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CableFAX Daily™

Tuesday — March 23, 2010

What the Industry Reads First

Volume 21 / No. 055

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What the Industry Reads First

Volume 21 / No. 055

X-Platform: ESPN Launches Research Initiative Tied to World Cup

ESPN unveiled plans Mon for "ESPN XP," a research initiative designed to study consumer behavior across TV, radio, Internet, mobile and print. It will test the waters first with its 2010 FIFA World Cup coverage but plans to extend the research to football in the fall and other sports next year. Yes, a lot of the data gathered will be proprietary, but ESPN is active in various measurement initiatives (like the **Coalition for Innovative Media Measurement**), so others may be able to benefit from this as well. "We want to be as open as we can about this to the industry," said *Artie Bulgrin*, ESPN's svp, Research+Analytics. "We just believe we need to move ahead at our own pace if we can. We also have a unique genre that we're dealing with and a unique audience in terms of sports." He thinks the World Cup is actually perfect for this research as games will take place during the day, when many are away from home. ESPN will carry all 64 games live. XP might also shed some light on Brazilian soccer fans. Because **Univision** has the Spanish-language rights to the games, **ESPN Deportes** will air the games in Portuguese. **The Keller Fay Group, Knowledge Networks, The Media Behavior Institute, The Nielsen Company** and **The Wharton Interactive Media Initiative** will participate in ESPN XP. More partners to come. "This is the 1st attempt by a programmer to measure all 5 platforms for a single media event," said *Glenn Enoch*, ESPN's vp, integrated media research. Execs said this wouldn't result in a new currency (not yet, at least), but they are hoping to create a scalable research plan to measure cross-media audiences 12 months out of the year by 2012.

Technology: The launch of **Hillcrest Labs'** Web TV browser *Kylo* got a lot of attention Mon for what it wasn't able to do. "We have confirmed with Hulu that they are preventing the *Kylo* web browser from playing **Hulu** videos. Prior to our formal launch, Hulu videos would play within the *Kylo* browser," said CEO *Dan Simpkins*. "Like Internet Explorer, Firefox or Safari, the *Kylo* browser is simply a Web browser that enables consumers to visit any site on the Web. We have tremendous respect for Hulu, and we hope that a continued dialog might influence their thinking." It's reminiscent Hulu restricting **Boxee**, which **NBCU's** *Jeff Zucker* recently called "disingenuous and misleading" for portraying itself as an Internet browser. Hillcrest said *Kylo* is a true Web browser (no walled garden) that was developed for the "millions of households" that connect their PCs or Macs to the TV. The idea is to deliver an experience specifically designed to be viewed from a distance in the family room, living room, etc. The Boxee-Hulu flap drew questions during **Comcast-NBCU** hearings on the Hill since NBC

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has a stake in the online video service. This looks like it could provide more fodder. No word from Hulu at press time.

In the States: Time Warner Cable has launched an online customer care team to be lead by *Phil Blum* (@TWCable-Phil on **Twitter**). The 4-person team uses email, Twitter and other forms of social media to help customers. Since a soft launch on Feb 19, the team has engaged 1500+ customers via Twitter. The team is available 9am-10:30pm ET Mon-Fri and noon-8:30pm ET on weekends. The MSO is also stepping into the blogosphere with the launch of www.twcable-untangled.com. -- **Showtime** is offering a free preview to a record 54.4mln HHs Thurs-Sun, letting viewers sample the premieres of "Nurse Jackie" and "United States of Tara." The premium programmer will also offer all 3 seasons of "The Tudors" on demand as a teaser for Season 4's debut (Apr 11). -- Earlier this month, **Massillon Cable TV** completed its DOCSIS 3.0 deployment to its 33K+ cable modem subs in OH using **Cisco** 10000 and **Motorola** BSR routers.

Broadband: Sen Commerce will get to pick apart the **FCC's** National Broadband Plan at its hearing Tues, but **HDNet** and **Broadcast.com** founder *Mark Cuban* is doing it now at his blog (BlogMaverick.com). While he says he is a fan of the concept behind the plan, he asks why 100Mbps? "Before we peg [100Mbps] as the speed to which all bandwidth providers should aspire, we need to find the watermark at which bandwidth creates new applications, and we need to see some of them," Cuban wrote, suggesting that the FCC focus on funding or forums for high bit rate apps. He's concerned that by 2020, 100Mbps might not be fast enough. Cuban wrote that there is a way to get beyond 100Mbps, but he's going to save his thoughts for the FCC. The hearing, by the way, will be live on C-SPAN 3 at 3pm.

