

CableFAX Daily™

Wednesday — March 23, 2011

What the Industry Reads First

Volume 22 / No. 055

Wireless World: CTIA Abuzz With AT&T Deal, Mobility Surge

On Tues at **CTIA Wireless '11**, **Sprint** CEO *Dan Hesse* said cable ops must move headlong into wireless in order to capitalize on the key trends of consumers demanding content on the go en masse and young people principally using mobile devices and the Web to view video. "I think [cable ops] see 4G as a way to distribute content," said Hesse, who envisions cable ops offering branded wireless devices—preferably through spectrum capacity purchased from Sprint. **CNBC** host *Jim Cramer*, however, couldn't get Hesse and fellow panelist **Verizon Wireless** pres/CEO *Dan Mead* to wax on each company's potential next moves in the wake of **AT&T's** play for **T-Mobile USA**, although Mead did tell myriad reporters before the panel that the telco has no interest in acquiring Sprint. Hesse does "have concerns that [the AT&T-T-Mobile deal] will stifle innovation," while Mead said Verizon "didn't think there was a need to go after T-Mobile" because its own spectrum position is solid. 3rd panelist *Ralph de la Vega*, pres/CEO of **AT&T Mobility & Consumer Markets**—no, there wasn't any visible tension on stage, although Hesse did needle AT&T for not yet having 4G capabilities—reiterated how the T-Mobile deal alleviates AT&T's near-term spectrum challenges, and said "video communication... will be the next big wave" in wireless. Various Tues news items, meanwhile, confirmed that 4G is the current dominating wave. 59 additional markets will gain access to Verizon's **LTE** network by Dec, including Portland, OR, Sacramento, Louisville and Indianapolis, bringing to at least 147 the number of cities to be lit up by '12. T-Mobile announced it's doubling to 42Mbps the download speeds available through its 4G network in Las Vegas, NY and Orlando, and expects 140mln Americans in 25 markets to have access to the increased speeds by mid-yr. And **Leap Wireless** entered into a long-term 4G roaming agreement with **LightSquared**, which will allow **Cricket** to supplement the LTE coverage it plans to deploy over the next few years with LightSquared roaming services. Results from CTIA's bi-annual wireless survey show the ramping demand for such services. Wireless data traffic tallied 226.5bln megabytes during the last 6 months of '10, compared to 107.8bln from July-Dec '09, while the number of wireless-enabled tablets, laptops and modems totaled 13.6mln last year (11.9mln).

Hesse Redux: On **CNBC's** "Mad Money" Tues evening, Sprint CEO *Dan Hesse* says he was shocked to learn of AT&T's bid for **T-Mobile USA**, and intimates that Sprint's recent success with customers and 4G devices played a role in AT&T's move. "...it was surprising because, quite frankly, I didn't think that it would be possible for, let's say,

CableFAX workshop

April 5, 2011 8:45am-4:30pm NYC

How to Motivate Employees to Boost Bottom Line and Retention

Reports and statistics show that a motivated workplace is essential to the financial success of an organization. With cable competition perhaps at an all-time high and budgets tighter than they've been in years, MSOs, programmers and vendors must maximize employee talent. On top of that, managers are being asked to do more with less. In this climate, motivation, leadership and retention have become even more important to the bottom-line.

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Register today at www.cablefax.com/april5



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 ● Senior Online 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 ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: 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

one of the big two to acquire even number three or four," says Hesse, who argues that were the **DOJ** to approve the deal, it'd have to confirm a theoretical Sprint-**Verizon** union as well. Yet any purchase of Sprint would be more difficult to hammer out now, said Hesse, because Sprint should be valued at more than the \$39bn AT&T has offered for T-Mobile based on spectrum holdings and subscriber trajectories. Sprint shares rebounded Tues to gain 2.46%. **Raymond James' Ric Prentiss** raised to "strong buy" from "outperform" his rating on the shares, arguing that Sprint, with T-Mobile absorbed, will alone occupy the national post-paid value position.

Speaking Upfrontly: Who said upfronts were only for the Madison Ave crowd? **Bravo's** opening up its presentations to home viewers with a mix of live cut-in during the network's telecast of the "Top Chef All-Starts" finale on Mar 30. The idea is to let viewers get a glimpse of the advertising soiree while letting clients attending events in NY, L.A. and Chicago mingle with Bravo talent and be a part of the Top Chef finale. Adding to the fun, guests at the live finale viewing parties will be served dishes seen on the finale broadcast (NY guests will have their menu prepared by the contestants themselves).

