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# CableFAX Daily™

Monday — March 23, 2009

What the Industry Reads First

Volume 20 / No. 053

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# CableFAX Daily™

Monday — March 23, 2009

What the Industry Reads First

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## Rather Impressive: HDNet Series Hits 100

With HDNet's "Dan Rather Reports" celebrating its 100th episode this Tues (8pm ET), **Cfax** chatted up the veteran journalist on his cable gig. **Congratulations on your upcoming 100th episode.** Thank you very much. It's hard to believe we've done 100 since November 2006. **Has HD changed the way you present stories?** Yes... the quality of the picture is so terrific, you think in terms of letting [the picture] breathe, pausing on the picture and letting the viewer absorb it. Even with interviews... HD adds to an interview... We just did an interview with [Prof] *Elizabeth Warren* of Harvard Law School. She was terrific and very articulate, but the HD picture even lifted that [interview]. **What stories stand out from the first 100 eps?** The story we did on the problems with electronic voting machines... We did a piece on the potential problems with the new **Boeing 787 Dreamliner**. This was difficult to do not the least of which because I have great respect for Boeing... and for the people who work there. But there were serious questions to be asked... We've done more out of Afghanistan for longer than anyone [on American TV] I know of... And when is the last time anyone did anything from Baluchistan? We did a report on the anti-Iranian movement there. **You're making difficult trips to Pakistan and Afghanistan. You seem to relish being in the field.** I love it. I know I've told you this [at the 2008 Faxies award lunch], but at this stage in my life I don't have to kiss up to anyone, but [HDNet founder] *Mark Cuban* has been terrific to us... Investigative reporting requires an owner who makes a commitment and doesn't back down. Mark deserves a tremendous amount of credit. **Fantasy: who from history would you have liked to interview?** The list is very long. But on my short list is *Alexander the Great, Jesus, Buddha, Michelangelo, Queen Elizabeth I.* **Anything you desperately want to cover in the next 100 episodes?** My goal for the next episode and the next 100 is to keep raising the bar, keep aiming high. I want to keep investigative reporting in our DNA. And I want to keep doing the best foreign news reporting on television... I'd love to interview the leader of North Korea... been trying to do it for 10 years now... we have no present prospects for doing it. But do I want to? You bet... we want to play for big game.

**Charter Changes:** According to numerous reports, private equity firm **Apollo Mgmt** will assume majority ownership of **Charter** when the MSO emerges from the bankruptcy proceedings expected to begin Apr 1. Apollo has purchased a sizable amount of Charter debt, which it plans to swap for an equity stake during the reorganization. In a Wed **SEC** filing, Charter said it has adopted a Value Creation Plan to reward participants for a successful restructuring. Subject to conditions, target monetary awards under the plan include \$6mIn for pres/CEO *Neil Smit* and \$2.4mIn for COO *Mike Lovett*.

**At the Portals:** **NCTA** is asking the **FCC** to reconsider new white space rules that it believes could hurt cable. The new rules open up the so-called white space between DTV channels to unlicensed devices. NCTA said the FCC heavily weighted its decision on promoting new wireless broadband services, while purportedly taking into account any adverse broadcast effect. The problem, according to the trade group, is that the Commission gave little regard to the

Beta Research says:

**Scripps Networks  
has the #1 and #2  
favorite channels!**

**HGTV**  
START AT HOME

**food**  
network

Female viewers are passionate about Scripps Networks,  
ranking HGTV and Food Network as their best-loved channels.

Passionate Viewers Live Here  Scrippsnetworks





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impact on existing and future cable services. The 100 mW power output level adopted for personal/portable devices will interfere with cable TV viewing, especially in adjoining housing units, and could adversely impact cable modem access, NCTA said in a petition for review of the rules. The group also called inadequate the cable headend protections in the order. It doesn't want to throw the rules out, just revise them so that there is more cable protection.

**DTV Doings:** Nielsen counts only 3.6% of TV homes (4.1mln) as not ready for the June digital transition, an improvement of 450K in the last 2 weeks. Homes where the head of household is 35 or under showed the most notable demographic improvement, improving from 7.2% not ready to 6.5%. **NAB** has complained that Nielsen's data undercounts preparedness because it only counts a home prepared if they actually have a digital TV set or converter box hooked up. -- The **House Communications subcmte** holds a hearing on the DTV transition Thurs, 10am.