At the Portals: Media Access Project is asking the **FCC** to extend the deadline for filing comments on the proposed **Comcast-NBCU** jv by 45 days to Jun 17. That would put the deadline for oppositions at Jul 15; replies would be due Aug 1. Currently, comments are due May 3, with responses and replies due Jun 2 and Jun 17, respectively. MAP said it submitted the request on its own behalf in the interest of expedition, but that it consulted with more than a dozen public interest, carrier, satellite, labor, programmer and other organizations who agree with "this prayer for relief." It argues that there are just too many comments due around the same time, including retrans, open Internet and the future of media, plus the National Broadband Plan had caused groups to delay work on other matters until last week.

Competition: AT&T is shaking up its \$99/mo bundle by letting consumers pick any 3 services—meaning they can choose wireless as their phone option. "With the high industry penetration rate for wireless, and challenges in expanding its broadband base, we think T is leveraging its broad service offerings to appeal to consumers," said S&P, which has a "strong buy" on shares and a 12-month \$31 price target. -- **DISH** launched its 15th satellite over the weekend, which will be used for more HD. DISH currently offers 160 HD channels as well as HD locals in 152 markets.

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BUSINESS & FINANCE

Ratings: The 1.4 HH (Nielsen) for the season 3 premiere of AMC's "Breaking Bad" Sun at 10pm was the series' highest ep ever, up 40% vs season 2's avg. The ep totaled 3.3mln viewers (10pm, 11pm, 1am) with double-digit growth across all demos (vs season 2's avg).

Programming: "Curb Your Enthusiasm's" basic cable debut just got better, with **TV Guide Net** teaming with *Larry David* to launch exclusive, never-before-seen extras to air with the series run on the network (debut Jun 2, 10pm). "Curb Your Enthusiasm: The Discussion," hosted by series regular *Susie Essman*, features guest stars, media pundits, etc. TV Guide obviously hopes Curb will put it on the map, judging from David's quote in Mon's press release: "Finally, thanks to the TV Guide Network, I'll get a chance to watch actual, intelligent people discuss and debate the issues addressed on 'Curb.' Now if only someone could tell me where this alleged 'network' is, I might even watch it." -- **Starz** got the rights to "Camelot," a 10-ep series from the creative team behind "The Tudors" and "Life on Mars." It'll debut in the 1st half of '11. -- **Sprout's** touting "dirtgirlworld," what it bills as the first green living series for preschoolers. It'll bow on Earth Day (Apr 22) with a 3-hr marathon that starts at noon ET.

On the Circuit: *George Bodenheimer* will serve as the honorary chair for **NAMIC's** annual awards breakfast, May 13, L.A. (part of Cable Connection Spring).

