

# CableFAX Daily™

Wednesday — March 21, 2007

What the Industry Reads First

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## The Big Wait: Some Set-Top Waiver Requests Surpass Day 200

There has been a lot of hand wringing over just how long it has taken the **FCC** to act on the two dozen set-top integration ban waiver requests pending at the agency. So, just how long is it taking? **Charter** holds the title to the current petition that has sat around the longest with no decision, with Tues marking the 249th day since it asked the FCC to waive certain low-end digital boxes from a July 1 deadline preventing cable operators from deploying set-tops with integrated security features. **Verizon's** petition has reached the 224 day mark, and **NCTA's** request is at day 216. (It took the FCC 253 days to approve the largest telecom merger in US history, **AT&T** and **BellSouth**, in Dec). Cable has argued that the FCC has to act on these waiver petitions within 90 days under Section 629 of the Communications Act—ironically, that's the same timeframe the FCC recently gave local franchise authorities to act on telcos' video franchise applications. As of Tues, 10 waiver requests were past the 90-day mark. In denying **Comcast's** waiver request (on Day 266), the FCC's Media Bureau said it would not consider the requests under Section 629 and is therefore not subject to the 90-day time limit. The FCC said it is instead considering the waiver requests under a 2005 order that moved the deadline from July 1, 2006 to July 1, 2007. Comcast, in its filing for a review of the Media Bureau decision, argued that the Media Bureau is wrong and that it has no authority to prevent applicants from filing under Section 629. More than 2 dozen waiver requests have been filed; the FCC Media Bureau has acted on 3.

**Cablevision's Discovery:** Some **Cablevision** subs are reporting that **Discovery HD Theater** and **National Geographic Channel HD** have been added to their lineups. The MSO said it expects to make an announcement regarding HD programming later this week but provided no other details. The Discovery deal is noteworthy because Cablevision is the lone major MSO without a deal for HD Theater, which launched in June 2002. Cablevision is also unique in that unlike most MSOs, it doesn't charge customers an equipment or programming premium for HD channels. All digital cable subs receive HD channels and an HD-capable box for no additional cost. Nat Geo HD launched in Jan '06.

**TV Weak:** The weak advertising climate among cable trades claimed another victim as *TV Week* cut columnist *Marianne Paskowski*. "They said they couldn't afford me," the veteran cable editor and journalist told us Tues night. The ex-Multi editor in chief and cable industry icon joined *TV Week* some 18 months ago. Her column will run through the end of Mar.

**MLB Doings:** **Bresnan** doesn't "have it solidified, but our marketing and VOD folks are working on something similar" to **Cox's** rebate to former MLB Extra Innings subs who subscribe to MLB.tv this season, a rep said. Cox is essentially giving former Extra Innings subs the MLB.tv broadband package for free by refunding them the \$89.95 yearly cost (**Cfax**, 3/20).

**Competition:** **AT&T** rolled out U-verse services in parts of Kansas City, MO, the 15th locale to receive the IP-based service. The telco is offering new customers through Jun 30 free services such as **Cinemax** and **HBO** with the purchase of certain programming packages. -- **Verizon** now offers part-time FL residents the option of reserving

THE TOP 10 NETWORK  
RANKED #1 FOR HIGH-QUALITY,  
FAMILY-FRIENDLY PROGRAMMING



Source: Nielsen Galaxy Explorer (1/29-2/25/07), Live+SD HH coverage area Prime Time rating (M-Su 8-11p), ranked among all measured ad-supported cable networks. Yankelovich Viewing Habits Study, January 2007. Ranking among major general entertainment cable networks. Further qualifications available upon request.

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their home phone and HSI services for up to 6 months, with no service charge or monthly payment.

