

# CableFAX Daily™

Monday — March 22, 2010

What the Industry Reads First

Volume 21 / No. 054

## Hey Programmers: Here's Why SCTE Wants You

*It's been just over a year since Mark Dzuban left Cedar Point to become pres/CEO of SCTE, so it seemed like the perfect time to catch up on the engineering group. It sounds like a more inclusive SCTE is coming. SCTE has always seemed to be very operator- and vendor-focused. Are programmers getting involved?* Absolutely. Programmers are part of the vision for our future in the sense that content is becoming a bigger play in everything we do. In the IP domain, programming is data. From a network perspective, we look at traditional digital video, then we look at 3D, then we're looking at digital video in a mobility format, which is different from what you're going to see on your large screen TV... We have launched this year a standards effort... to adopt and encourage programmers to join. We've had our first 2 join and that will be announced very shortly. **What would a programmer get out of SCTE?** One of the next significant technology and programming plays is commercial insertion. How do we do this in a manner that is economically attractive, therefore highly automated, highly precise and... in a very scalable fashion? SCTE holds kind of the keys to those standards of how you insert and operate commercials... Also, how do we network from a peering perspective when we share programming, and how do we distribute these products over IP networks. I believe there hasn't been the assertiveness to look to partner with these folks. **Has there been a shift in SCTE's mission?** I don't believe it's a shift from the original intent. It's actually a course correction... There was a period of time when Expo, which is very important to us, was the major focus. And I'm trying to and will succeed in moving the tiller to a much more technical, content and informational entity. **Emerging Tech will no longer be its own show as it's merging with other events at the Cable Show. Why?** We've come to the conclusion that there's a spring show and a fall show to create efficiency in how we present our nonprofit programs. This year, SCTE is not viewed as a 2nd thought. It's part of the marquee. We're not going to use the trade brand ET (at the Cable Show). That's being preserved for another similar application. ET is a great brand. We're working now to define what the next role of that brand is. **What's new on your Smart Energy Management Initiative?** April 7, we're having a meeting with MSO representatives and vendors who supply solutions. The byproduct of that is going to be the output of a lot of content really focused on problem solving, like how can you drive potentially 10-30% out of your energy costs every year; what are the tools to baseline your energy consumption; what renewable energy solutions do we have as alternatives?



ROGER MOOKING

**EXPLORE THE WORLD WITH YOUR FORK**

**EVERYDAY EXOTIC**

NEW ON COOKING CHANNEL **COMING IN MAY**

STAY HUNGRY

**COOKING**  
CHANNEL

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 ● Marketing Director: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

**Retrans Round-up:** That was fast. On Fri, the **FCC** opened up for comment a petition to reform retrans filed by **Time Warner Cable** and 13 on Mar 9. FCC chmn *Julius Genachowski* telegraphed last week that the Commission was ready to examine the issue (*Cfax*, 3/12). TWC evp, chief govt affairs officer *Gail MacKinnon* urged quick FCC action “to fix this broken system.” Sen *John Kerry* (D-MA) also commended the FCC’s decision to open a comment period on the petition, whose signers included **Cablevision**, **Mediacom** and **DISH**. Comments are due Apr 19, with replies due May 4.

**Back Again:** His unsolicited partial tender to buy up to approx 13.2mln shares of **Lionsgate** recently rebuffed (*Cfax*, 3/15), *Carl Icahn*, who currently owns approx 19% of the co, retorted Fri with an amended offer to acquire all of the film/TV studio’s shares while keeping the proposed purchase price static at \$6/share in cash. As Lionsgate shares traded Fri with 8x the normal volume and closed at \$6.03, Icahn appears most concerned with the co’s expected bid, due Fri, for **MGM’s** film library (**Time Warner** is also expected to tender an offer). Because the purchase price did not change, analyst consensus Fri deemed Icahn’s offer a ploy to scuttle the MGM bid. “Mr. Icahn’s original offer was an attempt to control the company with a minority stake and without paying a control premium. Now he is going for full control without a control premium,” said Lionsgate in a statement, intimating its board won’t accept the latest offer either.

