

CableFAX Daily™

Wednesday — March 11, 2009

What the Industry Reads First

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The Year of Clear? WiMAX Still Facing Doubt

At a critical crossroads, cable-backed **Clearwire** hasn't yet sold investors on its new WiMAX expansion plans, and the company's unexpected Mon appointment of **Vodafone** vet *William Morrow* as CEO did little to quell Wall St concerns of a jarring road ahead. Shares of Clearwire gained just 3 cents since expansion plans were announced Thurs evening—even amid a broad market surge Tues. And **Moody's** included Clearwire Tues in a list detailing the firms it believes are most likely to default on their debts. But fear not cable, said chief strategy officer *Scott Richardson* Tues at a **Raymond James** conference, Clear won't become a failed venture like **Pivot**. "Wholesale will be a big contributor to our business" and we're committed to it, he said, adding that collaboration with Clear is "a lot less complex" than what cable endured with Pivot wireless service. Clear's future includes \$4.5bln in spending for a "very, very aggressive" roll out of mobile broadband services (**Cfax**, 3/6), he said, noting that the venture aims for ultimate US penetration of 13% and will break-even with single-digit penetration. Reiterating Mon comments from co-chmn *Craig McCaw*, Morrow has been hired to "build and scale the operational side of the business," said Richardson, adding that "the wind is at our back from a demand view." Erstwhile CEO *Ben Wolff* assumes the role of co-chmn, and will focus on Clearwire's strategic and financing opportunities.

At the Portals: The FCC's Apr 8 meeting will kick off a public inquiry process surrounding the **American Recovery and Reinvestment Act's** broadband portion in an effort to devise a national broadband strategy within 12 months, said acting chmn *Michael Copps* at a public meeting Tues with the **NTIA** and the **Ag Dept**. "We pay too much for service that is too slow," said Copps. "It's holding us back as individuals; it has cost our economy billions; and things are only going to get worse if we don't do something about it." During the meeting, officials pledged to expedite grant and loan issues through a streamlined app process, which **ACA** applauded. "For too long, federal applications for loans and grants have imposed heavy administrative cost burdens on small cable companies," said ACA pres/CEO *Matt Polka*. **NCTA** is pressing for the extension of broadband facilities to unserved and underserved areas.

Wonder Women: A struggling economy and the abandonment of NYC's Cable Spring Break Week didn't have too big of an impact on Tues' "Wonder Women" lunch from *Multi* and **WICT NY**, with 820 people turning out. As usual, the group of honorees impressed with stories of their rise in the industry and personal thanks. **Showtime** evp, gen counsel *Gwen Marcus* thanked her spouse as many of the other women did during their speeches. "There are 2 reasons I can do that," she said. "The first: I married my partner of 26 years this past fall, and the 2nd reason I can thank her (**AETN's Nancy Alpert**)... in this very public setting is because this industry values diversity." **Cisco's Peggy Ballard** said Cisco execs were stunned after acquiring **S-A** to see all the hugging going on in the cable industry. "Thank you all, and I give your hug back," Ballard said, explaining that the industry's caring is something she loves. A signature of this lunch is that honorees often share personal, inspiring stories. **Cox** evp, programming *Kathy Payne* spoke about how she learned recently that the



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Source: Simmons Multi-Media Engagement Study: W7 12 Months (3Q07-2Q08). Past 7 Day Viewing: Top 2 Box Data. Base: Women 25-54;
Ranked among 75 National, Ad-Supported, English Language, Non-Kids networks that were available in all four referenced waves of the study.

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toughest negotiations aren't with programmers, but with neurosurgeons, insurance companies and God after her father was diagnosed with a brain tumor. Along those lines, **Suddenlink** svp, programming *Patty McCaskill* reminded attendees to spend time with family and nurture personal relationships because "work will always be there." **TLC** pres, gm *Eileen O'Neill* made the crowd laugh by remembering a **Hallmark** greeting her late father once sent her with some pretty sage advice: "Cover yours. Kick theirs." Also honored were **Univision's** *Alina Falcon*, **Comcast's** *Jennifer Gaiski*, **Time Warner Cable's** *Joan Gillman*, **ABC Family's** *Kate Juergens*, **Canoe's** *Vicki Lins* and **FearNet's** *Diane Robina*. This year's lunch had a somber note. As a new class of Wonder Women were being recognized, former **Charter** div pres *Mary White* (an '08 honoree) was laid to rest after losing her battle to breast cancer. A moment of silence was observed in her memory, and her daughter, *Campbell White*, asked attendees to consider making a donation to **HospiceCare** in Fitchburg, WI.

