

CableFAX Daily™

Friday — March 16, 2007

What the Industry Reads First

Volume 18 / No. 052

Retrans Posse: NCTA Will Be Part of Retrans Dialogue

NCTA's *Kyle McSarrow* came right out Thurs and acknowledged what some have been buzzing about: the association is no longer going to sit on the sidelines of the retransmission debate. "We plan to be engaged in this debate," McSarrow told reporters Thurs. "Up until recently, our position essentially has been to sit out even engaging in the debate." NCTA's retrans coming-out-party actually came during **Mediacom** and **Sinclair's** showdown, with the trade organization helping to facilitate meetings with Sen *Ted Stevens* (R-AK) and others on the Hill. NCTA stayed an arm's length away from that particular debate though, and the trade association appears a little vague on just what it will do. "I'm not racing to the Hill asking for legislation," McSarrow said. Some have called for Congress to eliminate the must-buy rules that force cable subs to buy their local TV signals before purchasing any cable networks—thus creating regulatory parity with satellite. McSarrow said no final decision has been made on must-buy, but if it was offered by a member of Congress, "that would be one idea that I think we could endorse." The NCTA chief acknowledged that his members, which include programmers with broadcast assets such as **Disney** and **GE**, are probably not in the exact same place. "My members—all of them—decided that while they may not necessarily agree ultimately on what a 'solution' would be, they would prefer to have NCTA engaged in this debate," he said. In years past, it's been largely **ACA** and smaller operators who've raised the retrans flag, fighting **NAB** and broadcasters such as **Sinclair** and **Nexstar**. ACA CEO *Matt Polka* says he welcomes NCTA's voice. The notion of finding a retrans solution right now is "premature," he said. Instead, cable will have to work at getting Congress to understand that the current retrans regime is not an example of the fair market negotiations and that the rules are broken, he said.

L.A. Story: *Roger Keating* is out as evp, operations of **Time Warner Cable's** L.A. division and is no longer with the company. His departure comes after a host of complaints and bad publicity regarding the MSO's integration of the L.A. **Adelphia** and **Comcast** systems that it acquired last year. TWC NY head *Barry Rosenblum*, a 27-year vet of the company, will add L.A. to his responsibilities. Rosenblum will continue his oversight of TW's NYC operations—putting him in charge of the country's 2 largest DMAs. Time Warner Cable called the changes part of the "next phase of its integration efforts in the Los Angeles area." "These organizational changes will help ensure the company completes the integration of all its systems acquired from Adelphia and Comcast, improves the performance of our operations and rolls out its full array of services and products to all 1.9mln customers in the Los Angeles region as planned by the second half of this year," a spokeswoman said. There was no word of additional departures, but the MSO said Rosenblum will bring some members of his management team from the Northeast Region with him. That team includes *Stephen Pagano*, formerly the Albany, NY, div pres, as well as his CFO *Nina Facini* and chief marketing officer *John Keib*. The changes are effective immediately. Pagano will relocate to L.A., while Rosenblum, Facini and Kieb will spend a significant amount of time in

30,000 STUDENTS PARTICIPATED. 50 FINALISTS COMPETED.

1 NATIONAL VOCABULARY CHAMPION

WATCH NATIONAL VOCABULARY CHAMPIONSHIP SUNDAY, APRIL 15 AT 8PM/ 7c



© 2007 GAME SHOW NETWORK, LLC

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.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: Dave Dekker, 301/354-1750, ddeker@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Scott Gentry/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

L.A., in their respective roles.

Competition: Verizon Wireless now offers “TiVo Mobile,” a scheduling app allowing subs to manage their TiVo recordings from anywhere. The service, available for \$1.99/month, also offers access to premium entertainment content.

In the States: The MO House approved Wed (143-4) a state bill granting the state’s PSC authority over video licenses, but bill alterations during the process sends the legislation back to the Senate for final approval. -- Comcast plans to add 200 employees in its Twin Cities, MN, market this year, primarily in the areas of direct and commercial sales, communication tech and customer service.

New Discovery Campbell: Discovery Comm appointed current NBCU evp, business development Bruce Campbell pres, digital media, emerging networks and business development. Campbell will join the co next month as part of sweeping exec changes announced last month by pres/CEO David Zaslav. Additionally, Clint Stinchcomb was promoted to evp/GM, Discovery emerging networks group.