All Spectrum on Deck: Nothing really new in *Julius Genachowski's* remarks at **CTIA** Tues. The FCC chmn remarked that the **CES** show 2 months ago might as well have been a wireless convention as virtually everything on the floor was connected to the Net via wireless connections. That of course led to more talk about how important it is to unleash more spectrum and hold those incentive auctions. Genachowski referenced the data roaming order on the FCC's Apr 7 agenda (*Cfax*, 3/18). "While we're still working through details of a data-roaming framework, I believe the core proposition is beyond dispute: healthy competition produces greater innovation and investment, lower prices, and better service," he said. -- **NAB** continues to be laser focused on ways to free up spectrum that don't involve reclaiming it from member companies. In a letter to House and Senate Commerce leaders Tues, NAB chief *Gordon Smith* urged a closer look at wireless companies' own receivers. "Poor RF performance quality of wireless receivers... can contribute to a capacity crunch for wireless services just as significantly as inadequate spectrum supply," Smith wrote in a letter.

In the States: **Cablevision's** new **iO TV Quick Views** allows digital subs to create up to 20 personalized, on-screen programming mosaics, each displaying up to 9 "favorite" nets at once. The free offering features more than 140 nets from which to choose, plus 1-click navigation to programming, future listings info and DVR recording capabilities. -- The **Better Business Bureau** received nearly 31K complaints about the cable and satellite TV industry last year, tops among all industries but down 5% YOY. The cell phone industry ranked 2nd with 27,293 complaints, marking a 29.6% decrease.

Upfronts: **IFC** greenlit 4 new original series: "Commercial Kings," "Young, Broke & Beautiful," "Whisker Wars," and "Bullet in the Face." It also renewed "Onion News Network" for a sophomore season (debuts Oct).

Ratings: Following a big win last week (2.6/2.58mln, compared to #2 **Fox News'** 1.8/1.79mln), **USA** said it has wrapped up a 1Q prime ratings victory, marking the net's 19th consecutive quarterly win among ad-supported nets among 25-54s (1.26mln) and total viewers (3.04mln). The net also delivered tops in HHs (2.26mln) and 18-49s (1.16mln), plus the best HH coverage rating in basic cable (2.26). -- **TNT's** top **March Madness** game last week was Arizona-Texas (3.0/3.04mln) on Sun evening, while **TBS** and **TruTV** received high-octane offenses Sat night from Pitt-Butler (2.5/2.53mln) and Syracuse-Marquette (1.6/1.48mln), respectively. -- **HBO's** "Big Love" ended with a season-high 1.6mln viewers Sun night at 9pm and drew a combined 2.3mln viewers across both telecasts—beating last season's finale (both telecasts) by 7%.

Programming: **TNT** renewed "Southland" for a 4th season and gave the nod to "Perception" ('12), a drama starring *Eric McCormack* as a neuroscientist who works to solve complex criminal cases. -- **TV Land** greenlit new sitcoms "Happily Divorced" (Tue 15), starring *Fran Drescher*, and "The Exes," and renewed "Retired at 35." -- **ESPN** inked a pair of multi-yr rights agreements to provide cricket coverage across TV, online and mobile, including **ESPN3.com**. Included are the '15 ICC Cricket World Cup and Champions League Twenty20. -- **Telemundo** extended its exclusive US broadcast and online rights to away World Cup qualifying matches of **The Mexican National Team** through '13. -- *Chaz Bono* doc "Becoming Chaz" kicks off the **OWN Doc Film Club** May 10. Following the film, *Rosie O'Donnell* will talk with Bono, his girlfriend, the filmmakers and transgender people and their families.