Competition: **FiOS TV** has added **MLB Net HD** and **MLB Extra Innings** to its programming lineup.

Carriage: **Cox** launches **MASN HD** in Apr in Hampton Roads, VA, offering **MLB Extra Innings** to area subs on Apr 6.

In the States: **Cox** has agreed to use **Tribune Media Services' On** ent data in its new IPG that will be deployed this year on **tru2way** hardware including retail TVs and set tops. On features program metadata and links related TV franchises.

5Qs with Miles Beckett and Greg Goodfried, co-founders of EQAL: As **CableFAX** gears up for its Thurs, Mar 12 webinar on "How Cable Can Monetize Web Video, Social Networking & Other Online Activities," we sat down with two of our webinar panelists (the guys behind the famous *LonelyGirl15* viral Web franchise) to discuss the future of monetized Web video and how traditional media is faring in cyberspace. **Big content players seem as yet unable to accomplish what you did with LonelyGirl15. Why?** **Beckett:** Traditional entertainment companies make their money by owning intellectual property, controlling the use of that intellectual property—and then in windowing content and selling it multiple times in different mediums, formats or locations. Those business models don't work that well on the Internet. Parts of them work. We use pieces of them. But you have to be way more open and less controlling with the intellectual property control. And you have to be a lot more creative with the windowing, if you even do it at all. **What's your method for engaging online audiences?** **Goodfried:** (For us), it's truly is community first... what is this Web site that the show is going to be on, why was it built, what features and tools will it have, how will those features and tools help the storytelling and entertainment component. **What about brand integration as a way to monetize Web video?** **Goodfried:** Hopefully for all the content producers in this space, there will be that great ad unit that emerges, that can live independently of the content. It's a huge burden to make something really cool and also integrate a brand. **How do you keep brand integration from going too far?** **Beckett:** For the most part, we've been able to work with brands that work really well with our creative spots and have been open to us, but there certainly have been some times that it has been really hard to fit it in. It's much better if there are other ad units and other ways to monetize—so brand integration could only happen when you really want to do it. **You're already working with CBS on the online component of its "Harper's Island" TV series (premieres in Apr). Are you looking to do more partnerships with traditional media?** **Beckett:** Absolutely. We think that our company is in a great position to do that. [More info on our Thurs webinar at www.cablefax.com/webinars].

VOD: TV eps from **NBCU** and **Universal** films will soon be available for purchase through **Sony's PlayStation-Network**, currently featuring more than 4.5K TV eps and 1.3K movies. Eps from shows such as **Sci Fi's** "Battlestar

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WICT 30th Anniversary — Women on the Move

In honor of WICT's 30th anniversary, we're saluting women in their 30's demonstrating leadership qualities as well as graduates of WICT's Betsy Magness Leadership Institute. Show your appreciation of WICT's achievements by placing your WICT 30th anniversary congratulatory ad.



CableFAX's 20th Anniversary

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Washington, DC

Rates, Specifications & Distribution

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Ad Units: Accepting 4-C, Full Page and Spread Advertising

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BUSINESS & FINANCE

Galactica” will be available the day after they air, at various price points on the content and format.

ITV: Time Warner Cable has expanded its interactive apps relationship with **itaas**, which now provides a central source for the app development needs related to the MSO’s MDN and ODN platforms. -- **Bright House, Cablevision, Charter and Liberty Global** have joined **Time Warner Cable** in supporting the **OEDN** community that seeks to drive awareness of interactive app development efforts using **EBIF** and **tru2way**.

Affiliate Relations: The affil and community affairs extensions of **USA’s** Character Project campaign includes a 7-city touring photo exhibit with co-host *Vanity Fair* and partners **Comcast, Time Warner Cable and Charter**, plus a local photo contest, school field trips and companion curriculum in each of the 7 markets. A kick off event hits NY Thurs, followed by stops in D.C., Philly, Chicago, St. Louis, San Francisco and L.A.

