

CableFAX Daily™

Thursday — March 12, 2009

What the Industry Reads First

Volume 20 / No. 046

This AmericanLife: Baby Boomer Channel Seems to be in New Hands

If you call **AmericanLife TV's** DC HQ, chances are no one will pick up the phone at the Baby Boomer net. Rumor has it that most, if not all, of the DC staff was recently laid off as the net was acquired. Voicemail and emails from some former employees direct inquiries about the channel to a new company called **Comstar**. Multiple calls to Comstar were not returned Wed. AmericanLife was owned for a number of years by the **Unification Church** founded by *Sun Myung Moon*, but it has never had a religious bent. It has instead focused on Baby Boomers, airing old eps of "Hill Street Blues" and originals such as "Flea Market Mania." According to its Website, which is under construction, Comstar is a global private equity fund "focused on changing Christian media worldwide," which, of course, raises questions about whether the net's programming will change. The fund has formed **Comstar Networks**, what it calls the 1st, for-profit Christian media company. The management team "includes 3 former Hollywood network television presidents, one of the world's most identifiable ministry figures and a recognized authority in social networking/online video." One Comstar exec reached by phone directed all inquiries to Comstar CEO *Chris Wyatt*. Wyatt didn't return messages, but we're wondering if this is the same Wyatt who co-launched **GodTube** (now rechristened **Tangle.com**), a Christian video file sharing site. *Jason Illian* replaced Wyatt as CEO of the site last year. A former AmericanLifer directed inquiries to Comstar's *Ed Frazier*, a founding father of RSNs and former **Liberty** exec, who did not return messages. AmericanLife has more than 12.5mln subs and recently struck carriage deals with **Charter** for its LA region and St Louis.

In the States: **Comcast** said it has passed **Qwest** to become the nation's 3rd-largest residential phone provider, with 6.47mln subs across 39 states. Only **Verizon** and **AT&T** have more customers. -- **International Networks**, the Comcast-owned distributor of various 24-hour global nets in the US, has changed its name to **International Media Distribution**. The rebrand is meant to reflect its growth in non-linear content. The company is now a division of **Comcast Intl Media Group**, which manages the sale and distribution of Comcast's programming assets outside the US via traditional and new media platforms.

ION Changes: *Steve Friedman*, one of our favorite cable funny guys, is leaving his post as **ION Media Network's** pres, network distribution. He will remain sr adviser on strategic multichannel distribution matters, but plans to pursue personal business ventures. ION has tapped evp *John Lawson* to lead a distribution relations team. Lawson joined last year after 7 years at pres/CEO of the **Assoc of Public TV Stations**.

Carriage: **Trinity Broadcasting Net** inked an affil deal with **Comcast** allowing for the faith and family programmer to pursue carriage on a system-by-system basis.

Competition: **Verizon Business** now offers unified communication functions to the desktop through a platform from

40th ANNUAL
GMA

DOVE AWARDS

Live! April 23, 8p ET

Reward existing customers with FREE
music downloads - part of the *Share
the Stage* Dove Awards Promotion.



gospel music channel

©2009 Gospel Music Channel. All Rights Reserved.

Time is running out on this retention opportunity. Contact Tracey Took at (770) 692-4562 or TTooks@gospelmusicchannel.com

3 Great Tributes in One Kicking Off Spring Connection Week

SPECIAL
COVERAGE

The 2009 CableFAXIES Awards

Salute this year's *CableFAXIES* awards finalists who took risks and achieved outstanding successes in the areas of Marketing and PR. Their hard work and creative initiatives take center-stage.

Go to www.CableFAXIESevent.com for a list of the honorees.

SPECIAL
COVERAGE

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.

SPECIAL
COVERAGE

CableFAX's 20th Anniversary

Has it been 20 years already? Celebrate *CableFAX* with a special tribute to Paul Maxwell, founder of *CableFAX Daily*.

→ Congratulate → Connect → Capitalize

CableFAX Awards Luncheon

March 30, 2009
Washington, DC

Rates, Specifications & Distribution

Publication Dates: 3/30/09

Space Close Date: 3/13/09 **Deadline for Materials:** 3/16/09

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

Net Rates per Insertion: Full Page-4C: \$9,800; Spread-4C: \$14,000

Distribution: Publication Bins, CableFAX Panels, WICT Event, Registration Bags

For all of your advertisement and sponsorship opportunities contact:

Debbie Vodenos | Publisher | dvodenos@accessintel.com | 301-354-1695

Erica Gottlieb | Account Manager | egottlieb@accessintel.com | 212-621-4612

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 ● 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, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Patrick Benko, 301/354-1789, pbenko@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist ● Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs: Carol Bray, 301/354-1763, cbray@accessintel.com

Microsoft enabling real-time instant messaging, Web conferencing and VoIP. Separately, the unit has picked up a 10-yr contract worth a max of \$2.5bln to provide network and data services at global **US Dept of Defense** installations.

