

# CableFAX Daily™

Wednesday — March 28, 2007

What the Industry Reads First

Volume 18 / No. 060

## Face to Face: MLB to Meet With EI Shut Outs, DirecTV Natl Ad Campaign Starts

With less than 5 days before baseball's first pitch, MLB reps will meet in person with In Demand and DISH again. That was the promise both sides made to Sen John Kerry (D-MA) at Tues' 2-hour Sen Commerce hearing on MLB's "Extra Innings" deal with DirecTV. It will be the 1st face-to-face meeting since Mar 9. MLB reacted with less enthusiasm, however, to Kerry's suggestion that the "status quo" be maintained for a few weeks so that a deal might be reached after the season starts (MLB has given In Demand and DISH until Mar 31 to match DirecTV's deal for Extra Innings and the **Baseball Channel**). MLB pres/COO Bob DuPuy noted that negotiations have continued for 9 months now and that DirecTV needs to start marketing the out-of-market package. The DBS provider just launched its Extra Innings national TV and print campaign on Mon. Its Website message reads, "DirecTV is the only television service that can offer you MLB Extra Innings today," offering subs a \$40 discount off the package's \$200 price tag if they sign up by Apr 7. Obviously, DirecTV's messaging going forward will depend heavily on whether it ends up as the exclusive provider of the out-of-market package. "We have been promoting MLB Extra Innings with print tactics and on-air promos since the announcement to our customer base, and orders from DirecTV customers have been brisk," a spokesman said, noting that ads are on billstuffers and in its "Access DirecTV" magazine. -- **The View From the Hill:** Sens repeatedly stressed the importance of MLB and DirecTV balancing their business interests with the public's interest (Kerry said it cost an avg family of 4 \$180 to attend a game last year—almost the same price as Extra Innings, which would let a fan follow their out-of-market favorite team). The Commerce members also agreed that MLB's argument that fans won't lose out because they can watch the games via a broadband connection isn't going to fly. "The computer monitor will never make it in my household," said Sen Claire McCaskill (D-MO), who complained that her husband had given her grief for going with EchoStar instead of DirecTV, which has programming packages like "NFL Sunday Ticket."

**Competition:** Verizon Wireless and Samsung bowed the 1st mobile phone to support Verizon Wireless' mobile TV service, now available in select markets for \$150 after a rebate and a new 2-year agreement. ESPN introduced a channel for the service, offering live game and event coverage, sports news and commentary and score updates. -- Starting Sun, AT&T will offer broadband and wireless subs free 1-year access to more than 3mln songs through "Napster To Go."

**Simultaneous Showings:** Time Warner Cable on Tues launched in Austin and Columbus a day-and-date on demand movie trial with Warner Bros, which is involved with Comcast and 4 other studios in a similar trial (Cfax, 12/7). Now available via VOD to nearly 500K collective digital subs in both locales are "Happy Feet" and "Deep Sea 3D," which were released Tues on DVD, and "Blood Diamond," released on DVD last week. Every film released on DVD by WB throughout the trial period will be available the same day on demand, for the identical price as other premium movies (\$3.95).

**VOD:** If you miss the days of wall-to-wall car chases on the news, you're in luck. TVN is launching its 7th VOD channel,

"Sweet Lou" Piniella • Alfonso Soriano • Aramis Ramirez • Kerry Wood • Neal Cotts

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**"Caught On Demand,"** which features police chases, extreme car crashes and convenience store robberies. The VOD offering launches to more than 2.5mln subs via 15 affils, including **WOW** and **Blue Ridge**. -- **Music Choice** says its free VOD music service has surpassed 700mln orders, based on **Reentrak** data. It notched a record 41mln orders in Feb.

**Mobile: Yahoo!** has become the ad network partner for **MobiTV's** mobile video advertising sales and delivery, including ad modes such as text, banner and mobile video. Initial ads will go live later this year. -- **E!** and **UIEvolution** pressed play on "E! True Hollywood Trivia," a mobile game based on the net's eponymous series. -- **MSNBC.com** unveiled its ad-supported "Multimedia on Mobile" news product, offering video, photo and text content through a free download to Windows Mobile smartphones. -- **NBCU** tapped **Crisp Wireless** to support expansion of its content to mobile phones.

