soccer Play: SCP Worldwide has reached an agreement on a partnership transaction for **Go!TV**. In a joint statement, the parties declined to release details "other than to say SCP Worldwide will bring its belief in the growth of soccer, its extensive and successful operating experience of cable networks and digital media assets together with the impressive management team of Go!TV and their extensive array of soccer programming assets." *Sports Business Journal* first reported the deal, saying the company controlled by *Dave Checketts* will buy 80% of the soccer net for \$200mln, quoting unnamed sources. **Watch Hill Partners** is advising the parties. Separately, SCP announced that it has acquired the exclusive rights to 90 South American World Cup qualifying matches from Sept '07-Nov '09.

Wireless World: Time Warner Cable has expanded its wireless rollout to 3 markets, launching its **Sprint**-backed **Mobile Access** service in its Southwest OH division (which includes Cincinnati and Dayton). The MSO has said it will offer the service in every division this year (*Cfax*, 12/1). This is the 1st launch since TW officially rolled out the service to its initial test markets, Raleigh, NC, and Austin, TX. For an extra \$15/month, users get 11 channels of mostly music and movie trailer channels. For \$25, they get 20 channels, including **ESPN Highlights** and **Weather Channel**. Channels are also offered a la carte for \$3.95-\$8/month each.

Competition: Verizon is contemplating the additions of an Italian soccer channel and all-Asian nets to its **FiOS TV** channel lineup, CFO *Doreen Tobin* said Mon at the **Bear Stearns** media conference.

Carriage: Insight will launch **Sí TV** across all its systems in IL, IN, KY and OH. The English-language net aimed at 18- to 34-year-old Latinos recently launched on **Time Warner Cable** Dallas, **Comcast** Portland, OR, and Time Warner Cable El Paso, TX. -- **ION** announced its 1st deal for multicast dignets **qubo** and **ION Life**. **AT&T U-Verse** will carry both nets as well as flagship net ION.

Jockeying for Position: Magna Ent and **Churchill Downs** forged a sweeping business agreement that includes Churchill's purchase of 50% interest in **HRTV**. The pair also formed **TrackNet Media Group**, which integrates horse racing content from each across advance deposit wagering platforms **Xpressbet.com** and **Twinspires.com** ('07 launch), and to 3rd parties such as racetracks and casinos.

Technology: BigBand unveiled an IPTV app for cable nets delivered via key elements of **CableLabs'** "DOCSIS" specs; the app allows for IP-based video delivery to either TVs or PCs leveraging existing QAM and CMTS equipment.

Deals: NewWave closed on the acquisition of approx 10K Suddenlink subs in MO, AK, TN and KY. NewWave also announced the sale of its Piedmont, MO, system serving approximately 900 customers to Partel Broadband. Addition-

ABC Family's Best February Ever!

- Our **Best Ever** in P12-34
- Our **Best Ever** in A18-49
- Our **Best Ever** in Total Viewers

Source: Nielsen N1, Live 000s. Primetime (M-Sun 8-11p) and Total Day (M-Sun 6a-6a), excluding non-commercial programming. ABC Family launched Nov 2001.

abc family
a new kind of family

BUSINESS & FINANCE

ally, it completed a trade of its Jerseyville, IL, system to Green County Ptners for its system in Greenville, IL.

Online: **CNBC.com** bowed Mon a page surrounding "Mad Money w/Jim Cramer" and the inaugural "CNBC.com Million Dollar Portfolio Challenge," offering \$1mln to the person who earns the greatest returns from a fictitious stock bushel. 10 weekly winners through May 7 will receive \$10K.

Programming: **Disney's** in production for new original series, "Wizards of Waverly Place," where the kids are wizards in training (fall). -- **Starz'** new weekly comedy block begins Apr 18 (11pm) offering 10 original eps for 10 weeks of "Head Case," "Martin Lawrence's 1st Amendment Stand-up" and "The Bronx Bunny Show."

People: **Oxygen** upped *Mary Murano* to pres, distribution. -- **A&E** promoted *Dan Silberman* to vp, publicity. -- **FSN Nets** named ex-**Fox Sports** exec *Dan Dieffenbach* svp, marketing. -- **MTVN** upped *Tanya Giles* to the newly created post of svp, research and planning.