Ratings: A new ep of **Nickelodeon's** "iCarly" delivered a solid 4.2/4.11mln to take the silver, but couldn't catch the season finale of **USA's** "Burn Notice" (4.5/4.45mln). Burn helped USA lead all nets for what seems like the 259th straight week with a 2.3/2.26, but the show's hiatus may help another net ascend to the top spot—then again, probably not. Problem is, USA's **WWE** content is the very definition of consistency and its reruns of "NCIS" remain wildly popular. 2nd-place **Fox News** (1.9/1.84mln) seems to own the greatest chance to dethrone USA before the **NBA** playoffs tip off next month, based on its steady draw of men to "The O'Reilly Factor," plus its own admirable '09 consistency, which—because of USA—has been largely overlooked. **Disney** notched 3rd with a 1.7/1.61mln, followed by **Nick at Nite** (1.4/1.35mln) and **TBS** (1.3/1.31mln) and **ESPN** (1.3/1.27mln) in a tie for 5th. -- **Brig Book:** The series finale of **Showtime's** "The L Word" delivered 756K viewers to become the show's 3rd-highest rated ep from its 6-yr run. Meanwhile, the net's "The United States of Tara" is averaging 675K viewers through 7 eps, a healthy increase over the 1st season of "Weeds" (370K) through 7. -- The 3rd season premiere of **E!'s** "Keeping Up with the Kardashians" averaged more than 1.6mln total viewers, more than tripling the net's Q-to-date prime delivery.

Brokering Brokaw: Several **NBCU** properties including **USA** and **MSNBC** are set to feature content from a new project featuring **Tom Brokaw**. The venerable newsman will travel to locales situated along Route 50, which stretches from MD to CA, to report on how people view and are dealing with a "new era of American life" that includes political, economic and personal uncertainty. Partly inspired by USA's Character Project, the journey will culminate with a doc on the net ('10), with various other NBCU nets and shows committed to feature segments along the way.

Advertising: **Bravo** secured an exclusive sponsorship deal with **Maybelline New York** for Season 2 of "Make Me a Supermodel" (Weds, 10pm). It includes in-show product integration as well an on-air and online presence.

Programming: **Dane Cook's** new stand-up event "Isolated Incident" hits **Comedy Central** Tues (10pm), and the net also picked up the related CD and DVD rights. -- **FSN** tips off Sun "Billy Packer's Survive and Advance," a 5-show series focused on March Madness and featuring **Bob Knight**. -- **Time Warner Cable SportsNet** in Buffalo will air 37 live games this season featuring the city's Triple-A affil of the NY Mets. -- **ABC Family** will share rights to **Warner Bros'** "Gilmore Girls" with **SOAPnet**. SOAP will begin airing the series Apr 4 at 9 and 10pm.

Online: **Bravo** and **Oxygen** entered into a co-branding agreement with **Cookstr** that lets both nets' Websites access Cookstr's recipe collection from more than 250 chefs and cookbook authors, including Julia Child and Rocco DiSpirito. -- **Comedy Central's TheDailyShow.com** had its best week ever with weekly uniques 65% higher last week than this year's weekly avg. The site's humorous "**CNBC Gives Financial Advice**" is the most-viewed video on Comedy Central Digital this year, with more than 1.3mln views.

On the Circuit: **NAMIC** and the **Kaitz Foundation** will host "Cable Cares About Diversity" on Apr 2 during Cable Connection — Spring. The 1-day master class is designed to bring a group of diverse Millennials together with influential cable execs to educate students about the industry and business opportunities. **Cox** pres **Pat Esser** is among keynoters for the event. -- The **CEA** is offering free registration to its Washington Forum, slated for Apr 21-23 and featuring keynotes by



Sales Executive of the Year Awards

saluting cable sales leadership

Honoring sales excellence at cable programming networks,
MSOs and cable operators, and ad agencies.

Now Accepting Entries

Late Entry Deadline: March 13, 2009

Sales forces across cable work tirelessly behind the scenes to drive revenue and keep our dynamic marketplace growing and business moving forward. Please join your peers and enter the CableFAX Sales Executive of the Year Awards and allow us to tip our hats to you and your initiatives in the 2009 first annual awards program.

www.CableFAXSalesAwards.com

15171

BUSINESS & FINANCE

CNN's Paul Begala and MSNBC's Tucker Carlson.

