

# CableFAX Daily™

Friday — March 13, 2009

What the Industry Reads First

Volume 20 / No. 047

## Gettin' Nick-y: Upfronts Kick Off with Major Nick Rebranding

For better or worse, the upfront season is officially upon us, with **Nickelodeon** kicking off Thurs months of network presentations to ad buyers. The big news from the powerhouse kid brand is that the programmer will take better advantage of the name it has built. Beginning in 4Q, Nick will rebrand its portfolio. Preschool net **Noggin** will become **Nick Jr** and tween/teen net **The N** will become **TEENick**. Former Nick star *Nick Cannon* has signed on as the "honorary chairman" and development consultant for TEENick in a 2-year deal. In addition to an on-air presence, he'll be called on to work closely with development and on-air teams. Also on tap is an awards show to celebrate ordinary teens who make a difference in the world, tentatively titled "Halo Awards." **Nicktoons** will keep its moniker, while continuing to work at capturing the eyeballs of boys 6-11. **Disney** is going after this same demo with its relaunch last month of **Toon Disney** as **Disney XD**. Other changes include making **Nick.com** the online hub for all of Nickelodeon's digital properties. That means **AddictingGames** and **Shockwave** will feature Nick branding, and **Noggin.com** will be folded into the existing **NickJr.com**. The company said that putting everything under the Nick umbrella will unify its "leadership in the marketplace as a global brand serving the whole family, with kids always at the center." Meanwhile, Nick recently stirred up the anger of some parents with news that it plans to bring popular preschool character *Dora* to the tween crowd. A silhouette of a new Dora doll with **Mattel** to be released this fall shows a thinner, more *Barbie*-esque character. Our favorite headline from the Dora dust-up came from the *Boston Herald*: "Dios mio! New doll is more like Dora the Exploiter." **Sci Fi** is next up on the upfront stage, with its presentation slated for Tues. Also this month are: **Hallmark**, **Scripps Nets**, **Cartoon**, **Discovery** and **USA Nets**.

**In the Courts:** The **US Court of Appeals for the District** has scheduled oral arguments for Apr 24 in **Comcast's** challenge of new **FCC** cable horizontal ownership caps. In Feb '08, the FCC released an order re-establishing the cap that prevents one cable operator from serving more than 30% of the country's pay TV subs. Comcast is the MSO closest to that percent, but it hasn't hit it yet. **NCTA** and other MSOs have filed briefs in support of its position. In '01, the same court rejected a 30% cap.



I want what she's having.

We're #1 with women!

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**food network**

Among Women 25-54, FOOD ranks: #1 - "This network is one of my favorites"  
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.

Scrippsnetworks

## 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](http://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](mailto:dvodenos@accessintel.com) | 301-354-1695

**Erica Gottlieb** | Account Manager | [egottlieb@accessintel.com](mailto: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

**In the States:** By the end of '09, **Cablevision** will become the 1st major MSO to offer expanded basic service in digital format only, though existing analog subs and all digital subs will continue to receive available analog simulcasts on TVs connected directly to cable. As more than 91% of the MSO's 3.1mln video subs receive digital service, approx 5% receive analog expanded basic service. -- **Google** has released a preview of **Google Voice**, which will be initially available to existing users of **GrandCentral Comm**, which Google acquired in '07. The app offers free US calls, voicemail transcripts and conference call functionality. More info at <https://www.google.com/voice/about>.

**Over-the-Airheads:** **LIN TV** reported a whopping 128% jump in 4Q retrans consent rev and 114% for '08. After a public spat, LIN reached a retrans deal with **Time Warner Cable** during the Q for analog and HD. The company's digital rev (retrans and Internet advertising) rose 96% in 4Q to \$9.3mln and 95% in '08 to \$29mln.

**DTV Spat:** **NAB** is challenging **Nielsen's** methodology for measuring consumer readiness for the DTV transition. The problem is that Nielsen counts a HH as "completely unready" even if they have bought a converter box but haven't hooked it up, or have applied for a coupon but are waiting for it to arrive, NAB's *David Rehr* wrote in a letter to **Nielsen** CEO *David Calhoun*. Nielsen's latest study shows the number of completely unready homes falling to 3.9% this month from 9.8% last May. NAB feels the methodology overstates the number of truly unprepared homes. Nielsen said it has been very clear that the updates are based on whether people can receive an actual signal, not whether they are prepared to receive one. "Throughout this process we have been working with federal legislators, regulators, clients, community organizations and trade associations to brief them on the trends we have observed," Nielsen said in a statement. "We have met several times with the **NTIA**... to give them in-depth analysis of our data and we are confident that our reports are the best available measure of the progress that American households are making in preparation for the digital transition."