**Advertising:** **TVB** said “evidence is mounting” that broadcast TV will achieve positive ad rev growth in 1Q, aided by a rebound in local spots. In 4Q, the industry posted a 4.5% drop in ad rev as spot (-13.8%) and syndication (-10.7%) offset 3.3% growth in national. Of the top 10 local ad categories in 4Q, only comm/telecom, restaurants and food/food products upped their spending. **Kantar Media**, meanwhile, said cable earned 2.7% growth in 4Q ad rev, second only to national broadcast’s 4.1%, after posting a full-yr dip of 1.4%.

**In the Courts:** A NY appellate court sided with **Fox Business Net** in its request of the **US Federal Reserve** to disclose documents identifying which financial institutions borrowed money and other details during the initial govt bailout days of late ’08. A previous judge refused the request, which under the Freedom of Information Act was lodged in Nov of that year.

**On the Hill:** FCC chmn *Julius Genachowski* is the only witness scheduled for Tues’ **Sen Commerce** hearing on the National Broadband Plan, which begins at 2:30pm ET. On Thurs, the **House Communications** subcmte holds its own hearing on the plan with all 5 FCC commissioners expected to be present (9am ET).

**Give Me Liberty:** **Liberty Media** doesn’t call us very often, so we couldn’t resist an invitation to its inaugural “Media for Liberty Award Dinner” in DC on Thurs night to honor journalism probing the link between political and economic liberty. The \$50K prize went to *Scott Pelley’s* “60 Minutes” piece “Congo Gold” (**CBS**, Nov ’09) highlighting how gold and other precious minerals fund Congo’s internal war machine. The cozy affair of roughly 40 people included not only chmn *John Malone* and Liberty pres/CEO *Greg Maffei* but also Sen *John McCain* (R-AR). One highlight: a hilarious keynote by political satirist *P.J. O’Rourke*, who managed to tie the fall of Soviet communism to Bulgarian blue jeans while working in a graphic description of cow insemination to explain agricultural subsidies. You had to be there. Malone, meanwhile, recalled the country’s “cynicism” in the 1970s and said “good journalism... made our system work.” He also said cable continues to fund good reporting, whether through cable news nets or even the retrans fees it pays broadcasters.

**Business/Finance:** **DirecTV** shares fell 3.4% Fri after a downgrade from **Citi**, which cited a high valuation vs **DISH** and a belief that all good news including share buyback plans is already reflected in the price. Price target remains \$38.

CTAM WEST

## 2010 LEADERSHIP SUMMIT

**Opportunities Ahead!**

Capitalizing On Our Industry’s Changing Landscape.

**April 1, 2010**

**Hotel Casa Del Mar**

1910 Ocean Way  
Santa Monica, CA 90405

**www.ctamwest.com**



# CableFAX 2010 Calendar

INNOVATION • LEADERSHIP • THE CABLE COMMUNITY

## FEBRUARY

Feb. 23: Webinar: 3DTV: How Can Cable Benefit?

## MARCH

March 3: CableFAX Social Media Boot Camp - One-day Workshop - NYC

March 5: CableFAX's Sales Executive of the Year Awards Deadline

March 23: Webinar: TV Everywhere: Is it Going Anywhere?

## APRIL

April 28: CableFAXIES and Best of Web Awards and Digital Hot List 2010 Luncheon in NYC

CableFAX Daily Special Mid-Day Issue – FAXIES/Best of Web

(Space Close: 4/19 • Ads Due 4/21)

## MAY

CableFAX: The Magazine – Spring Connection Week: Spring/Summer Program Guide, Special Innovation Coverage: TV Everywhere, 3D, Customer Care, Advanced Advertising

(Space Close: 4/12 • Ads Due: 4/20)

CableFAX Daily Spring Connection Issues:

May 11, 12, 13 (Space Close: 5/3 • Ads Due: 5/5)

## JUNE

June 4: Program Awards Deadline

June 15: SEOY/Sweet 16 Breakfast, NYC  
CableFAX Daily Special Mid-Day Issue

(Space Close: 6/4 • Ads Due: 6/8)

June 17: Webinar

## JULY

July 21: Webinar

CableFAX: The Magazine – Top Ops Issue

(Publication Date: 7/25 • Space Close: 6/28 • Ads Due: 7/7)