**Competition:** Featuring host *Joan Lunden* and focused on the work and humanity of nationwide **DirectTV** subs, "Hometown Heroes" returns Apr 5 for a 2nd season on the DBS op's **The 101**.

**In the States:** **Gen2Media** is joining with **Regent Comm** to create, develop and manage an ad-supported online TV channel for each of Regent's 60 US-based radio station Websites. -- **Comcast** controls half of the cable MSO coverage in the top 40 US markets, according to **SNL Kagan**, through its service to 20.11mln subs. **Time Warner Cable** is next with 7.84mln subs, and **Cablevision** (3.11mln), **Charter** (2.79mln) and **Bright House** (2.21mln) complete the top 5.

**Research:** The Hispanic market appears to offer broadband opportunity. As **Nielsen** data showed that advertising in the Hispanic cable TV segment increased 9.6% last year and multichannel ops continue to bolster their Spanish-language programming packages, analysis from **Scarborough Research** found Internet access among Hispanic adults increasing 13% since '04 vs 8% for all US consumers. Also, 42% of Hispanic Internet users have downloaded digital content during the past 30 days, while 35% of the total Internet population has done the same. Dallas and Harlingen, TX, are among the markets in which Hispanics are least likely to have a broadband connection, providing upside for **Time Warner Cable**.

**Retrans:** North Dakota State fell to Kansas during March Madness Fri, but a last-minute retrans deal between **DirectTV** and Fargo, ND, **CBS** affil **KXJB** let local DirecTV subs to see the team perform well in its 1st-ever tourney appearance. The parties inked a deal late Thurs returning the net Fri morning to the DBS op's lineup, ending a spat that began in early Jan.

**Online:** **NCAA March Madness On Demand** delivered more than 2.6mln uniques and 2.8mln total hours of live streaming and audio during the tourney's opening day action, respective increase of 56% and 65% over last year. The site's **Comcast**-sponsored Boss Button received 1.5mln clicks, compared to 2.5mln over the course of the entire '08 tourney.

**VOD:** Among 9 new subs for **Rentrak's** VOD tracking/reporting system are **Big Ten Net**, **iN Demand Nets** and **Spike**.

**Programming:** *Queen Latifah* narrates **HBO's** "Russell Simmons Presents Brave New Voices" (Apr 5), about 6 competing poetry teams. -- **IFC** greenlit a 2nd season of "The IFC Media Project" (May 3), spotlighting how the news gets made in modern journalism. -- **Speed** ignites live coverage of its '09 **Formula One** broadcast season Mar 29 from Melbourne.

**Business/Finance:** The final distribution ratio related to **Time Warner Cable's** recent separation from **Time Warner** will give Time Warner shareholders .084 common shares of the MSO for each share held as of Mar 12. TW will begin Mar 27 distributing the shares, which represent approx 85% of TWC's outstanding shares as of Mar 12.

## CableFAX PROGRAM AWARDS

Saluting Cable's Top Shows,  
People and Entertainment Icons

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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



## CableFAX Week in Review

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
BRITISH SKY:	BSY	26.09	3.50%	(8.1%)
DIRECTV:	DTV	21.79	3.80%	(4.9%)
DISH:	DISH	10.35	(4.9%)	(6.7%)
DISNEY:	DIS	17.45	1.80%	(21.6%)
GE:	GE	9.54	5.60%	(35.4%)
HEARST-ARGYLE:	HTV	2.12	11.00%	(63.9%)
NEWS CORP:	NWS	6.89	1.80%	(28%)

**MSOS**

CABLEVISION:	CVC	12.60	(1.6%)	(25.2%)
CHARTER:	CHTR	0.05	150.00%	(37.5%)
COMCAST:	CMCSA	12.72	(2.4%)	(24.3%)
COMCAST SPCL:	CMCSK	11.91	(2.8%)	(25.9%)
GCI:	GNCMA	5.65	7.00%	(30.2%)
KNOLOGY:	KNOL	4.00	(1.7%)	(22.5%)
LIBERTY CAPITAL:	LCAPA	6.02	16.40%	27.80%
LIBERTY ENT:	LMDIA	18.71	6.80%	7.00%
LIBERTY GLOBAL:	LBTYA	12.86	13.90%	(19.2%)
LIBERTY INT:	LINTA	3.10	2.60%	(0.6%)
MEDIACOM:	MCCC	3.91	(8.2%)	(9.1%)
SHAW COMM:	SJR	15.61	6.20%	(10.2%)
TIME WARNER CABLE:	TWC	25.60		(51.6%)
VIRGIN MEDIA:	VMED	5.33	6.60%	7.60%
WASH POST:	WPO	339.25	(1.5%)	(12%)