Advertising: Comcast nearly doubled its 4Q local broadcast-TV ad spending to \$44.9mln (+88%), exceeding by approx \$4.5mln the outlay of Verizon (-10%), who was 1 of only 5 firms in the top 25 to decrease spending in the Q, according to a TVB parsing of TNS Media data. AT&T doled out \$80mln of local broadcast-TV ad spending in 4Q and \$293mln (+133%) last year, ranking the telco 6th on the full year list, followed by notables Verizon at 13 (\$171.6mln, +5.5%), Time Warner at 16 (\$154.7mln, +24%), Comcast at 19 (\$136.4mln, +24%) and Disney at 19 (\$114.3mln, +4%).

Online: Surely to the dismay of bosses everywhere, CBS Sports and the NCAA launched a channel on YouTube devoted to the NCAA men’s basketball tourney. Game clips and highlights, uploaded in real time by CSTV, are available at Youtube.com/cbsncaatourney.com.

In the Courts: Time Warner agreed to pay the CA Public Employees’ Retirement System \$118mln to settle yet another suit begat by the media co’s ’01 merger with AOL. The settlement followed similar pacts in recent weeks—all dealing with the merger’s alleged rev income overstatement—with 6 OH state pension funds and a public teachers fund in CA.

Research: 35% of adult cell phone users are open to incentive-based ads, according to Harris Interactive. 56% of those who are at least somewhat interested in receiving mobile ads prefer text message receipt, followed by picture messaging (40%). Adult mobile phone users who are at least somewhat interested in mobile ads feel that the following abilities would make ads more palatable: to opt-out (66%), to choose the ad type (56%), and to choose the number of ads received within a given time period (48%).

Strike Up the Band: BigBand Networks looks prescient following its Wed IPO offer of 10.7mln shares at \$13 each, a price point ahead of its \$10-\$12 estimated range. The stock roared upward during its 1st trading day, closing up 31% at \$17. Morgan Stanley and Merrill Lynch were underwriters to the IPO.

Buy This!: Fans of “The Sopranos” can bid beginning Apr 5 for a bloody shirt worn by James Gandolfini in the show’s season 6 finale, estimated at \$2K. The item will be part of an eBay auction staged by Profiles in History, which will also include Christopher Reeves’ costume from “Superman” and Leonard Nemo’s tunic from the 1st season of “Star Trek.”

THE WHITEST KIDS U'KNOW

A NEW SKETCH COMEDY FROM fuse
PREMIERES MARCH 20TH @ 11 PM ET
FOR EXCLUSIVE CLIPS GO TO FUSE.TV



BUSINESS & FINANCE

Girl Power: Lifetime's initiatives surrounding Women's History Month include doc "Spotlight 25" (Mar 26), offering commentary from women such as actress *Jennifer Hudson*; promotion of the **National Women's History Project**, which celebrates historic accomplishments of women; and the airing of spots featuring more than 45 interviews with female legislators.

People: *Julie Nemeth* was promoted to vp, production services, **E!** and **Style Net**, and *Joanne Bornstein* was named vp, production management for the 2 nets.

Business/Finance: A whopping 173% growth in commercial rev helped **RCN** achieve a 10% rise in overall '06 rev to \$617mln. Annual net loss was \$92mln, compared to \$116mln in '05. As of Dec 31, the cable overbuilder counts 913K RGUs (+3%), comprised of 371K video (flat), 275K data (+13%) and 267K voice (-3%). 67% of subs are bundled customers. RCN's board approved an initiative to pursue a potential dividend to shareholders of about \$350-\$400mln, which would be funded by cash on hand and additional borrowings. -- **Cisco** will launch a tender offer to acquire online conferencing firm **WebEx Comm** for \$57/share, a 23% premium to the shares' Wed close. The boards of both parties have approved the deal, which is expected to close in 2Q.