**On the Hill:** No surprise that Thurs' **House Communications** subcmte hearing included a loud call for overhauling the Universal Service Fund. The devil, of course, is in the details. Some, including chmn *Rick Boucher* (D-VA), support having USF explicitly cover broadband services. Legislation was introduced last year to make that change, but failed to pass. Expect that bill, sponsored by Boucher and *Lee Terry* (R-NE), to be reintroduced.

**Competition:** **Verizon** is now serving up **FiOS TV for Business** for a minimum of \$13/month, or as part of a 3-play bundle for as little as \$100/month. The low-end video service includes local broadcast channels and **PBS** in SD and HD, plus PEG programming.

**Marketing:** **Playboy TV** is set to launch this year its largest slate of original reality programming ever, and beginning next month will support the initiative with an integrated marketing campaign dubbed "A Better Reality Awaits." It touts forthcoming shows including "Search for the Perfect Girlfriend."

**VOD:** **Tandberg TV**, **Sony** and others have partnered to deliver VOD directly to TVs, aiming to allow cable ops to offer time-shifted services and targeted ads without the need for set tops. A common interface will soon be supported within four-fifths of Sony digital TVs.

**Still Green:** It's difficult to shed many tears for **Charter's** *Paul Allen* or **DISH** CEO *Charlie Ergen*. Based on their deteriorating net worth, the pair has had only to downgrade, say, from sable fur to chinchilla while the typical American remains thunderstruck by the economy. According to *Forbes'* most recent list of the 400 richest Americans,

## CableFAX PROGRAM AWARDS

Saluting Cable's Top Shows,  
People and Entertainment Icons

[www.cablefaxprogramawards.com](http://www.cablefaxprogramawards.com)

From the most outstanding cable programs to the best surprise ending, the Annual CableFAX Program Awards honor the best in cable content and people. Now's your chance to get recognized for bringing value to your viewers.

**Entry Deadline:** May 1, 2009  
**Late Entry Deadline:** May 8, 2009  
**Luncheon:** September 16, 2009  
**Location:** Grand Hyatt New York, NY





# BUSINESS & FINANCE

Paul Allen is worth \$16bln (#12), down \$800mln from Sept '07, and Ergen's worth \$8.1bln (#35), down from \$10.2bln. Other list notables: *Michael Bloomberg* (\$20bln, #8), *Anne Cox Chambers* (\$13bln, #19), *Rupert Murdoch* (\$6.8bln, #47), *Sumner Redstone* (\$5.1bln, #66), *The Dolan Family* (\$3.3bln, #123), *Mark Cuban* (\$2.6, #161), *Ted Turner* (\$2.3bln, #190) and *John Malone* (\$2.3bln, #190).

**Programming:** Discovery Channel's Alaska Week stunt kicks off Apr 12 and includes specials such as "Bear Attack!", "Untamed Alaska" and a related ep of "Dirty Jobs." -- **CNBC's** "Cruise Inc: Big Money on the High Seas" (Mar 24) examines the \$30bln cruise industry as it struggles to navigate the troubled economy.

**People:** Ex- **Avaya** exec *Stephanie Anderson* joined **Cablevision** as vp, marketing, commercial markets. -- **UBS** tapped former cable and satellite analyst *Aryeh Bourkoff* to head global media and communications investment banking along with joint head *Mark Lewisohn*.

**Reminder:** The late entry deadline for our **Sales Executive of the Year Awards** is Friday (Mar 13). Entry forms and categories at: [www.cable-faxsalesawards.com](http://www.cable-faxsalesawards.com)

**Business/Finance:** **Harmonic** has completed its acquisition of **Scopus Video Networks** for approx \$50mln, or \$5.62/share in cash.