CableFAX Daily Stockwatch

Company	03/22 Close	1-Day Ch	Company	03/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	35.55	0.29	AMPHENOL:	42.96	(0.53)
DIRECTV:	34.00	0.58	AOL:	25.74	0.23
DISH:	20.95	0.03	APPLE:	224.75	2.50
DISNEY:	33.95	0.31	ARRIS GROUP:	12.17	0.15
GE:	18.07	0.00	AVID TECH:	14.29	0.12
NEWS CORP:	16.60	0.04	BIGBAND:	3.33	0.03
MSOS					
CABLEVISION:	23.53	0.09	BLNDER TONGUE:	1.13	0.01
COMCAST:	17.78	0.25	BROADCOM:	34.09	0.42
COMCAST SPCL:	16.91	0.29	CISCO:	26.28	0.13
GCI:	5.70	(0.08)	CLEARWIRE:	7.78	(0.02)
KNOWLOGY:	13.90	0.21	COMMSCOPE:	29.70	0.10
LIBERTY CAPITAL:	34.39	0.00	CONCURRENT:	5.39	(0.1)
LIBERTY GLOBAL:	28.49	0.70	CONVERGYS:	12.76	0.08
LIBERTY INT:	14.86	0.24	CSG SYSTEMS:	21.79	(0.19)
MEDIACOM:	6.01	0.15	ECHOSTAR:	19.79	(0.31)
RCN:	15.15	0.07	GOOGLE:	557.50	(2.5)
SHAW COMM:	19.66	(0.04)	HARMONIC:	6.48	0.06
TIME WARNER CABLE:	49.17	0.41	INTEL:	22.24	0.25
VIRGIN MEDIA:	17.03	0.24	JDSU:	11.07	0.11
WASH POST:	449.79	1.79	LEVEL 3:	1.71	0.03
PROGRAMMING					
CBS:	14.07	0.09	MICROSOFT:	29.60	0.01
CROWN:	1.99	0.03	MOTOROLA:	7.26	0.08
DISCOVERY:	33.18	0.68	OPENTV:	1.54	0.00
GRUPO TELEVISA:	20.99	0.29	PHILIPS:	33.03	0.17
HSN:	29.00	(0.34)	RENTRAK:	20.81	0.61
INTERACTIVE CORP:	23.82	(0.07)	SEACHANGE:	7.44	0.31
LIBERTY:	37.14	(0.03)	SONY:	38.84	0.20
LIBERTY STARZ:	51.17	(0.04)	SPRINT NEXTEL:	3.71	(0.06)
LIONSGATE:	5.82	(0.21)	THOMAS & BETTS:	38.23	0.12
LODGENET:	6.43	0.27	TIVO:	16.66	0.69
NEW FRONTIER:	1.96	(0.04)	TOLLGRADE:	6.59	0.12
OUTDOOR:	6.67	0.29	UNIVERSAL ELEC:	23.70	0.38
PLAYBOY:	3.55	0.02	VONAGE:	1.37	0.03
RHI:	0.29	0.02	YAHOO:	16.34	(0.1)
SCRIPPS INT:	41.72	0.47	TELCOS		
TIME WARNER:	31.28	0.04	AT&T:	26.40	0.16
VALUEVISION:	3.00	0.00	QWEST:	5.17	0.15
VIACOM:	34.15	0.46	VERIZON:	30.65	0.24
WWE:	17.22	0.03	MARKET INDICES		
TECHNOLOGY			DOW:	10785.89	43.91
3COM:	7.64	(0.02)	NASDAQ:	2395.40	20.99
ADC:	7.53	0.25			
ADVANTAGE:	2.24	0.09			
ALCATEL LUCENT:	3.24	0.06			
AMDOCS:	30.20	0.15			

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EYE ON ADVERTISING

Full Court UPS

March Madness is about more than basketball. In the equally competitive world of advertising, a growing roster of companies are vying to get their message in front of the legions of fans glued to their TVs during the tournament. One play is to become an NCAA Corporate Partner. *Doug Gibeaut*, UPS director of sponsorships and events, tells contributor *Cathy Applefeld Olson* why his company just signed on, why sponsorship makes sense now and how the company is angling for a full court press across broadcast and cable properties.

How would you characterize UPS' advertising relationship with CBS Sports up until now?

DG: Our past involvement has consisted primarily of TV spots with custom features, such as a "Whiteboard" element in "Road to the Final Four." If you're not aware, Whiteboard is UPS' highly recognized advertising campaign that we have used the last few years to demonstrate simply and effectively UPS' broad capabilities.

How successful has the relationship with CBS Sports been in the past? How do you measure that success?

DG: We feel it's been successful. But in the context of our overall sponsorship and sports marketing strategy, we wanted to do more than advertising, which is why we decided to pursue the corporate partnership with the NCAA.

Why the decision to become an NCAA Corporate Partner now? What do you expect to get out of the relationship you weren't getting before?

DG: Essentially this is an expansion of a relationship that primarily delivered advertising assets to UPS. The idea of becoming a corporate partner lets UPS pursue a wider range of activities on several fronts. First, it al-



lows us to establish business-to-business relationships with the NCAA and related institutions in an expanded way to help grow our business. Second, it allows us to create unique hospitality programs that will help us build customer relationships and recognize employees for their contributions to UPS' success—and to do this across many championships on a year-round basis. Third, the affiliation with the NCAA as their Official Logistics Partner helps UPS tell our story about what we can do in helping companies—or any organization—move their business forward.

How much of the relationship entails broadcast vs. cable?

DG: Our deal is primarily broadcast, however, since we're now an NCAA corporate partner, we will have the opportunity to purchase non-CBS inventory to support other championships such as the ones carried by ESPN (e.g., the College World Series). We have no plans to pursue this in 2010, but we will consider it for future years.

Generally, how is UPS rethinking its approach to advertising these days? And how does cable factor into the strategy?

DG: Cable continues to play a role in our advertising plans along with broadcast. We feel a mix provides us with the best opportunity to effectively reach our target audiences.

Are you doing as much TV advertising today as you have in the past? How about the Internet?

DG: With the proliferation of news, sports and other widely followed content now available on the Web, UPS has shifted a significant portion of our advertising efforts into the digital channel.

(Longtime entertainment industry reporter Cathy Applefeld Olson is delighted to be documenting media's wild ride into the 21st century)

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