CableFAX Daily Stockwatch

Company	03/15 Close	1-Day Ch	Company	03/15 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	11.98	0.05	AMDOCS:	35.37	0.48
BRITISH SKY:	43.62	0.29	AMPHENOL:	64.44	0.11
DIRECTV:	22.47	0.01	ARRIS GROUP:	13.13	0.15
DISNEY:	33.79	0.06	AVID TECH:	32.98	0.19
ECHOSTAR:	42.97	0.47	BLNDER TONGUE:	1.88	0.04
GE:	34.52	0.21	BROADCOM:	34.20	0.15
HEARST-ARGYLE:	25.96	0.07	C-COR:	12.53	(0.17)
ION MEDIA:	1.29	(0.01)	CISCO:	25.81	(0.04)
NEWS CORP:	23.77	0.00	COMMSCOPE:	41.92	0.77
TRIBUNE:	29.62	(0.5)	CONCURRENT:	1.45	0.02
MSOS					
CABLEVISION:	30.34	0.35	CONVERGYS:	25.03	0.39
CHARTER:	2.93	0.00	CSG SYSTEMS:	24.85	0.14
COMCAST:	25.72	(0.11)	GEMSTAR TVG:	4.11	0.02
COMCAST SPCL:	25.48	(0.11)	GOOGLE:	446.19	(1.81)
GCI:	14.60	(0.52)	HARMONIC:	10.38	0.11
KNOLOGY:	14.52	0.12	JDSU:	15.25	0.00
LIBERTY CAPITAL:	107.87	0.08	LEVEL 3:	6.21	(0.01)
LIBERTY GLOBAL:	30.89	0.61	MICROSOFT:	27.28	(0.12)
LIBERTY INTERACTIVE:	21.74	(0.21)	MOTOROLA:	18.32	(0.08)
MEDIACOM:	7.78	(0.14)	NDS:	48.24	0.44
NTL:	28.22	0.00	NORTEL:	27.22	0.19
ROGERS COMM:	31.78	(0.02)	OPENTV:	2.70	0.05
SHAW COMM:	35.23	0.42	PHILIPS:	36.90	0.24
TELEWEST:	24.20	0.00	RENTRAK:	14.79	0.03
TIME WARNER CABLE:	36.78	0.28	SEACHANGE:	7.91	0.06
WASH POST:	759.00	5.10	SONY:	51.09	0.53
PROGRAMMING					
CBS:	30.04	(0.46)	SPRINT NEXTEL:	19.13	(0.27)
CROWN:	4.79	0.04	THOMAS & BETTS:	49.97	(0.04)
DISCOVERY:	17.00	0.05	TIVO:	5.88	(0.08)
EW SCRIPPS:	43.60	0.40	TOLLGRADE:	11.89	(0.1)
GRUPO TELEVISIA:	27.98	(0.06)	UNIVERSAL ELEC:	28.59	0.85
INTERACTIVE CORP:	36.63	0.15	VONAGE:	4.16	(0.03)
LIBERTY:	8.32	0.06	VYYO:	4.32	0.16
LODGENET:	25.54	0.28	WEBB SYS:	0.05	0.00
NEW FRONTIER:	8.30	0.00	WORLDGATE:	0.91	0.01
OUTDOOR:	10.37	0.01	YAHOO:	30.06	0.20
PLAYBOY:	10.20	0.21	TELCOS		
TIME WARNER:	19.44	(0.01)	AT&T:	36.94	(0.27)
UNIVISION:	36.01	(0.01)	QWEST:	8.65	0.08
VALUEVISION:	11.79	0.18	VERIZON:	36.36	0.08
VIACOM:	40.28	0.44	MARKET INDICES		
WWE:	15.66	(0.04)	DOW:	12159.68	26.28
TECHNOLOGY					
3COM:	3.85	0.05	NASDAQ:	2378.70	6.96
ADC:	16.26	(0.06)			
ADDVANTAGE:	3.36	(0.02)			

For group subscriptions to **CableFAX Daily** or company-wide access contact *Angela Gardner* at 757-531-1369 or cfaxgroupsales@accessintel.com

CORPORATE LICENCES



CableFAX Daily™

WHAT THE INDUSTRY READS FIRST.