Honors: WICT Rocky Mountains’ ’09 Walk of Fame honorees include **Starz Ent** vp, brand strategy and mktg comm *Kelly Reubel-Bumann* and **Charter** vp, West Operating Group *Jill Stark*, who were named Women of the Year.

People: Cablevision promoted *Amy Groveman* to svp/deputy genl counsel, cable and comm. -- **Discovery Comm** named *Doug Baker* svp/ CFO, **Discovery Nets Intl.**

CableFAX Daily Stockwatch

Company	03/10 Close	1-Day Ch	Company	03/10 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/MMDS			AMDOCS:	16.80	0.97
BRITISH SKY:	25.06	1.38	AMPHENOL:	24.94	1.98
DIRECTV:	20.00	0.99	APPLE:	88.63	5.52
DISH:	9.74	0.50	ARRIS GROUP:	6.55	0.32
DISNEY:	16.61	1.02	AVID TECH:	9.14	0.44
GE:	8.87	1.46	BIGBAND:	5.01	0.01
HEARST-ARGYLE:	1.70	0.23	BLNDER TONGUE:	0.95	(0.05)
NEWS CORP:	6.20	0.55	BROADCOM:	17.59	1.41
MSOS					
CABLEVISION:	11.00	1.53	CISCO:	14.64	1.02
CHARTER:	0.02	0.00	CLEARWIRE:	3.03	0.10
COMCAST:	12.21	0.99	COMMSCOPE:	8.22	0.67
COMCAST SPCL:	11.50	1.07	CONCURRENT:	3.01	0.16
GCI:	4.15	0.37	CONVERGYS:	6.23	0.67
KNOLOGY:	4.00	0.18	CSG SYSTEMS:	12.93	0.42
LIBERTY CAPITAL:	4.95	0.46	ECHOSTAR:	14.22	0.23
LIBERTY ENT:	17.64	0.83	GOOGLE:	308.17	17.28
LIBERTY GLOBAL:	10.28	0.91	HARMONIC:	5.03	0.44
LIBERTY INT:	2.80	0.34	INTEL:	13.92	1.37
MEDIACOM:	3.40	0.39	JDSU:	2.49	0.28
SHAW COMM:	14.81	1.20	LEVEL 3:	0.64	(0.04)
TIME WARNER CABLE:	7.42	0.63	MICROSOFT:	16.48	1.33
VIRGIN MEDIA:	4.28	0.45	MOTOROLA:	3.39	0.27
WASH POST:	336.01	28.51	OPENTV:	1.30	0.05
PROGRAMMING					
CBS:	3.56	0.47	PHILIPS:	15.31	1.33
CROWN:	1.65	0.37	RENTRAK:	9.10	(0.1)
DISCOVERY:	15.34	0.85	SEACHANGE:	4.72	0.40
EW SCRIPPS:	0.85	0.13	SONY:	18.31	0.73
GRUPO TELEVISA:	11.24	0.32	SPRINT NEXTEL:	3.54	0.42
HSN:	4.79	0.64	THOMAS & BETTS:	21.83	1.62
INTERACTIVE CORP:	14.07	0.61	TIVO:	6.46	0.31
LIBERTY:	19.28	1.26	TOLLGRADE:	5.70	0.10
LODGENET:	0.56	(0.02)	UNIVERSAL ELEC:	16.80	1.08
NEW FRONTIER:	1.31	0.11	VONAGE:	0.40	0.02
OUTDOOR:	5.74	0.24	YAHOO:	13.23	0.57
PLAYBOY:	1.32	0.12	TELCOS		
RHI:	1.58	0.18	AT&T:	23.02	1.30
SCRIPPS INT:	19.86	1.24	QWEST:	3.00	0.11
TIME WARNER:	8.01	0.91	VERIZON:	27.61	1.43
VALUEVISION:	0.34	0.03	MARKET INDICES		
VIACOM:	15.95	1.33	DOW:	6926.49	379.44
WWE:	10.21	0.90	NASDAQ:	1358.28	89.64
TECHNOLOGY					
3COM:	2.27	0.14			
ADC:	3.19	0.42			
ADVANTAGE:	1.30	0.00			
ALCATEL LUCENT:	1.25	0.12			

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