People: Oxygen Media appointed Bryan Hale vp, original programming and development.

Business/Finance: CEO Randall Stephenson declined to guarantee the continuance of AT&T's dividend during a DC event Wed, according to reports, and maintained that the current economic crisis isn't much different than the post-Internet boom period of '00-'01. He also noted the current recession and less govt regulation as key reasons the telco's ready to invest \$17-\$18bln in '09, largely for its wireless and wired broadband networks, and add 3K related jobs. Last year, AT&T announced plans for approx 17K layoffs, many of which will occur this year. -- Online video/ad platform **Auditude** has secured an additional \$10.5mln in funding from **Redpoint Ventures** and **Greylock Partners**. The company counts as partners **MTVN** and **Warner Bros.** -- **New Frontier** repurchased more than 541K of its common shares Wed for approx \$700K, or \$1.30/share. The company's shares closed Wed at \$1.26, down 34% this year.

Editor's Note: The late entry deadline for our Sales Executive of the Year Awards is Friday (Mar 13). Entry forms and categories at: <http://www.cablefax.com/cfp/awards/seoy2009.html>

CableFAX Daily Stockwatch

Company	03/11 Close	1-Day Ch	Company	03/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	25.41	0.35	AMDOCS:	16.79	(0.01)
DIRECTV:	20.06	0.06	AMPHENOL:	25.98	1.04
DISH:	10.01	0.27	APPLE:	92.68	4.05
DISNEY:	16.59	(0.02)	ARRIS GROUP:	6.66	0.11
GE:	8.49	(0.38)	AVID TECH:	9.03	(0.11)
HEARST-ARGYLE:	1.47	(0.23)	BIGBAND:	5.11	0.10
NEWS CORP:	6.36	0.16	BLNDER TONGUE:	0.93	(0.02)
MSOS					
CABLEVISION:	11.78	0.78	BROADCOM:	18.19	0.60
CHARTER:	0.02	0.00	CISCO:	15.02	0.38
COMCAST:	12.37	0.16	CLEARWIRE:	3.13	0.10
COMCAST SPCL:	11.71	0.21	COMMSCOPE:	8.33	0.11
GCI:	4.03	(0.12)	CONCURRENT:	3.12	0.11
KNOLOGY:	3.99	(0.01)	CONVERGYS:	6.13	(0.1)
LIBERTY CAPITAL:	4.84	(0.11)	CSG SYSTEMS:	12.57	(0.36)
LIBERTY ENT:	17.58	(0.06)	ECHOSTAR:	13.91	(0.31)
LIBERTY GLOBAL:	10.64	0.36	GOOGLE:	317.91	9.74
LIBERTY INT:	2.91	0.11	HARMONIC:	5.19	0.16
MEDIACOM:	3.55	0.15	INTEL:	13.96	0.04
SHAW COMM:	14.51	(0.24)	JDSU:	2.60	0.11
TIME WARNER CABLE:	7.72	0.30	LEVEL 3:	0.60	(0.04)
VIRGIN MEDIA:	4.47	0.19	MICROSOFT:	17.11	0.63
WASH POST:	344.91	8.90	MOTOROLA:	3.49	0.10
PROGRAMMING					
CBS:	3.75	0.19	OPENTV:	1.30	0.00
CROWN:	1.75	0.10	PHILIPS:	16.18	0.87
DISCOVERY:	15.45	0.11	RENTAK:	9.05	(0.05)
EW SCRIPPS:	0.83	(0.02)	SEACHANGE:	4.60	(0.12)
GRUPO TELEVISIA:	11.88	0.64	SONY:	18.38	0.07
HSN:	5.09	0.30	SPRINT NEXTEL:	3.53	(0.01)
INTERACTIVE CORP:	13.98	(0.09)	THOMAS & BETTS:	21.97	0.14
LIBERTY:	18.37	(0.91)	TIVO:	6.38	(0.08)
LODGENET:	0.54	(0.02)	TOLLGRADE:	5.92	0.22
NEW FRONTIER:	1.26	(0.05)	UNIVERSAL ELEC:	16.32	(0.48)
OUTDOOR:	5.95	0.21	VONAGE:	0.39	(0.01)
PLAYBOY:	1.35	0.03	YAHOO:	13.39	0.16
RHI:	1.53	(0.05)	TELCOS		
SCRIPPS INT:	19.90	0.04	AT&T:	23.35	0.33
TIME WARNER:	7.91	(0.1)	QWEST:	3.01	0.01
VALUEVISION:	0.33	(0.01)	VERIZON:	27.44	(0.17)
VIACOM:	16.08	0.13	MARKET INDICES		
WWE:	9.83	(0.02)	DOW:	6930.40	3.91
TECHNOLOGY					
3COM:	2.34	0.07	NASDAQ:	1371.64	13.36
ADC:	3.43	0.24			
ADVANTAGE:	1.39	0.09			
ALCATEL LUCENT:	1.32	0.07			