**In the States:** A fire damaged Denver's "Cableland," the 19,500 sq ft home built by the late *Bill Daniels* and donated to the city as the official residence for the mayor. So far, no mayor has lived in it, and the 13 bedroom-house is instead used for parties and other functions. Among the home's "wow" features is a media viewing room, featuring 64 TVs, each tuned to a different cable channel. The fire started near the swimming pool's boiler room. -- **Comcast** opened a business services support center in Centennial, CO, a Denver suburb, where 200 technical support reps will be employed by year's end. -- **Cox Business Services** in CA expanded the availability of its commercial broadband and telecom services to include downtown Los Angeles. -- **Cox** unveiled in northern VA a \$40 phone plan that includes unlimited local and national calling. -- "The First Saturday in May," a doc about the Kentucky Derby that includes deceased thoroughbred star Barbaro, is among the films to be screened at the inaugural **Tribeca/ESPN Sports Film Festival**, part of the famous Tribeca Film Festival (NYC, Apr 25-May 6). Former NY Giants running back *Tiki Barber* will serve as the event's ambassador. -- *Duane "Dog" Chapman* holds a safe lead as **A&E's** top draw, and the star of "Dog the Bounty Hunter" does his part to keep HI safe as well. The HI House was to honor the controversial fugitive chaser and his wife Tues for helping keep the state safe, according to the *Honolulu Advisor*. Rep *Gene Ward* (R) introduced the honorary legislation.

**Ratings:** Little changed atop last week's prime ratings list, with **USA** (2.1/1.93mln), **Disney** (2.0/1.81mln) and **TNT** (1.5/1.38mln) holding down their respective positions. But **TBS** (1.22mln), **Cartoon Net** (1.18mln), **Fox News** (1.17mln) and **Nick at Nite** (1.17mln) were caught in a logjam for 4th and 5th positions, tying with a 1.3. **Brag Book:** The series premiere of **FX's** "The Riches" earned an impressive 3.0/2.69mln, good for a top 10 finish among weekly telecasts. -- The 3rd season premiere of **A&E's** "Intervention" garnered 2mln total viewers, up 43% over last season's debut ep. The show also delivered growth in the adult 18-49 (+38%) and 25-54 (+51%) demos. -- The 3-hour Sun premiere of **Nat Geo's** "Galápagos" earned a 1.2/750K and reached 7.7mln total viewers.

**Programming:** **Nat Geo's** "The Final Report: Columbine" (Apr 3, 10pm) explores the deadly CO school shootings nearly 8 years after 13 people died. -- "Save the cheerleader. Save the world." Oops, wrong show. "Cheerleader U" debuts 6-part series on the Univ of KY cheer squad on **WE**, Wed, 10pm EST.

**Online:** The full 3rd season of **MTV2's** "The Andy Milonakis Show" will be available this week on **iTunes** (\$1.99/ep or \$9.99/season), a full month before its Apr 27 linear debut. Starting Tues, single eps will also be available for purchase through **Amazon**, **AOL Video**, **Wal-Mart** and **Xbox Live**. -- **USA** tapped digital marketing agency **ElectricArtists** to deploy video, games and custom promotions across 3rd-party affinity sites for net series including "Monk," "Psych" and "The Starter Wife." -- Through the initial 4 days of the NCAA men's basketball tourney, **CSTV.com** registered more than 29mln page views and 884K unique daily users, respective increases of 50% and 18% over last year.

**VOD:** **IFC** picked up the US rights to French dramas "Private Fears in Public Places" (Apr 13) and "Dans Paris" (summer). The net will include the pair in "IFC In Theatres"; they will debut simultaneously theatrically and on demand. -- **ExerciseTV** added fitness content from *Leslie Sansone*, **Stott Pilates** and **Gaiam** to its on demand offerings.

**Honors:** If this trend continues, *Steve Villano* and **Cable Positive** will need a larger office. After winning a **CableWorld-**

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# BUSINESS & FINANCE

**CTPAA** Public Affairs Programming Award and the Joel A. Berger Award from CTPAA last week, Villano late Mon learned that CP will get the Arthur Ashe Institute for Urban Health Award for Leadership in Philanthropy next month. Villano turned the spotlight away from his group and onto cable's support for HIV/AIDS awareness, which has totaled some \$18mln raised during CP's 15-yr history, and more than \$1bln in on-screen time contributed to the cause.

**People:** Time Warner Cable appointed former **Comcast** vet *Andrew Rosenberg* vp, programming. -- **NBCU** promoted *Brian Hunt* to svp, mktg and sales strategy, TV nets distribution. - Former **MSNBC** exec *Ray Lambiase* was named vp, graphics for **Fox Business Channel**. He will oversee the net's design. -- **Comcast Spotlight** appointed former **Charter** exec *Charles Korabek* vp, engineering and operations, northcentral division.