## SEPTEMBER

Sept. 22: Webinar

CableFAX: The Magazine – Diversity/Best

Places to Work (Publication Date: 9/13 • Space Close: 8/16 • Ads Due: 08/24)

## OCTOBER

Oct.: Program Awards/Top Ops Luncheon, NYC

CableFAX: The Magazine – Fall Connection Week: Program Guide & Program Awards Issue

(Publication Date: 10/17 • Space Close: 9/9 • Ads Due: 9/17)

CableFAX Daily Fall Connection Issues:

October 18, 19 (Space Close: 10/11 • Ads Due: 10/13)

## NOVEMBER

Nov. 5: Best of the Web Awards Deadline

Nov. 17: Webinar

CableFAX: The Magazine – Most Powerful Women in Cable Issue (Publication Date: 11/22 • Space Close: 10/18 • Ads Due: 10/26)

## DECEMBER

Dec. 9 (tentative): CableFAX 100 Luncheon

Dec. 10 (tentative): Most Powerful Women Breakfast

Dec. 15: Webinar

CableFAX: The Magazine – CableFAX 100 Issue

(Publication Date: 12/9 • Space Close: 11/9 • Ads Due: 11/17)

## Advertising/Sponsorship Opportunities

- Debbie Vodenos, Publisher  
dvodenos@accessintel.com, 301.354.1695
- Erica Gottlieb, Sales Executive  
egottlieb@accessintel.com, 212.621.4612





**CableFAX Week in Review**

Company	Ticker	3/19 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
BRITISH SKY:	BSY	35.26	(2.49%)	(2.65%)
DIRECTV:	DTV	33.42	(4.16%)	0.21%
DISH:	DISH	20.92	(3.55%)	0.72%
DISNEY:	DIS	33.64	(0.15%)	4.31%
GE:	GE	18.07	6.04%	19.43%
NEWS CORP:	NWS	16.56	0.30%	4.02%

Company	Ticker	3/19 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION:	CVC	23.44	(2.7%)	(9.22%)
COMCAST:	CMCSA	17.53	0.63%	3.97%
COMCAST SPCL:	CMCSK	16.62	(0.18%)	3.81%
GCI:	GNCMA	5.78	(1.87%)	(9.4%)
KNOLOGY:	KNOL	13.69	(1.23%)	25.37%
LIBERTY CAPITAL:	LCAPA	34.39	2.47%	44.01%
LIBERTY GLOBAL:	LBTYA	27.79	(1.91%)	26.95%
LIBERTY INT:	LINTA	14.62	3.98%	34.87%
MEDIACOM:	MCCC	5.86	(0.68%)	31.10%
RCN:	RCNI	15.08	(1.57%)	38.99%
SHAW COMM:	SJR	19.70	(2.43%)	(4.23%)
TIME WARNER CABLE:	TWC	48.76	0.39%	17.81%
VIRGIN MEDIA:	VMED	16.79	(3.78%)	(0.24%)
WASH POST:	WPO	448.00	0.41%	1.91%

Company	Ticker	3/19 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
CBS:	CBS	13.98	(4.25%)	(0.5%)
CROWN:	CRWN	1.96	5.95%	35.17%
DISCOVERY:	DISCA	32.50	0.18%	5.97%
GRUPO TELEVISIA:	TV	20.70	1.72%	(0.29%)
HSN:	HSNI	29.34	(0.64%)	45.32%
INTERACTIVE CORP:	IACI	23.89	0.55%	16.65%
LIBERTY:	L	37.17	(1.04%)	2.26%
LIBERTY STARZ:	LSTZA	51.21	(2.46%)	10.96%
LIONSGATE:	LGF	6.03	4.51%	3.79%
LODGENET:	LNET	6.16	(9.01%)	11.39%
NEW FRONTIER:	NOOF	2.00	(8.68%)	5.82%
OUTDOOR:	OUTD	6.38	1.27%	10.00%
PLAYBOY:	PLA	3.53	3.22%	10.31%
RHI:	RHIE	0.27	(18.18%)	(12.9%)
SCRIPPS INT:	SNI	41.25	(1.76%)	(0.6%)
TIME WARNER:	TWX	31.24	2.29%	7.21%
VALUEVISION:	VTV	3.00	(25.19%)	(37.5%)
VIACOM:	VIA	33.69	0.99%	6.95%
WWE:	WWE	17.19	(0.46%)	12.13%

