

# CableFAX Daily™

Monday — March 7, 2011

What the Industry Reads First

Volume 22 / No. 043

## MCCC-Ya: Mediacom Shareholders Approve Privatization

**Mediacom** founder *Rocco Commisso* is likely sipping some bubbly after shareholders overwhelmingly approved (97%) Fri his \$8.75/share cash offer to take the MSO private. Now wholly-owned by Commisso, Mediacom will cease trading on NASDAQ as of Fri after close, although operating units **Mediacom LLC** and **Mediacom Broadband LLC** will continue to make quarterly SEC filings because both have publicly issued bonds. "Our management team and fellow employees can now focus full time on delivering the best experience to our customers," said Commisso in a release. "I am excited for the company and our employees as we enter a new chapter in our history." Indeed, going private likely means fewer headaches: Commisso often chided Wall St for its alleged undervaluation of MCCC shares, and quipped at The Cable Show '09, "listen, keep on doing it, and I'll buy some more stock." Boy, did he ever. Before that, in '04, the late *Jim Robbins* of Cox credited Commisso with starting the discussion on the rising costs of sports content rights, an issue that has only intensified since and remains critical to MSOs. Yet Commisso, having endured a protracted battle with **Sinclair**, has been perhaps most outspoken about retrans—with no qualms about questioning federal inaction. "A lot of us are up in arms over what's taking place and why government is not stepping in and putting a stop to this mess," said Commisso last Mar, before adding in Nov, "it's amazing to me that the FCC in particular... can't seem to find the authority to protect consumers." He was also exceedingly frank about economic conditions during the depths of the recession, and about how well or poorly Mediacom was weathering the storm. Vintage Commisso, circa Feb '09: "For those people that are receiving help from the government, I just hope they go out and do the right thing by us and begin lending money the way they used to lend." Through it all, Commisso has served multiple terms on **NCTA's** board and co-chaired The Cable Show '08. This summer, he will be inducted into **The Cable Center's** Hall of Fame, and in '06 was bestowed with the **Natl Italian American Foundation's** Lifetime Achievement Award. On Fri, Commisso finally received what he has truly pined for: ownership of the MSO he founded without subjection to the vagaries of investor sentiment. "I wish to extend my heartfelt gratitude to the members of our Board of Directors, most of whom served the company since our initial public offering in 2000," said Commisso. "I wish them well in their future endeavors."

**At the Portals:** After he testified about the **FCC's** net neutrality regulations last month, House Commerce chmn *Fred Upton*

# AH AMERICAN HISTORY TV

All weekend,  
every weekend on

# C-SPAN3®

c-span.org/history



U.S.S. Constitution



Mount Vernon



Grant Memorial

Created by Cable. Offered as a Public Service.

# Marketing Solution No. 354

## COX LOUISIANA & USA NETWORK CHARACTERS UNITE STORYTELLING TOUR

**CHALLENGE:**  
Support Cox Louisiana's educational program and help promote greater respect and acceptance among members of a diverse community.

**SOLUTION:**  
USA Network teamed up with Cox and the renowned nonprofit The Moth to bring the Characters Unite National Storytelling Tour to New Orleans. The project included an inspiring evening of celebrities and "everyday" Americans sharing true stories of overcoming prejudice and discrimination. Cox Louisiana's own Jacqui Vines told a poignant story and got a standing ovation from the crowd. Students at an area high school also got to participate in special workshops and tell their own powerful stories at an assembly.

**RESULTS:**  
The program received rave reviews from community leaders, parents, educators, students and local newspapers. Coverage on Cox's own public affairs TV show further extended the impact of the program, bringing Cox, the school district and the community even closer together.

"A GREAT PROGRAM WITH WELL-DESIGNED, CLEAR GOALS, EXCEPTIONAL EXECUTION, IMMEDIATE FOLLOW-THROUGH AND GREAT CONTENT."

—BRAD GRUNDMAYER  
DIRECTOR OF PUBLIC & GOVERNMENT AFFAIRS



NBCUniversal  
TV Networks Distribution

# Marketing Solutions

our networks work.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.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 ● Senior Online Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Asst VP, Ed Director: Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301.354-1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

(R-MI), Comm and Tech Subcmte chmn *Greg Walden* (R-OR) and vice chmn *Lee Terry* (R-NE) now want FCC chmn *Julius Genachowski* to provide the economic/mkt analyses used to formulate the regulations. In a Thurs letter, the trio pushes Genachowski "to demonstrate the FCC's actions will not harm our economy or ability to innovate" by answering 7 questions in writing. For example, "You said at the hearing that you would find for us the market analysis the FCC conducted justifying government intervention. Please point us to the specific paragraphs and language in the order providing that analysis."