**Business/Finance:** **Liberty Media** has amended its Mar 7 self-tender offer to no longer include the purchase of Liberty Capital Series B common stock. Remaining is the offer to purchase from shareholders up to 8.85mln shares of Liberty Capital Series A common stock at a price between \$105 and \$113/share. -- **CBS** acquired **MaxPreps.com**, which purveys info on nearly 600K high school football and basketball games annually, and will place it under **CSTV's** purview.

## CableFAX Daily Stockwatch

Company	03/20 Close	1-Day Ch	Company	03/20 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
ALCATEL LUCENT:	11.96	0.11	AMDOCS:	35.56	0.20
BRITISH SKY:	43.80	(0.05)	AMPHENOL:	65.13	0.28
DIRECTV:	22.62	0.24	ARRIS GROUP:	13.49	0.16
DISNEY:	34.38	0.29	AVID TECH:	34.77	1.87
ECHOSTAR:	43.34	0.02	BLNDER TONGUE:	1.82	0.00
GE:	34.77	0.10	BROADCOM:	33.56	(0.05)
HEARST-ARGYLE:	26.26	0.14	C-COR:	13.39	0.59
ION MEDIA:	1.31	(0.01)	CISCO:	26.34	0.04
NEWS CORP:	24.44	0.25	COMMSCOPE:	43.21	0.39
TRIBUNE:	28.81	(0.24)	CONCURRENT:	1.38	(0.01)
<b>MSOS</b>					
CABLEVISION:	30.41	0.23	CONVERGYS:	25.32	0.13
CHARTER:	2.89	(0.04)	CSG SYSTEMS:	24.83	(0.12)
COMCAST:	26.28	0.38	GEMSTAR TVG:	4.22	0.04
COMCAST SPCL:	25.97	0.42	GOOGLE:	445.28	(1.95)
GCI:	14.35	0.06	HARMONIC:	10.50	0.10
KNOLOGY:	14.54	0.02	JDSU:	15.21	0.21
LIBERTY CAPITAL:	108.47	(0.03)	LEVEL 3:	6.18	(0.04)
LIBERTY GLOBAL:	31.82	0.67	MICROSOFT:	27.84	0.01
LIBERTY INTERACTIVE:	22.66	0.47	MOTOROLA:	18.82	0.53
MEDIACOM:	7.94	0.20	NDS:	48.38	0.21
NTL:	28.22	0.00	NORTEL:	25.87	(0.28)
ROGERS COMM:	32.96	(0.05)	OPENTV:	2.63	0.11
SHAW COMM:	35.33	0.22	PHILIPS:	38.33	0.66
TELEWEST:	24.20	0.00	RENTRAK:	15.42	(0.21)
TIME WARNER CABLE:	38.30	0.30	SEACHANGE:	8.14	0.14
WASH POST:	762.00	0.10	SONY:	51.82	(0.5)
<b>PROGRAMMING</b>					
CBS:	30.49	(0.16)	SPRINT NEXTEL:	19.15	0.09
CROWN:	5.28	0.12	THOMAS & BETTS:	48.25	(1.33)
DISCOVERY:	17.08	(0.21)	TIVO:	6.08	0.11
EW SCRIPPS:	44.03	0.13	TOLLGRADE:	11.82	(0.09)
GRUPO TELEVISIA:	28.52	0.64	UNIVERSAL ELEC:	27.96	0.32
INTERACTIVE CORP:	36.98	(0.04)	VONAGE:	3.99	0.01
LIBERTY:	8.32	0.06	VYYO:	4.93	0.18
LODGENET:	27.72	0.23	WEBB SYS:	0.05	0.00
NEW FRONTIER:	9.29	0.45	WORLDGATE:	0.71	0.05
OUTDOOR:	10.08	0.05	YAHOO:	30.33	0.30
PLAYBOY:	10.30	0.00	<b>TELCOS</b>		
TIME WARNER:	20.25	0.61	AT&T:	37.91	0.33
UNIVISION:	36.10	(0.06)	QWEST:	8.75	(0.05)
VALUEVISION:	12.20	0.12	VERIZON:	36.98	0.23
VIACOM:	40.99	0.03	<b>MARKET INDICES</b>		
WWE:	15.59	(0.09)	DOW:	12288.10	61.93
<b>TECHNOLOGY</b>					
3COM:	3.93	0.04	NASDAQ:	2408.21	13.80
ADC:	16.45	0.23			
ADDVANTAGE:	3.40	0.02			