**Hallmark Upfront:** Among the original movies to air on **Hallmark Channel** throughout '07 are "A Stranger's Heart" (May), in which a woman copes with heart transplant surgery, and "Murder 101: If Wishes Were Horses" (Aug), the 3rd installment of the movie series starring *Dick Van Dyke*. -- **Hallmark** launched "Watch With Me," a multi-platform public affairs initiative promoting family TV co-viewing and other activities around which people can spend more time together. The net will partner with advertisers, affils, schools and govt orgs to raise awareness for the initiative, which includes PSAs, school curricula and community events. -- 88% of cable and satellite viewers believe the number of TV shows with sexual, violent, crude or obscene content has risen sharply over the past 5 years, while 63% of parents think children can't safely watch TV unsupervised, according to a Hallmark-commissioned study by **The Segmentation Co.**

**Deals:** The **FCC** approved the \$12.3bln transfer of **Univision** to a consortium that includes **Saban Capital Group**, **Madison Dearborn Partners**, **Providence Equity Partners**, **Texas Pacific Group** and **Thomas H. Lee Partners**. In addition, it announced a record \$24mln fine that resolves allegations that certain **Univision** stations failed to comply with rules requiring at least 3 hours/week of children's educational programming. -- **Motorola** made an equity investment in on demand mobile content provider **GoTV Networks**.

**Check Me Out: TiVo** and **One True Media** partnered to allow sharing of personal video content across TV screens. Video montage creators at **Onetruemedia.com** may create a personal TiVo channel. Specified TiVo subs are invited to watch and to acquire a pass that adds the content to the same location where they access all of their TV recordings.

**In the States:** The top 5 MSOs have deployed more than 229K CableCARDS as of Mar, **NCTA** told the **FCC** this week. That's up from the 180K reported in Sept.

**Online:** A download-to-own feature for **Showtime** eps, program synopses and video highlights represent some of the offerings available through "Showtime Interactive," a service accessible to users running **Windows Media Center** on a computer using Windows Vista Home Premium or Windows Vista Ultimate.

**Ratings:** The 3-hour Sun premiere of **Discovery Channel's** "Planet Earth" pulled down a 3.6 HH rating (the net's highest since '05), helping the net (1.4/1.26mln) tie with **TBS** (1.4/1.31mln), **Fox News** (1.4/1.24mln) and **FX** (1.4/1.23mln) for 4th on the weekly prime ratings list. **USA** (2.1/1.96mln), **Disney** (1.8/1.64mln) and **TNT** (1.5/1.39mln) led the rankings.

**Programming:** **The History Channel's** new series in production include "Ice Road Truckers," spotlighting the duties of the eponymous drivers, and "Jurassic Fight Club," examining ancient dinosaur donnybrooks. -- **MTV** announced a sneak

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# BUSINESS & FINANCE

peak marathon (Apr 7, 1pm) featuring all 8 eps from the final season of "Punk'd," which debuts Apr 10 (9pm).

**On the Circuit:** Anheuser Busch pres/CEO *August Busch* keynotes CAB's sales mgmt conference at NCTA's "The Cable Show '07" in Las Vegas (May 7-9). Joining Busch to debate emerging ad tech is *John Lansing*, pres, **Scripps Nets**; *Lisa Gersh*, pres/CEO, **Oxygen Media**; and **Time Warner Cable** COO *Landel Hobbs*.

**Get Well Soon:** We're keeping former MPAA pres *Jack Valenti* in our thoughts. The 85-year-old suffered a stroke last week and is at Johns Hopkins Hospital in Baltimore.

**People:** *David Hill* resigned his post as pres, **DirecTV Entertainment Group**, and returned to **Fox Sports** as chmn/CEO. Hill will remain an advisor to DirecTV in select entertainment and content initiatives. -- **The History Channel** expanded with a new deal the duties of *R. Lee Ermey*, host of the net show "Mail Call," to include development of new series and specials, and amplified roles at History.com and Military.history.com. -- **USA** and **Sci Fi** svp/CFO *Catherine Dunleavy* was promoted to evp/CFO, **NBCU Cable**.