**Smith Stumps:** NAB pres/CEO *Gordon Smith* appears on **C-SPAN's** "The Communicators" Mar 5 (6:30pm ET) to wax on the key **FCC** issues of retrans reform and spectrum reclamation. "What is broken?" asks Smith of the current retrans rules before adding, "they [the FCC] are rightly concerned as we are about making sure there's notice [to customers], that there's good faith, that the parties are earnestly engaged in resolving what the market price should be." On spectrum, Smith perpetuates the assoc's recent questioning of certain companies' spectrum assets. "They're admitting to having tremendous amounts of unpurposed spectrum... call it hoarding if you want," says Smith in referencing **Time Warner** and **Clearwire**. "We think it's a reasonable thing before you take more [spectrum] at least deploy what you have." Smith believes the FCC is trying to solve a regional broadband problem plaguing urban areas such as NYC and L.A. with a national solution. "Why should people in Kentucky have to have their stations potentially degraded [through spectrum loss] so that you can get a faster app download in New York City?" he says.

**Retrans:** At deadline, **DISH** and **LIN Media** had yet to settle their differences regarding a retrans deal covering 25 stations in 17 markets that may go dark on the DBS op's lineup the weekend of Mar 5-6 (**Cfax**, 3/2).

**In the States:** **Cablevision's** now offering a product suite from **Network Solutions** designed to help businesses manage domains, improve their Web presence and boost Internet marketing efforts. -- **AT&T's** planning to upgrade its networks in Detroit and Seattle this year to enable 4G speeds and up mobile broadband capacity.

**Earnings:** **MSG's** 4Q rev increased 5% to \$432.7mln while net income jumped 39.7% to \$52.4mln, driven by rev growth at **MSG Media** (+12.1%) and **MSG Sports** (+4.1%). Media reported higher affil and ad rev, Sports increased sports team ticket sales, league distributions and sponsorship. As investors pummeled MSG shares Fri (-5.42%), **Miller Tabak's** *David Joyce* downgraded the company to 'neutral' from 'buy' following "a strong run, but we do not expect much downside, with upside driven in the near-term by Knicks performance."

**VOD:** **Time Warner Cable** now offers the entire seasons of select **NBC** prime shows through NBC Full Season Catch-Up on VOD. Included are season 1 of "The Event" and season 3 of "Parks & Recreation." -- On Demand movie channel **euromcinema** joined with the **Nordisk Film & TV Fond** and **Diva.AG** to create The First Annual Scandinavian On Demand Film Festival, which is slated to roll out in North America with 4 films beginning May 1.

**People:** **Verizon** elected pres/COO *Lowell McAdam* to its board. -- **Sportsman Channel** upped *Ben Lines* to vp, mktg.

**Business/Finance:** **CBS** agreed to acquire TV show discovery site **Clicker.com** and named Clicker CEO **Jim Lanzone** pres, **CBS Interactive**. -- After attending the **DBSD** bankruptcy hearing this week, **Wells Fargo Securities' Marci Ryvicker** noted the emergence of **Harbinger** and **Solus** as bidders for the company along with **DISH**. She believes the case will wrap by Mar 15, and "DISH still appears to be the likely 'winner.'" -- **Motorola Mobility** announced an equity investment in **Moblyng**, a developer of cross-platform, HTML5-based games for mobile devices and social networks.

**CableFAX**  
THE MAGAZINE

**Digital Hot List Issue**

New for 2011

Advertise your hottest technology, cross platform solution and programming. Special Section: Best of the Web Awards

**Publication Date:** April 6 ■ **Space Deadline:** March 10 ■ **Artwork Deadline:** March 18

**Advertising Contacts:**

Debbie Vodenos, Publisher CableFAX Group | dvodenos@accessintel.com | 301.354.1695

Amy Abbey, Associate Publisher CableFAX | aabbey@accessintel.com | 301.354.1629

18501

Join us for CableFAX's Digital Awards Breakfast: Honoring The Digital Hot List and Best of Web on April 6 at the Grand Hyatt, NYC. Register at [www.cablefax.com](http://www.cablefax.com)

**CableFAX Week in Review**

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

**BROADCASTERS/DBS/MMDS**

DIRECTV:	DTV	46.05	0.04%	38.08%
DISH:	DISH	23.50	0.21%	13.14%
DISNEY:	DIS	43.55	1.40%	35.04%
GE:	GE	20.37	(2.16%)	34.63%
NEWS CORP:	NWS	18.72	2.07%	17.59%

**MSOS**

CABLEVISION:	CVC	36.34	(1.73%)	40.74%
CHARTER:	CHTR	47.99	5.47%	0.00%
COMCAST:	CMCSA	25.55	1.15%	51.54%
COMCAST SPCL:	CMCSK	24.08	0.58%	50.41%
GCI:	GNCMA	11.81	(1.17%)	85.11%
KNOLOGY:	KNOL	13.56	(15.2%)	24.18%
LIBERTY CAPITAL:	LCAPA	74.61	8.30%	212.44%
LIBERTY GLOBAL:	LBTYA	43.66	2.13%	99.45%
LIBERTY INT:	LINTA	16.21	(3.7%)	49.52%
MEDIAIACOM:	MCCC	8.84	0.34%	97.76%
SHAW COMM:	SJR	21.05	(0.71%)	2.33%
TIME WARNER CABLE:	TWC	72.01	1.01%	73.98%
VIRGIN MEDIA:	VMED	27.35	1.33%	62.51%
WASH POST:	WPO	436.54	1.68%	(0.7%)