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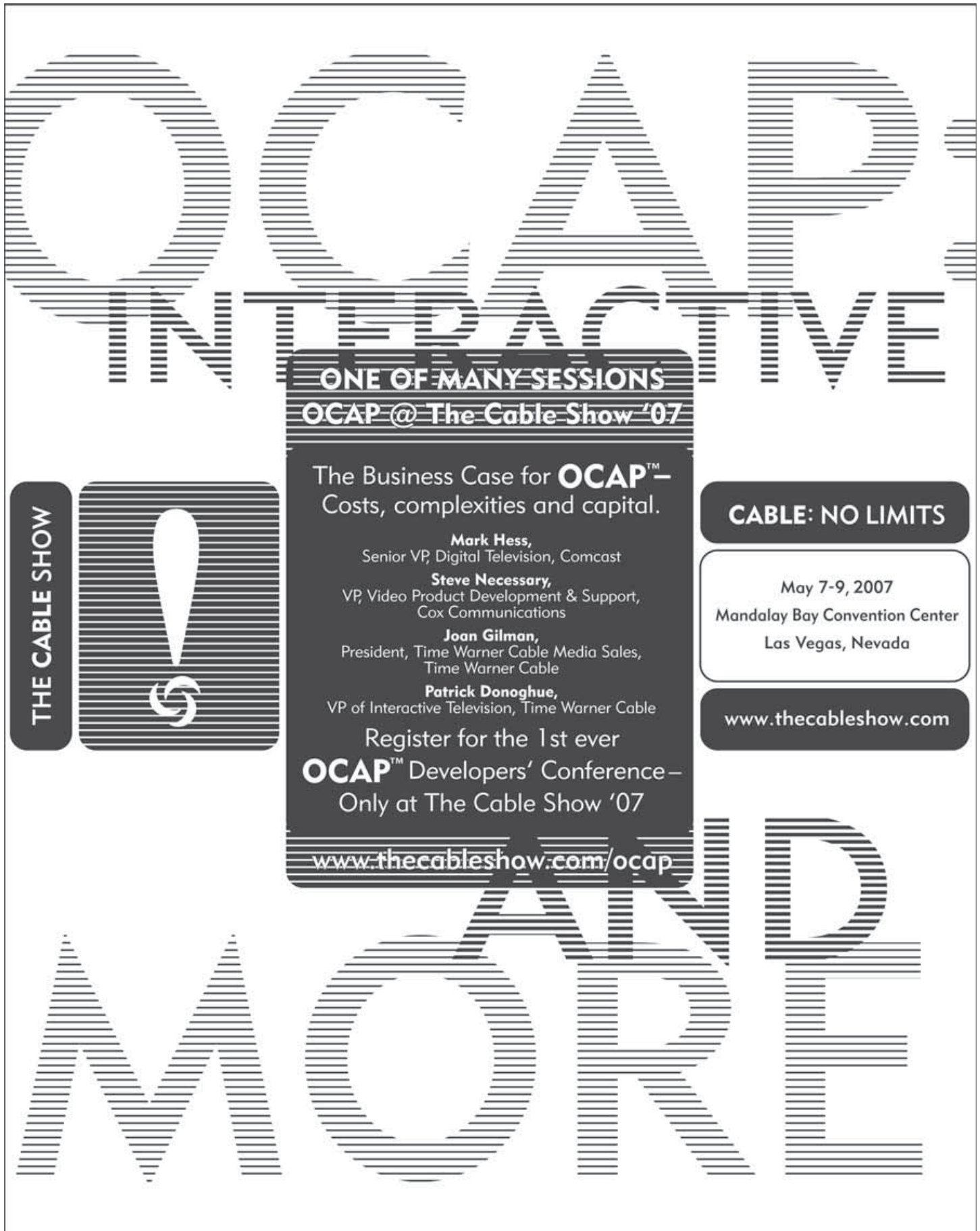
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