## CableFAX Daily Stockwatch

Company	03/12 Close	1-Day Ch	Company	03/12 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	25.17	(0.24)	AMDOCS:	17.22	0.43
DIRECTV:	21.13	1.07	AMPHENOL:	26.88	0.90
DISH:	10.74	0.73	APPLE:	96.35	3.67
DISNEY:	17.43	0.84	ARRIS GROUP:	7.13	0.47
GE:	9.57	1.08	AVID TECH:	9.48	0.45
HEARST-ARGYLE:	1.66	0.19	BIGBAND:	5.38	0.27
NEWS CORP:	6.55	0.19	BLNDER TONGUE:	0.93	0.00
<b>MSOS</b>					
CABLEVISION:	12.48	0.70	BROADCOM:	19.10	0.91
CHARTER:	0.02	0.00	CISCO:	15.51	0.49
COMCAST:	12.92	0.55	CLEARWIRE:	3.39	0.26
COMCAST SPCL:	12.22	0.51	COMMScope:	9.15	0.82
GCI:	4.91	0.88	CONCURRENT:	3.05	(0.07)
KNOLOGY:	4.08	0.09	CONVERGYS:	6.31	0.18
LIBERTY CAPITAL:	5.14	0.30	CSG SYSTEMS:	12.70	0.13
LIBERTY ENT:	18.00	0.42	ECHOSTAR:	14.39	0.48
LIBERTY GLOBAL:	11.18	0.54	GOOGLE:	323.53	5.62
LIBERTY INT:	2.94	0.03	HARMONIC:	5.69	0.50
MEDIACOM:	4.00	0.45	INTEL:	14.52	0.56
SHAW COMM:	15.12	0.61	JDSU:	2.89	0.29
TIME WARNER CABLE:	8.33	0.61	LEVEL 3:	0.63	0.03
VIRGIN MEDIA:	4.91	0.44	MICROSOFT:	17.01	(0.1)
WASH POST:	354.95	10.04	MOTOROLA:	3.70	0.21
<b>PROGRAMMING</b>					
CBS:	4.02	0.27	OPENTV:	1.32	0.02
CROWN:	2.00	0.25	PHILIPS:	15.98	(0.2)
DISCOVERY:	16.55	1.10	RENTRAK:	9.12	0.07
EW SCRIPPS:	1.20	0.37	SEACHANGE:	5.03	0.43
GRUPO TELEvisa:	12.86	0.98	SONY:	18.50	0.12
HSN:	5.33	0.24	SPRINT NEXTEL:	3.83	0.30
INTERACTIVE CORP:	14.27	0.29	THOMAS & BETTS:	23.22	1.25
LIBERTY:	19.72	1.35	TIVO:	6.82	0.44
LODGENET:	0.63	0.09	TOLLGRADE:	5.92	0.00
NEW FRONTIER:	1.27	0.01	UNIVERSAL ELEC:	17.01	0.69
OUTDOOR:	6.02	0.07	VONAGE:	0.41	0.02
PLAYBOY:	1.54	0.19	YAHOO:	13.60	0.21
RHI:	1.66	0.13	<b>TELCOS</b>		
SCRIPPS INT:	20.49	0.59	AT&T:	24.35	1.00
TIME WARNER:	8.32	0.41	QWEST:	3.12	0.11
VALUEVISION:	0.35	0.02	VERIZON:	28.14	0.70
VIACOM:	16.62	0.54	<b>MARKET INDICES</b>		
WWE:	10.11	0.28	DOW:	7170.06	239.66
<b>TECHNOLOGY</b>					
3COM:	2.59	0.25	NASDAQ:	1426.10	54.46
ADC:	3.55	0.12			
ADVANTAGE:	1.36	(0.03)			
ALCATEL LUCENT:	1.36	0.04			

# CORPORATE LICENCES



**CableFAX Daily™**

# WHAT THE INDUSTRY READS FIRST.

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# PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