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Addictive TV

There's something about watching a young man inject drugs with a needle that heightens the tableau's enormity. That the drug is OxyContin, a pain-killing opiate wielding twice the strength of Morphine, piles on the surrealism, too, in a way that a marijuana joint or a highball just can't match. This perception crumbles, however, when faced with a truthful, raw and painfully real program like **A&E's** "Intervention" (Fri, 10pm). "This show is resonant because it touches all levels of society," said A&E svp, non-fiction and alternative programming *Robert Sharenow*. "Addiction can be absolutely crippling to all involved." Alcohol, amphetamines, bulimia, it doesn't matter. Addiction ravages without prejudice. To this end, the show has profiled in its 2 seasons all types of people and all manners of addiction. And *Ryan*, the above-referenced OxyContin addict featured in the show's 3rd season premiere, joins other addicts in so riveting net audiences that "Intervention" is now A&E's 2nd most popular series in HH delivery and the coveted adult 25-54 demo. "Our viewers really respond to emotional honesty and high-level drama," said Sharenow, who added that the series thrives despite minimal marketing. "This is really a labor of love for us here. We feel like this is a service show that exposes critical issues." Featured addicts are found through contact with treatment programs, information on the net's Website and increasingly from people reaching out to the show's braintrust. Addicts give consent to be filmed, but have no idea that an intervention will take place. Sometimes additional yet equally important storylines arise, as in *Ryan's* case when his stepfather is confronted about his own powerlessness against alcohol. The emotion displayed is haunting, and the feeling is only intensified by an end result that includes *Ryan's* ouster from 2 rehab centers. Only so many chances are afforded when your entire existence is controlled by an insidious substance. *CH*

Highlights: "Galapagos," Sun, 8pm, **Nat Geo**. When some of your subs think of National Geographic Channel they most likely ruminate on great photography of exotic places. That's the basis of this delicious 3-course meal, with a bit of an ecological message for dessert. -- "This American Life," Thurs, 10:30pm, **Showtime**. Good for *Bob Greenblatt* and Showtime, proving they can expand their scope beyond Hollywood with this series of quirky, semi-doc stories about ordinary people. What was that old tagline? No Limits? -- "Intervention," Fri, new season premiere, 10pm, **A&E**. Brutally compelling [see essay above]. *SA*

Worth a Look: "The Whitest Kids U'Know," Tues, 11pm ET, **fuse**. This sketch comedy series will not be to everyone's taste, but it's fine for the young males who bond with fuse nightly. But it's not a respite from music videos. In fact, *Whitest's* best shtick is its music video parodies. -- "Style Inn," Tues, 10:30pm, **Oxygen**. We'll tune in just to find out: 1. Why *Tori Spelling's* dad left her only \$800K? 2. Why *Tori* must liquidate the contents of her home to pay for the wine country inn that she and hubby *Dean McDermott* plan to open? 3. Why *Oxygen* thinks America wants to watch *Tori's* ultrasound? *SA* [More reviews and a preview of *Entourage's* new season at www.cable360.net]

Basic Cable Rankings (3/05/07-3/11/07) Mon-Sun Prime			
1	USA	2.1	1983
2	DSNY	2	1800
3	TNT	1.5	1417
4	FOXN	1.4	1254
5	TBSC	1.3	1162
5	TOON	1.3	1149
7	LIFE	1.2	1156
7	ESPN	1.2	1115
7	A&E	1.2	1107
7	HALL	1.2	940
11	NAN	1.1	1036
11	CORT	1.1	988
13	SPK	1	960
13	FX	1	938
13	HIST	1	909
13	AMC	1	900
13	HGTV	1	887
18	DISC	0.9	848
18	MTV	0.9	845
18	SCIF	0.9	789
18	TVLD	0.9	778
22	TLC	0.8	758
22	CMDY	0.8	738
22	VH1	0.8	710
22	FAM	0.8	690
26	CNN	0.7	612
27	FOOD	0.6	545
27	BET	0.6	531
29	APL	0.5	450
29	ESP2	0.5	425
29	MSNB	0.5	409
29	BRAV	0.5	405
29	NGC	0.5	336
29	SOAP	0.5	294
29	LMN	0.5	276
36	EN	0.4	399
36	TTC	0.4	395
36	HLN	0.4	362
36	WGNC	0.4	295
36	GSN	0.4	239
41	CMT	0.3	276
41	TVGC	0.3	228
41	CNBC	0.3	228
41	OXYG	0.3	199
41	TDSN	0.3	198
41	SPD	0.3	194

*Nielsen data supplied by ABC/Disney

THE CABLE SHOW

VOD BROADBAND

Convergence Happens May 7-9.

Are You Registered?

VOD BROADBAND

www.thecableshow.com

CABLE: NO LIMITS

May 7-9, 2007
Mandalay Bay Convention Center
Las Vegas, Nevada