Business/Finance: **UBS** initiated **Time Warner Cable** with a "Buy 2" rating and a \$48 price target. The firm believes investors requiring diversification in cable will need to own exposure to both **Comcast** and **Time Warner Cable**. It expects investor awareness to increase as the MSO engages in road shows over the coming months.

CableFAX Daily Stockwatch

Company	03/05 Close	1-Day Ch	Company	03/05 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	11.92	(0.29)	AMDOCS:	33.79	(0.32)
BRITISH SKY:	42.05	(0.98)	AMPHENOL:	62.45	(0.77)
DIRECTV:	22.11	(0.39)	ARRIS GROUP:	12.79	(0.17)
DISNEY:	33.72	(0.23)	AVID TECH:	32.78	(0.17)
ECHOSTAR:	42.27	0.45	BLNDER TONGUE:	1.81	(0.02)
GE:	34.55	(0.32)	BROADCOM:	32.39	(0.33)
HEARST-ARGYLE:	25.42	(0.66)	C-COR:	12.66	0.32
ION MEDIA:	1.30	0.00	CISCO:	25.46	0.16
NEWS CORP:	22.90	(0.33)	COMMSCOPE:	37.05	(0.05)
TRIBUNE:	30.01	(0.04)	CONCURRENT:	1.52	(0.11)
MSOS					
CABLEVISION:	28.66	(0.56)	CONVERGYS:	25.08	0.04
CHARTER:	2.75	(0.23)	CSG SYSTEMS:	24.24	(0.23)
COMCAST:	25.30	(0.14)	GEMSTAR TVG:	4.04	(0.05)
COMCAST SPCL:	25.15	(0.09)	GOOGLE:	440.95	2.27
GCI:	14.03	(0.48)	HARMONIC:	9.17	(0.35)
KNOLOGY:	14.19	(0.1)	JDSU:	14.90	(0.41)
LIBERTY CAPITAL:	107.00	(1.48)	LEVEL 3:	6.10	(0.19)
LIBERTY GLOBAL:	29.72	(0.75)	MICROSOFT:	27.55	(0.21)
LIBERTY INTERACTIVE:	22.60	(0.05)	MOTOROLA:	18.50	(0.14)
MEDIACOM:	7.75	(0.35)	NDS:	46.61	(0.33)
NTL:	28.22	0.00	NORTEL:	27.88	(0.41)
ROGERS COMM:	31.55	(0.62)	OPENTV:	2.41	(0.1)
SHAW COMM:	34.05	(0.2)	PHILIPS:	35.36	(0.64)
TELEWEST:	24.20	0.00	RENTRAK:	14.25	(0.3)
TIME WARNER CABLE:	36.00	(1.6)	SEACHANGE:	9.67	(0.15)
WASH POST:	755.61	(9.99)	SONY:	49.00	(0.43)
PROGRAMMING					
CBS:	29.62	0.30	SPRINT NEXTEL:	19.61	(0.35)
CROWN:	4.20	(0.08)	THOMAS & BETTS:	48.48	(0.93)
DISCOVERY:	15.96	(0.02)	TIVO:	5.71	(0.16)
EW SCRIPPS:	44.45	(0.45)	TOLLGRADE:	11.72	0.04
GRUPO TELEVISIA:	26.35	(0.4)	UNIVERSAL ELEC:	25.90	0.97
INTERACTIVE CORP:	37.47	(0.42)	VONAGE:	5.09	(0.13)
LIBERTY:	8.32	0.06	VYYO:	4.35	(0.08)
LODGENET:	24.26	(0.86)	WEBB SYS:	0.04	0.00
NEW FRONTIER:	8.52	(0.29)	WORLDGATE:	0.85	(0.2)
OUTDOOR:	9.99	(0.07)	YAHOO:	30.31	(0.11)
PLAYBOY:	9.95	(0.16)	TELCOS		
TIME WARNER:	19.73	(0.2)	AT&T:	35.72	(0.72)
UNIVISION:	35.92	(0.06)	QWEST:	8.52	(0.16)
VALUEVISION:	11.99	(0.08)	VERIZON:	36.13	(0.35)
VIACOM:	39.08	(0.09)	MARKET INDICES		
WWE:	15.82	0.01	DOW:	12050.41	(63.69)
TECHNOLOGY					
3COM:	3.61	(0.15)	NASDAQ:	2340.68	(27.32)
ADC:	15.27	(0.28)			
ADVANTAGE:	3.45	(0.03)			

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Symonds Says...