**PROGRAMMING**

CBS:	CBS	4.05	4.40%	(50.5%)
CROWN:	CRWN	1.80	1.70%	(36.8%)
DISCOVERY:	DISCA	15.87	(6.2%)	12.10%
EW SCRIPPS:	SSP	1.69	24.20%	(23.1%)
GRUPO TELEVISIA:	TV	12.75	(1.8%)	(14.7%)
HSN:	HSNI	4.64	(4.3%)	(36.2%)
INTERACTIVE CORP:	IACI	14.72	0.80%	(6.5%)
LIBERTY:	L	22.70	11.70%	(19.6%)
LODGENET:	LNET	1.00	38.90%	42.90%
NEW FRONTIER:	NOOF	1.55	23.00%	(8.8%)
OUTDOOR:	OUTD	6.07	(0.7%)	(19%)
PLAYBOY:	PLA	1.84	23.50%	(14.8%)
RHI:	RHIE	1.42	(11.3%)	(82.5%)
SCRIPPS INT:	SNI	20.99	1.00%	(4.2%)
TIME WARNER:	TWX	7.87	(3.5%)	(21.2%)
VALUEVISION:	VVTV	0.45	28.60%	36.40%
VIACOM:	VIA	17.76	7.10%	(11.7%)
WWE:	WWE	10.72	3.90%	

**TECHNOLOGY**

3COM:	COMS	2.65		16.20%
ADC:	ADCT	3.45	(2.9%)	(36.5%)
ADVANTAGE:	AEY	1.40	2.20%	(21.3%)
ALCATEL LUCENT:	ALU	1.59	1.90%	(26%)
AMDOCS:	DOX	17.02	(1.7%)	(6.9%)
AMPHENOL:	APH	27.93	3.90%	16.50%
APPLE:	AAPL	101.59	5.90%	19.00%
ARRIS GROUP:	ARRS	7.11	(0.1%)	(10.6%)
AVID TECH:	AVID	9.42	(2.4%)	(13.7%)
BIGBAND:	BBND	6.43	24.10%	16.50%
BLNDER TONGUE:	BDR	0.95	(3.1%)	(5.9%)

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
BROADCOM:	BRCM	19.40	1.50%	14.30%
CISCO:	CSCO	15.91	2.60%	(2.4%)
CLEARWIRE:	CLWR	4.18	16.40%	5.30%
COMMScope:	CTV	9.03	6.50%	(41.9%)
CONCURRENT:	CCUR	3.34		(2.9%)
CONVERGYS:	CVG	6.93	3.40%	8.10%
CSG SYSTEMS:	CSGS	13.41	3.20%	(23.2%)
ECHOSTAR:	SATS	14.64	(2%)	(1.5%)
GOOGLE:	GOOG	330.16	1.80%	7.30%
HARMONIC:	HLIT	5.80	1.60%	3.40%
INTEL:	INTC	14.65	(0.3%)	8.80%
JDSU:	JDSU	3.40	19.40%	(6.5%)
LEVEL 3:	LVL	0.74	19.40%	5.70%
MICROSOFT:	MSFT	17.06	4.00%	(10.9%)
MOTOROLA:	MOT	3.96	5.60%	(9.5%)
OPENTV:	OPTV	1.40	4.50%	13.80%
PHILIPS:	PHG	15.50	(3.2%)	(22%)
RENTAK:	RENT	9.00		(23.7%)
SEACHANGE:	SEAC	5.74	2.70%	(20.4%)
SONY:	SNE	19.93	2.80%	(8.9%)
SPRINT NEXTEL:	S	3.45	(16.7%)	88.50%
THOMAS & BETTS:	TNB	23.21	0.90%	(3.4%)
TIVO:	TIVO	6.68	(0.1%)	(6.7%)
TOLLGRADE:	TLGD	5.91	5.00%	23.60%
UNIVERSAL ELEC:	UEIC	16.58	(2%)	2.20%
VONAGE:	VG	0.39		(40.9%)
YAHOO:	YHOO	13.60	0.70%	11.50%