Company	Ticker	3/19 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
3COM:	COMS	7.66	(1.03%)	2.13%
ADC:	ADCT	7.28	1.11%	17.23%
ADVANTAGE:	AEY	2.15	(2.27%)	9.14%
ALCATEL LUCENT:	ALU	3.18	(9.14%)	(4.22%)
AMDOCS:	DOX	30.05	(1.28%)	5.33%
AMPHENOL:	APH	43.49	(1.49%)	(5.83%)
AOL:	AOL	25.51	0.20%	9.58%
APPLE:	AAPL	222.25	(1.92%)	5.47%
ARRIS GROUP:	ARRS	12.02	(1.88%)	5.16%
AVID TECH:	AVID	14.17	(0.7%)	11.05%
BIGBAND:	BBND	3.30	0.61%	(4.07%)
BROADCOM:	BRCM	33.67	3.19%	7.00%

Company	Ticker	3/19 Close	1-Week % Chg	YTD %Chg
CISCO:	CSCO	26.15	1.04%	9.23%
CLEARWIRE:	CLWR	7.80	(4.76%)	15.38%
COMMSCOPE:	CTV	29.60	1.86%	11.57%
CONCURRENT:	CCUR	5.49	4.57%	38.64%
CONVERGYS:	CVG	12.68	(1.32%)	17.95%
CSG SYSTEMS:	CSGS	21.98	2.52%	15.14%
ECHOSTAR:	SATS	20.10	0.00%	(0.2%)
GOOGLE:	GOOG	560.00	(3.37%)	(9.67%)
HARMONIC:	HLIT	6.42	(4.32%)	1.58%
INTEL:	INTC	21.99	3.40%	7.81%
JDSU:	JDSU	10.96	(3.78%)	32.85%
LEVEL 3:	LVL	1.68	5.66%	9.80%
MICROSOFT:	MSFT	29.59	1.09%	(2.92%)
MOTOROLA:	MOT	7.18	3.31%	(7.47%)
OPENTV:	OPTV	1.54	(0.65%)	13.24%
PHILIPS:	PHG	32.86	(1.11%)	11.62%
RENTRAK:	RENT	20.20	6.32%	14.32%
SEACHANGE:	SEAC	7.13	(2.33%)	8.69%
SONY:	SNE	38.64	3.48%	33.24%
SPRINT NEXTEL:	S	3.76	4.44%	2.73%
THOMAS & BETTS:	TNB	38.11	(0.16%)	6.48%
TIVO:	TIVO	15.97	(4.2%)	56.88%
TOLLGRADE:	TLGD	6.47	0.00%	5.89%
UNIVERSAL ELEC:	UEIC	23.32	4.57%	0.43%
VONAGE:	VG	1.34	(6.29%)	(4.29%)
YAHOO:	YHOO	16.44	0.74%	(2.03%)

Company	Ticker	3/19 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	26.24	2.42%	(6.39%)
QWEST:	Q	5.02	4.37%	19.24%
VERIZON:	VZ	30.41	2.29%	(8.21%)

Index	Value	% Chg	YTD %Chg	
<b>MARKET INDICES</b>				
DOW:	DJI	10741.98	1.10%	3.01%
NASDAQ:	IXIC	2374.41	0.29%	4.64%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. RENTRAK:	20.20	6.32%
2. GE:	18.07	6.04%
3. CROWN:	1.96	5.95%
4. LEVEL 3:	1.68	5.66%
5. CONCURRENT:	5.49	4.57%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	3.00	(25.19%)
2. RHI:	0.27	(18.18%)
3. ALCATEL LUCENT:	3.18	(9.14%)
4. LODGENET:	6.16	(9.01%)
5. NEW FRONTIER:	2.00	(8.68%)

**PUT THE FUTURE IN FOCUS**

Hotel Room Guarantee Ends April 1



MAY 11-13, 2010  
 LOS ANGELES · GO BEYOND  
[THECABLESHOW.COM/BRIGHT](http://THECABLESHOW.COM/BRIGHT)