Honors: **ESPN** leads the Sports Emmy nominations (36), but there are plenty of other cable nets in the running. **HBO** had 22 noms, followed by the 4 broadcast nets. Also receiving multiple nominations were **ESPN2** (9), **MLB Net** (7), **TNT** (6), **NFL Net** (4), **Showtime** (4), **DirecTV** (2), **Speed** (2) and **TBS** (2). **Big Ten**, **Current**, **ESPN Deportes**, **ESPNU**, **Fuel**,

CableFAX Digital Hot List 2011

CableFAX Digital Awards Breakfast
April 6, 2011 | 8:30 – 10:30am | Grand Hyatt, NYC

Chris Allen - Starcom

Cathy Avgiris - Comcast Cable

Amy Banse - Comcast Interactive Media

Christopher Barry - Sundance Channel

Nomi Bergman - Bright House

Albert Cheng - Disney/ABC Television Group

Steven Cook - Time Warner Cable

Mark Cuban - HDNet

Jatin Desai - Itaas

Thomas Fishman - MTV

Ron Frankel - Synacor

Jim Gallagher - Charter Communications

Mark Garner - AETN

Robert Gessner - Massillon Cable TV

Mari Ghuneim - Bravo Media

Rebecca Glashow - Discovery
Communications

Marc Goldberg - Epix

Gabi Gregg - MTV

Greg Hickman - WICT

John Higginbotham - Frankfort Power
Board

Sarah Hofstetter - 360i

Rhonda Holt - TBS

Matt Hong - Turner Sports

Lisa Hsia - Bravo Media

Neil Hunt - Netflix

Jeff Huvsar - Fox Sports Interactive

Yvette Kanouff - SeaChange International

Jennifer Kavanagh - Oxygen

Rob Kennedy - C-SPAN

Jason Kilar - Hulu

Patrick Knorr - Knorr Solutions

John Kosner - ESPN

Mike LaJoie - Time Warner Cable

Mark Lapidus - Comcast Sports Net Mid-
Atlantic

Peter Levinsohn - Fox Interactive Media

Paul Leys - OMD / Ignition Factory

Peter Low - Ensequence

Rhonda Lowry - TBS

Tara Maitra - TiVo

Don Mattrick - XBox

Dermot McCormack - MTV

Mac McKean - AMC

Todd Merkow - Outdoor Channel

Stephanie Mitchko - Cablevision Systems

John Najarian - Comcast Entertainment Group

Vikki Neil - Scripps Networks

Lisa Choi Owens - Scripps Networks

Arthur Orduña - Canoe Ventures

JB Perrette - NBCUniversal

Timothy Peters - FourthWall Media

Damon Phillips - ESPN

Clark Pierce - Fox Sports Networks

Jennifer Pirot - NBCUniversal Digital
Distribution

David Preisman - Showtime

Enrique Rodriguez - Cisco

Avner Ronen - Boxee

Jeff Simmermon - Time Warner Cable

Buddy Snow - Motorola Mobility

Michael Spirito - YES Network

Meredith Stark - CNBC.com

Dan Suratt - AETN

Doug Sylvester - Avail TVN

Ritu Trivedi - Mindshare

Nicholas D. Troiano - Black Arrow

Amy Tykeson - Bend Broadband

Aimee Viles - Bravo Media

Tony Werner - Comcast

Michael Willner - Insight

Anthony Wood - Roku

Stephen Youngwood - Nickelodeon

The Digital Hot List will be honored during the April 6th awards breakfast at the Grand Hyatt Hotel in New York City and in the *CableFAX Daily* Mid-Day Report released during the luncheon.
Congratulations to all of the finalists. See you on April 6th!

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To register for the event, visit www.CableFAX.com/events

BUSINESS & FINANCE

Travel, USA and Versus each have 1 nomination. -- AT&T, Verizon and Cisco are among The Natl Assoc for Female Executives' top 50 companies for exec women.

People: MJ Cavanagh will lead non-endemic ad sales for Sportsman Channel as evp, ad sales. She'll stay on as evp, ad sales for InterMedia sister net GMC. -- Univision named Maelia Macin as evp, network sales for Univision Networks. Peter Lazarus was named evp, sales strategy, new networks, and Alberto Mier y Terán becomes vp/gm for the co's flagship stations in L.A. -- Cameron Blanchard was upped to evp, comm and Tony Cardinale to evp, brand planning and strategic insights, NBCU Ent & Digital Networks and Integrated Media Div. NBCU evp, human resources Margaret Lazo expands oversight to all the businesses in the new div. -- Time Warner Cable upped Mark FitzPatrick to svp, finance and Paul Lang to svp, business services.

On the Circuit: The Cable Show will launch a new venue for demoing products and making announcements. Dubbed "The Park," the amphitheater will be on the exhibit floor, and presentations will be live-streamed at thecableshow.com. The show is slated for June 14-16, Chicago.