## Upfront Questions Abound

Cable's upfront season is upon us, and to incorporate a timely adage, many wait anxiously to determine whether advertisers will approach cable like hungry lions or diffident lambs. Relative to last year, the industry's results will likely include more baa-baas than roars, particularly given the economic state. But unfortunately for programmers, constricted ad budgets have joined with the proliferations of online video and time-shifted viewing to further convolute sales channels and muddle expectations. Concentrating solely on DVR usage, which intuitively leads to spot skipping, data from **TiVo** and **Nielsen** show that it greatly affects top shows on both broadcast and cable—to what I view as a surprising extent. The situation may not be as dire as TiVo chief *Tom Rogers* often warns it is, but consider: according to TiVo's ratings service, 6 of the 7 broadcast season premieres in Jan drew at least half of their audiences on a time-shifted basis, led by 67% for **ABC's** "Lost." Put another way, the show "has more than a quarter of its audience totally disregarded from the advertising equation," said TiVo Audience Research & Measurement vp/gm *Todd Juenger*. Top cable shows enjoy a greater frequency of live viewing, according to Nielsen data, though they certainly aren't immune to audiences' changing, often rigid schedules. Covering Feb 9-22, Nielsen data shows that 2 eps of **Sci Fi's** "Battlestar Galactica," for example, garnered a collective 48% of total viewership during the 7-day period following the live premieres. For a pair of "Big Love" eps on **HBO**, 41%. And the list goes on: **Bravo's** "Top Chef" (36%), **FX's** "Nip/Tuck" (33%), **TNT's** "Leverage" (30%), **USA's** "Burn Notice" (30%)...the time-shifted viewership of all 10 featured shows was at least 23%. 6 aired in the 10pm hour, 3 in the 9pm hour and 1 from 8-9pm; 3 on Fri, 2 each on Tues and Mon. Make your own call on what it all means—programmers and advertisers are doing the same. *CH*

**Worth a Look:** "The Haney Project," Mon, 9pm, **Golf**. No wonder that Golf's getting record ratings with its 7-part series about *Tiger Woods'* coach attempting to tame *Charles Barkley's* inhuman swing. Duffers identify with Barkley's frustration, and they like *Hank Haney*, who's as encouraging—and tough—as he is knowledgeable. Then there are the extras, which this week include a *George Lopez* cameo and visit to Nike's R&D facility. -- "Turbo Dogs," Fri, 3:30pm ET, **ION**; Sun, 6pm, 11pm ET, **qubo**. Clever 3-D cartoon for 4-5-year-olds about car-racing dogs. The eps we saw stressed teamwork and diversity. Their humor and CGI were enough to keep parents mildly entertained. *SA*

**Notable:** "Survive and Advance," Sun, 12am, **Comcast SportsNet**. Interesting how *Bob Knight*, who despised the media during his spectacular college coaching career, has become a media darling since **ESPN** launched his 2nd career as an analyst in Feb '08. We admit, he's routinely the best guest on "Mike & Mike In The Morning," the **ESPNRadio** daily simulcast (M-F, 6-10am, **ESPN2**). His opinionated shtick is interesting, plus you always hope his infamous volatile side will expose itself. So far, it hasn't. That is likely to continue when he joins *Billy Packer* as co-host of a live show on Comcast SportsNet each Sunday during March Madness. *SA*

### Basic Cable Rankings

(3/02/09-3/08/09)

#### Mon-Sun Prime

1	USA	2.3	2255
2	FOXN	1.9	1837
3	DSNY	1.7	1609
4	NAN	1.4	1351
5	TBSC	1.3	1312
5	ESPN	1.3	1274
7	TNT	1.2	1191
7	FAM	1.2	1149
9	A&E	1.1	1110
9	HALL	1.1	967
11	TOON	1	990
11	HIST	1	971
11	FX	1	956
11	HGTV	1	937
11	TRU	1	903
16	DISC	0.9	929
16	LIFE	0.9	922
16	SPK	0.9	839
16	BET	0.9	774
20	TLC	0.8	813
20	SCIF	0.8	800
20	CNN	0.8	755
20	AMC	0.8	750
20	MSNB	0.8	748
20	TVLD	0.8	737
26	FOOD	0.7	724
26	MTV	0.7	707
26	CMDY	0.7	692
26	VH1	0.7	654
26	NOGG	0.7	516
31	BRAV	0.6	548
31	NGC	0.6	387
33	HLN	0.5	515
33	EN	0.5	508
33	LMN	0.5	356
33	OXYG	0.5	336
33	WGNA	0.5	323
38	ESP2	0.4	433
38	APL	0.4	422
38	TRAV	0.4	350
38	SOAP	0.4	281
38	GSN	0.4	252
38	NKTN	0.4	206
44	CMT	0.3	266
44	DHLT	0.3	222
44	WE	0.3	221

\*Nielsen data supplied by ABC/Disney

## 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/](http://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](mailto:dvodenos@accessintel.com)

301-354-1695