**TELCOS**

AT&T:	T	25.33	4.40%	(9.7%)
QWEST:	Q	3.43	1.20%	(1.4%)
VERIZON:	VZ	29.61	4.20%	(11.3%)

**MARKET INDICES**

DOW:	INDU	7278.38	0.80%	(17.1%)
NASDAQ:	COMPX	1457.27	1.80%	(7.6%)

## WINNERS &amp; LOSERS

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. CHARTER:	0.05	150.00%
2. LODGENET:	1.00	38.90%
3. VALUEVISION:	0.45	28.60%
4. EW SCRIPPS:	1.69	24.20%
5. BIGBAND:	6.43	24.10%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SPRINT NEXTEL:	3.45	(16.7%)
2. RHI:	1.42	(11.3%)
3. MEDIACOM:	3.91	(8.2%)
4. DISCOVERY:	15.87	(6.2%)
5. DISH:	10.35	(4.9%)

*From The CableFAX 100: Greatest Hits of 2008*

the best business advice Paul Lee has received...

"Surround yourself with the best - my dad."

Paul Lee  
President  
ABC Family



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# MaxFAX...

## Patience...

Blame the media!

Blame the President!

Blame those impatient Senators and Congressfolks!

The economy hasn't been fixed yet!!!



Paul S. Maxwell

Run for the exits!

Impeach them all!

Sure is a lot of thoughtless sturm und drang going on...

Time for a little patience... the mess didn't happen

overnight... the solution(s) won't turn the ship around overnight, either.

But then, sure hope we miss those icebergs.

## Random Notes:

• **Next Week – DC!** Join us for a fun-filled luncheon next Monday at the National Press Club... Faxies + the 20th Anniversary of this... this newsletter.

• **Promotion = Viewers:** OK, was that a "real" feud between **CNBC's Jim Cramer** and **Comedy Central's Jon Stewart**? Or was that just **NBCU** and **Viacom** trying to push ratings? Whatever, real or not, it sure worked.

• **Note to Promotion Execs:** Start a "fight." Just don't gloat.

• **For the Record:** Jon shamed Jim. Wonder if that means snarky beats bluster?

• **Re-Match @ Cable Connection Spring?** Wow! That could bring the crowds. But, before you call the **NCTA** to congratulate them, I want to recall the column I wrote in the '70s about an NCTA show in Dallas... the NCTA was then jealous of the Texas Show (which a lot of us still badly miss) and booked Dallas and told the Texas Association "tough..." So I wrote in (the also late, lamented) *CableVision Magazine* that, because the Texans were going to have their annual barbecue to launch the show anyway (with prizes for stacking empty beer mugs), we were also going to stage a longhorn cattle drive through the convention hall... and we had to dig a ditch and build a bonfire so we could also do cattle branding demonstrations. And the folks then at the NCTA actually believed it and called the Dallas Convention Center folks in a real panic. Great barbecue, though.

• **Noise:** The Duke basketball coach (without, presumably, checking first with **CBS**) disses the President for paying attention to March Madness (and not picking Duke)... even though the President was fulfilling a campaign promise made to **ESPN**.

And the President had the nerve to show up and tape a "Tonight Show" bit with *Jay Leno*. Hey! Good for the Prez. Nice to see a tradition brought back... remember when *Richard Nixon* said "Sock it to me!"

• **The End of the Ad Drought:**... will be February 2010... when the Winter Olympics return to **NBC** et al (all the cable networks and online, too). This one is in real prime time... on the West Coast and from great settings... Vancouver and Whistler/Blackcomb... and the Sea to Sky Highway.

• **And, the Ad Bump Will Continue Thru November:** There's an election again next year... and if (IF!) the Republicans can raise a lot of money, local cable stands to get a ton of it!

• **The Future of Advertising:** Everyone at **Canoe** (investors, too) take a look at my friend *Mark Lieberman* on **Fox Business**: [http://www.foxbusiness.com/video/index.html?playerId=videolandingpage&streamingFormat=FLASH&referralObject=3841571&referralPlaylistId=e58d253d419a3e2328d5a7b6055c6313acb46bf6&maven\\_referrer=staf](http://www.foxbusiness.com/video/index.html?playerId=videolandingpage&streamingFormat=FLASH&referralObject=3841571&referralPlaylistId=e58d253d419a3e2328d5a7b6055c6313acb46bf6&maven_referrer=staf).

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## CableFAX Awards Luncheon

March 30, 2009  
Washington, DC

## CableFAX Awards Luncheon

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