Business/Finance: Charter inked a definitive agreement to buy from Windjammer Comm 3 cable systems with approx 17K subs in AL and GA. The deal is expected to close in 3Q.

CableFAX Daily Stockwatch

Company	03/22 Close	1-Day Ch	Company	03/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
DIRECTV:	45.08	0.35	BLNDER TONGUE:	1.96	0.02
DISH:	23.22	(0.02)	BROADCOM:	40.01	(0.5)
DISNEY:	41.44	(0.38)	CISCO:	17.45	0.06
GE:	19.49	(0.23)	CLEARWIRE:	5.39	0.33
NEWS CORP:	17.68	(0.01)	CONCURRENT:	6.12	(0.1)
MSOS					
CABLEVISION:	34.75	(0.39)	CONVERGYS:	14.53	0.52
CHARTER:	48.67	(0.21)	CSG SYSTEMS:	19.42	(0.06)
COMCAST:	24.06	(0.11)	ECHOSTAR:	35.37	0.31
COMCAST SPCL:	22.61	(0.07)	GOOGLE:	577.32	0.82
GCI:	10.09	(0.07)	HARMONIC:	8.50	(0.15)
KNOWLOGY:	13.26	(0.31)	INTEL:	20.14	(0.04)
LIBERTY CAPITAL:	73.68	0.63	JDSU:	18.71	(0.67)
LIBERTY GLOBAL:	41.10	0.10	LEVEL 3:	1.34	0.04
LIBERTY INT:	15.62	(0.15)	MICROSOFT:	25.30	(0.04)
SHAW COMM:	21.20	0.18	RENTRAK:	25.22	(0.06)
TIME WARNER CABLE:	69.08	(0.01)	SEACHANGE:	9.25	(0.06)
VIRGIN MEDIA:	26.69	(0.64)	SONY:	32.28	(0.14)
WASH POST:	439.35	0.09	SPRINT NEXTEL:	4.47	0.11
PROGRAMMING					
CBS:	24.66	0.15	THOMAS & BETTS:	56.83	(0.32)
CROWN:	2.10	0.11	TIVO:	8.64	(0.01)
DISCOVERY:	39.57	(0.39)	TOLLGRADE:	9.99	(0.02)
GRUPO TELEVISA:	23.29	(0.01)	UNIVERSAL ELEC:	27.96	(0.02)
HSN:	30.52	(0.23)	VONAGE:	4.09	(0.01)
INTERACTIVE CORP:	29.34	(0.16)	YAHOO:	16.36	0.07
LIBERTY:	43.00	0.06	TELCOs		
LIBERTY STARZ:	77.24	(0.49)	AT&T:	28.10	(0.16)
LIONSGATE:	6.03	0.13	QWEST:	6.79	0.10
LODGENET:	3.42	0.05	VERIZON:	36.95	0.49
NEW FRONTIER:	1.85	0.02	MARKET INDICES		
OUTDOOR:	7.48	0.05	DOW:	12018.63	(17.9)
SCRIPPS INT:	50.68	0.38	NASDAQ:	2683.87	(8.22)
TIME WARNER:	34.86	(0.6)	S&P 500:	1293.77	(4.61)
VALUEVISION:	6.74	(0.11)			
VIACOM:	51.16	0.17			
WWE:	12.13	0.08			
TECHNOLOGY					
ADVANTAGE:	3.05	(0.04)			
ALCATEL LUCENT:	5.10	(0.16)			
AMDOCS:	28.80	(0.09)			
AMPHENOL:	55.07	(1.1)			
AOL:	18.97	0.07			
APPLE:	341.20	1.90			
ARRIS GROUP:	12.12	(0.1)			
AVID TECH:	22.38	(0.02)			
BIGBAND:	2.54	(0.06)			

CableFAX's Top Case Studies in Cable Marketing & PR Guidebook

THIS ONE OF A KIND BOOK, from the publisher of CableFAX, exemplifies how cable programmers, operators and vendors cut through the clutter to mount PR and Marketing efforts that worked, gained revenue, ratings points and industry buzz. Each study demonstrates some facet of ingenuity, innovation or integrated thinking, illuminating communications as a function that has matured with poise and established its indispensability to business practices.



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