CableFAX Awards Luncheon

March 30, 2009
Washington, DC

CableFAX Awards Luncheon

Celebrating: The Faxies Finalists, Women on the Move, and CableFAX's 20th

Don't miss this year's Awards Luncheon where we honor top marketing and PR in cable. Plus we'll celebrate Women on the Move and CableFAX's 20th. A can't miss event!

March 30, 2009
12:00 PM - 2:00 PM EST
National Press Club
Washington, DC

15503

Register Now: www.cablefax.com/events/

Has It Been 20 Years Already?

**Celebrate the 20th Anniversary
of *CableFAX Daily* and
Founder Paul Maxwell**

Advertise in the March issue of
CableFAX: The Magazine, which includes
a special tribute to Paul Maxwell and
celebration of 20 years of *CableFAX Daily*

CableFAX: The Magazine FAXIES Issue

Close Date: March 13

Artwork: March 16

Event Date: March 30, 2009

Distribution:

NCTA Bins and Registration Bags

CableFAX Awards Event

on March 30th, Washington, DC

CTAM Research Conference

Bins and Registration Bags

Contact:

Debbie Vodenos

dvodenos@accessintel.com

301-354-1695



Women in Cable Telecommunicationssm

**ATTEND THE
2009 WICT
LEADERSHIP
CONFERENCE**

WASHINGTON
CONVENTION CENTER
WASHINGTON, DC
APRIL 1-2

**YOUR
LEADERSHIP
Journey**

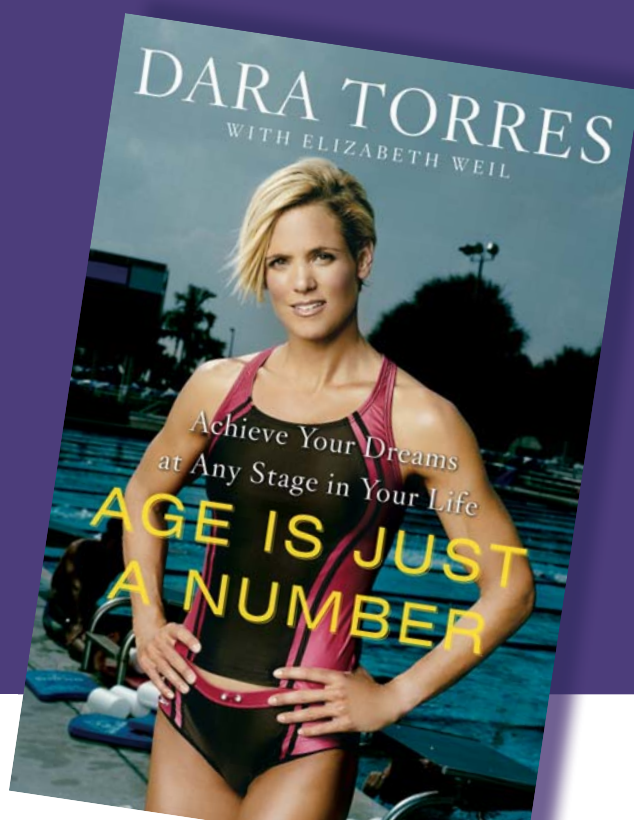
WICT LEADERSHIP CONFERENCE 2009

**REGISTER NOW!
WWW.WICT.ORG**

GET IN GEAR!

The 2009 WICT Leadership Conference will draw wisdom and practical techniques from a stellar line up of successful leaders to inspire your professional journey!

- » Sessions like *Beyond Survival: Thriving in Tough Times* and *Rarified Air: One of a Kind Leaders* have been designed to offer proven strategies to help you excel in these challenging economic times.
- » Commemorate the outstanding achievements by women over the last thirty years at the WICT 30-Year Anniversary Event, emceed by **Candy Crowley**, CNN.
- » Hear from 12-Time Olympic Medalist, Dara Torres and be first in line to get your copy of her new book signed.



WICT IS PROUD TO PARTNER WITH: CABLEFAX DAILY, MEDIA BIZ, TELEVISION WEEK, MULTICHANNEL NEWS AND BROADCASTING & CABLE.