A little distance is a wonderful thing. It wasn't too long ago that I went through the same thing that Michael Woolf, Nicole Browning and a few hundred other people at MTV Networks just experienced.



Curtis Symonds

In 2003, I left BET after more than 20 years of getting up every morning, opening a vein and bleeding for my company. The change almost killed me. I sud-

denly found myself no longer waking up with meaning, but waking up in a daze. I was numb, and occasionally found myself unable to do even the simplest tasks.

I had given everything I had to BET, and now it was over.

So when I read about the layoffs at MTV from the relative comfort of my new career, I couldn't help but reflect. And, as I said, a little distance is a wonderful thing.

Here are some thoughts:

1. We are truly a free agent nation.

The days of lifetime employment have slowly but surely gone the way of leg warmers and Run D.M.C., while the notion of "All for one and one for all" has been elbowed aside for "What have you done for me lately?"

And I'm not saying that's good or bad, nor am I blaming any-

one. That's just the way it is. When companies want to raise stock prices, often the first thing they'll do is lay off people.

But on the same token, if there is still a person out there who wouldn't jump ship for a better job with more money, then they should be put in a museum alongside the Model T Ford, the leisure suit and other curious artifacts from bygone eras.

2. Business imitates life.

Just as America's middle class is being threatened with extinction, so too is middle management. While senior executive and director salaries escalate exponentially--and CEO pay goes from the bizarre to the sublime--the salaries of many field and corporate-level managers inch upward at a snail's pace.

Add to that inflation and the increased responsibilities these people now have, and my sense is their per-hour pay might be actually decreasing. Certainly their buying power is.

3. We are each an army of one.

There is a concept in education called lifelong learning, and it's something schools are trying to instill in children so that they'll be prepared for a far more rapidly changing world than we ever knew.

The idea that you'll be able to bank on one skill for the rest of your career is as naïve as believing that companies always do what's best for

their employees.

Corporate America is a minefield. At any moment your company or your career could be gone, and you'd better be ready for the possibility. The best way to do that is to be constantly adding to your skill set, be it through higher education, additional training or simple intellectual curiosity.

4. Change is good.

There is a school of thought that everything you need to know in life is found in either nature or The Godfather.

For example, forest fires are often a way for the forest to renew itself; to rid itself of dead and decaying matter, to thin out old dying trees and weak saplings, and to make room for new growth.

Or if you're not into nature, just remember The Godfather when Clemenza teaches Michael how to use a pistol as a Mafia war is about to escalate. What does Clemenza tell him? He says, "These things have got to happen every ten years or so. It cleans out the bad blood."

Look, I understand the need for change. And my sense is, like The Godfather says, it can be sometimes be a good thing. But good or bad, the fact is change is inevitable, and I will never again be blindsided by it. And Symonds says neither should you.

Curtis Symonds can be reached at curtissymonds@yahoo.com.

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ANIMATION

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- Handy Manny, "Sinko de Mayo" — Disney Channel
- American Dragon: Jake Long, "Bring it On" — Disney Channel
- The Boondocks—Turner Broadcasting System, Inc.
- Todd World, "Colorless Todd" — Discovery Channel

BEST ACTOR-COMEDY

- Carlos Mencia, Mind of Mencia — MTV Networks: Comedy Central
- Romany Malco, Weeds — Showtime Networks
- Damon Wayans, The Underground — Showtime Networks
- Dule' Hill, Psych "Spelling Bee" — USA Networks

BEST ACTOR-DRAMA

- Forest Whitaker, The Shield, "Kavanaugh" — FX Networks
- Benito Martinez, The Shield, "Man Inside" — FX Networks
- Andre Braugher, Thief, "Pilot" — FX Networks
- Michael Ealy, Sleeper Cell — Showtime Networks
- Ernie Hudson, The Ron Clark Story — Turner Network Television
- Corey Reynolds, The Closer, "Slippin'" — Turner Network Television