**PROGRAMMING**

CBS:	CBS	23.96	1.78%	70.53%
CROWN:	CRWN	2.71	12.92%	86.90%
DISCOVERY:	DISCA	41.94	(2.26%)	36.75%
GRUPO TELEVISIA:	TV	23.69	0.13%	14.11%
HSN:	HSNI	30.33	(5.98%)	50.22%
INTERACTIVE CORP:	IACI	31.50	0.45%	53.81%
LIBERTY:	L	42.77	(0.33%)	17.66%
LIBERTY STARZ:	LSTZA	76.30	10.79%	65.33%
LIONSGATE:	LGF	6.28	5.37%	8.09%
LODGENET:	LNET	3.37	(5.07%)	(39.06%)
NEW FRONTIER:	NOOF	2.04	(1.45%)	7.94%
OUTDOOR:	OUTD	7.64	(5.21%)	31.72%
PLAYBOY:	PLA	6.22	1.63%	94.38%
SCRIPPS INT:	SNI	51.64	(0.6%)	24.43%
TIME WARNER:	TWX	37.25	(1.72%)	27.83%
VALUEVISION:	VVTV	6.80	0.29%	41.67%
VIACOM:	VIA	53.20	4.42%	68.89%
WWE:	WWE	13.18	3.78%	(14.02%)

**TECHNOLOGY**

ADVANTAGE:	AEY	3.15	16.67%	59.90%
ALCATEL LUCENT:	ALU	5.66	16.70%	70.48%
AMDOCS:	DOX	30.35	3.20%	6.38%
AMPHENOL:	APH	58.47	2.85%	26.61%
AOL:	AOL	20.05	(8.82%)	(13.87%)
APPLE:	AAPL	360.00	3.40%	70.83%
ARRIS GROUP:	ARRS	13.16	(0.08%)	15.14%
AVID TECH:	AVID	21.61	(1.5%)	69.36%
BIGBAND:	BBND	2.58	(2.64%)	(25%)
BLNDER TONGUE:	BDR	2.04	(0.97%)	78.95%
BROADCOM:	BRCM	42.04	(0.17%)	33.59%
CISCO:	CSCO	18.40	(1.29%)	(23.14%)
CLEARWIRE:	CLWR	5.55	9.30%	(17.86%)
CONCURRENT:	CCUR	5.84	(2.01%)	47.47%

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

CONVERGYS:	CVG	13.97	(0.71%)	29.95%
CSG SYSTEMS:	CSGS	19.79	(0.1%)	3.67%
ECHOSTAR:	SATS	36.80	2.31%	82.72%
GOOGLE:	GOOG	600.62	(1.54%)	(3.12%)
HARMONIC:	HLIT	9.69	0.94%	53.32%
INTEL:	INTC	21.56	(1.37%)	5.69%
JDSU:	JDSU	27.37	10.36%	231.76%
LEVEL 3:	LVL	1.33	(5.32%)	(12.75%)
MICROSOFT:	MSFT	25.95	(2.25%)	(14.85%)
RENTRAK:	RENT	26.69	1.68%	51.05%
SEACHANGE:	SEAC	9.35	(0.32%)	42.53%
SONY:	SNE	35.95	(1.45%)	23.97%
SPRINT NEXTEL:	S	4.34	(3.56%)	18.58%
THOMAS & BETTS:	TNB	56.03	1.56%	56.55%
TIVO:	TIVO	9.27	(10.87%)	(8.94%)
TOLLGRADE:	TLGD	10.00	0.10%	63.67%
UNIVERSAL ELEC:	UEIC	27.37	(3.69%)	17.87%
VONAGE:	VG	4.20	(2.1%)	200.00%
YAHOO:	YHOO	17.08	3.53%	1.80%

**TELCOS**

AT&T:	T	27.92	(0.76%)	(0.4%)
QWEST:	Q	6.65	(0.15%)	57.96%
VERIZON:	VZ	36.08	0.31%	8.90%

**MARKET INDICES**

DOW:	DJI	12169.88	0.33%	16.70%
NASDAQ:	IXIC	2784.67	0.13%	22.72%
S&P 500:	GSPC	1321.15	0.10%	15.41%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	5.66	16.70%
2. ADVANTAGE:	3.15	16.67%
3. CROWN:	2.71	12.92%
4. LIBERTY STARZ:	76.30	10.79%
5. JDSU:	27.37	10.36%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. KNOLOGY:	13.56	(15.2%)
2. TIVO:	9.27	(10.87%)
3. AOL:	20.05	(8.82%)
4. HSN:	30.33	(5.98%)
5. LEVEL 3:	1.33	(5.32%)



For info [www.t-howard.org](http://www.t-howard.org) or call  
 Maria Ducheine at (212) 997-0100 ext.214

**HONORING**

*CORPORATE LEADERSHIP AWARD RECIPIENTS*

**DIRECTV**

**DISCOVERY COMMUNICATIONS**

*CHAMPION AWARD RECIPIENT*

**JACQUELINE HERNANDEZ**

Wednesday, March 30, 2011 • Gotham Hall, New York City