BEST ACTRESS-COMEDY

- Tonye Patano, Weeds — Showtime Networks
- Sheryl Underwood, Comic View — BET
- Angela Malhotra, Unacceptable Behavior — Si TV
- Mo'Nique, Mo'Nique's F.A.T. Chance — Oxygen Media

BEST ACTRESS-DRAMA

- Lauren Velez, Dexter — Showtime Networks
- Gina Raver, The Closer — Turner Network Television
- CCH Pounder, The Shield — FX Networks
- Jennifer Beals, The L Word — Showtime Networks
- Gwendoline Yeo, Broken Trail — AMC

CHILDREN'S

- Lisa Knight and the Roundtable — Black Family Channel
- The Music in Me — HBO
- Modern African Art and Artisans — Discovery Channel
- Ithuteng (Never Stop Learning) — HBO
- Just for Kicks, "Boys Do Cry?" — MTV Networks: Nickelodeon
- That's So Raven, "The Four Aces" — Disney Channel

COMEDY

- Mind of Mencia — MTV Networks: Comedy Central
- Comic View with Sheryl Underwood — BET
- Weeds — Showtime Networks
- Unacceptable Behavior — Si TV
- Robert Townsend's Partners In Crime... The Next Generation — Black Family Channel

DOCUMENTARY

- First to Fight: The Black Tankers of WWII — The History Channel
- Honor Deferred — The History Channel
- ESPN Sportscenter—Lady Caliphs — ESPN
- When The Levees Broke: A Requiem in Four Acts — HBO
- Yo Soy Boricua, Pa'que Tu Lo Sepas! (I'm Boricua, Just So You Know!) — Independent Film Channel
- ESPN Sportscenter — Hines Ward — ESPN
- Biography: Barack Obama — The Biography Channel

DRAMA

- Sleeper Cell — Showtime Networks
- Dexter — Showtime Networks
- The Shield, "Postpartum" — FX Networks
- The Wire: "Boys of Summer" — HBO
- The Closer, "Slippin'" — Turner Network Television
- Saved, "Pilot" — Turner Network Television

FOREIGN LANGUAGE

- El Reto Final Nissan — Fox Sports en Español
- Sabor a Beisbol — ESPN Deportes
- Montate—Cabalgata 2006 — TuTv/Bandamax
- Del Norte Pa'rriba Villa del Oeste — TuTv/Bandamax

MUSIC VIDEO

- "Strut"—The Cheetah Girls 2 — Disney Channel
- "Do Your Own Dance"—Choo Choo Soul — Disney Channel

NEWS AND INFORMATION

- Race & Hollywood: Black Images on Film — Turner Classic Movies
- Eye on Africa: A Continent of Possibilities — CNN International
- CNN Connects: The New South Africa — CNN International
- Review Philippines — GMA Network Inc/Pinoy TV
- Student News: Honoring Hispanic Heritage Series — CNN
- Immigration Rights — Mun2/Telemundo/NBC Universal

ORIGINAL MOVIE AND/OR SPECIAL

- Tsunami, The Aftermath — HBO
- Moments That Changed Us: Diahann Carroll — AmericanLife TV Network
- Knights of the South Bronx — A&E Networks
- Shock to The System: A Donald Strachey Mystery — Here! Networks
- For One Night — Lifetime Television
- The Black Movie Awards 2006—A Celebration of Black Cinema: Past, Present & Future — Turner Network Television
- High School Musical — Disney Channel

REALITY

- Mo'Nique's F.A.T. Chance — Oxygen Media
- Hair Trauma — WE tv
- ICE-T's Rap School — MTV Networks: VH1
- Keisha Cole — BET
- Black.White, "Hour 1" — FX Networks
- Rags to Riches: Snoop Dogg — MTV Networks: VH1
- Coming Out Stories: Xavier "Son of the Islands" — MTV Networks: Logo

VARIETY AND/OR TALK SHOW

- That's What I'm Talking About — MTV Networks: TV Land
- TV One on One with Cathy Hughes — TV One
- Get the Hook Up — TV One
- Spoken — Black Family Channel
- BET Celebration of Gospel 2006 — BET
- Cinema AZN: Riding the Korean Wave — AZN Television
- American Latino TV — Si TV (AIM TV)

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