**Business/Finance:** **Pali Capital** expects **News Corp** shareholders to approve the **Liberty Capital/DirecTV** swap proposal next week. It cites accretion from the transaction as the primary reason for raising to \$27 from \$24 its target on News Corp shares.

## CableFAX Daily Stockwatch

Company	03/27 Close	1-Day Ch	Company	03/27 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	45.29	0.24	AMPHENOL:	65.33	(0.48)
DIRECTV:	22.71	0.03	ARRIS GROUP:	13.51	0.22
DISNEY:	34.66	(0.56)	AVID TECH:	34.66	0.12
ECHOSTAR:	43.17	0.08	BLNDER TONGUE:	2.03	0.19
GE:	35.79	(0.21)	BROADCOM:	32.06	(0.58)
HEARST-ARGYLE:	26.86	(0.13)	C-COR:	13.46	(0.34)
ION MEDIA:	1.31	(0.02)	CISCO:	25.93	(0.41)
NEWS CORP:	24.09	(0.37)	COMMSCOPE:	43.17	(0.32)
TRIBUNE:	31.10	(0.02)	CONCURRENT:	1.50	(0.01)
<b>MSOS</b>					
CABLEVISION:	30.47	0.07	CONVERGYS:	25.47	(0.18)
CHARTER:	2.82	0.06	CSG SYSTEMS:	25.23	(0.08)
COMCAST:	26.08	(0.22)	GEMSTAR TVG:	4.18	(0.04)
COMCAST SPCL:	25.72	(0.24)	GOOGLE:	463.62	(1.38)
GCI:	13.99	(0.4)	HARMONIC:	9.73	(0.36)
KNOLOGY:	14.82	0.12	JDSU:	15.28	(0.16)
LIBERTY CAPITAL:	109.11	(0.03)	LEVEL 3:	6.13	(0.09)
LIBERTY GLOBAL:	32.92	0.31	MICROSOFT:	27.72	(0.5)
LIBERTY INTERACTIVE:	24.07	(0.09)	MOTOROLA:	17.77	(0.14)
MEDIACOM:	7.97	(0.02)	NDS:	50.14	(0.8)
NTL:	28.22	0.00	NORTEL:	24.72	0.57
ROGERS COMM:	32.42	(0.54)	OPENTV:	2.48	(0.03)
SHAW COMM:	37.44	(0.06)	PHILIPS:	38.41	(0.29)
TIME WARNER CABLE:	37.44	(0.36)	RENTRAK:	15.59	(0.13)
WASH POST:	763.00	1.03	SEACHANGE:	8.24	0.11
<b>PROGRAMMING</b>					
CBS:	30.58	0.02	SONY:	52.35	(0.14)
CROWN:	5.33	0.05	SPRINT NEXTEL:	18.86	0.14
DISCOVERY:	18.30	0.04	THOMAS & BETTS:	48.74	(0.17)
EW SCRIPPS:	44.50	(0.18)	TIVO:	6.41	0.05
GRUPO TELEVISA:	29.43	(0.03)	TOLLGRADE:	12.46	(0.03)
INTERACTIVE CORP:	38.64	0.16	UNIVERSAL ELEC:	28.87	(0.33)
LODGENET:	30.13	2.24	VONAGE:	3.26	(0.12)
NEW FRONTIER:	9.08	(0.03)	VYYO:	7.47	0.55
OUTDOOR:	10.39	(0.01)	WEBB SYS:	0.04	0.00
PLAYBOY:	10.28	(0.03)	WORLDGATE:	0.73	0.00
TIME WARNER:	20.11	(0.07)	YAHOO:	31.55	(0.11)
UNIVISION:	36.21	0.06	<b>TELCOS</b>		
VALUEVISION:	12.01	(0.1)	AT&T:	39.44	0.13
VIACOM:	40.91	(0.32)	QWEST:	8.88	0.01
WWE:	15.82	(0.08)	VERIZON:	37.69	0.02
<b>TECHNOLOGY</b>					
3COM:	3.95	(0.02)	<b>MARKET INDICES</b>		
ADC:	17.18	0.19	DOW:	12397.29	(71.78)
ADVANTAGE:	3.43	(0.07)	NASDAQ:	2437.43	(18.2)
ALCATEL LUCENT:	11.93	0.01			
AMDOCS:	36.35	0.33			

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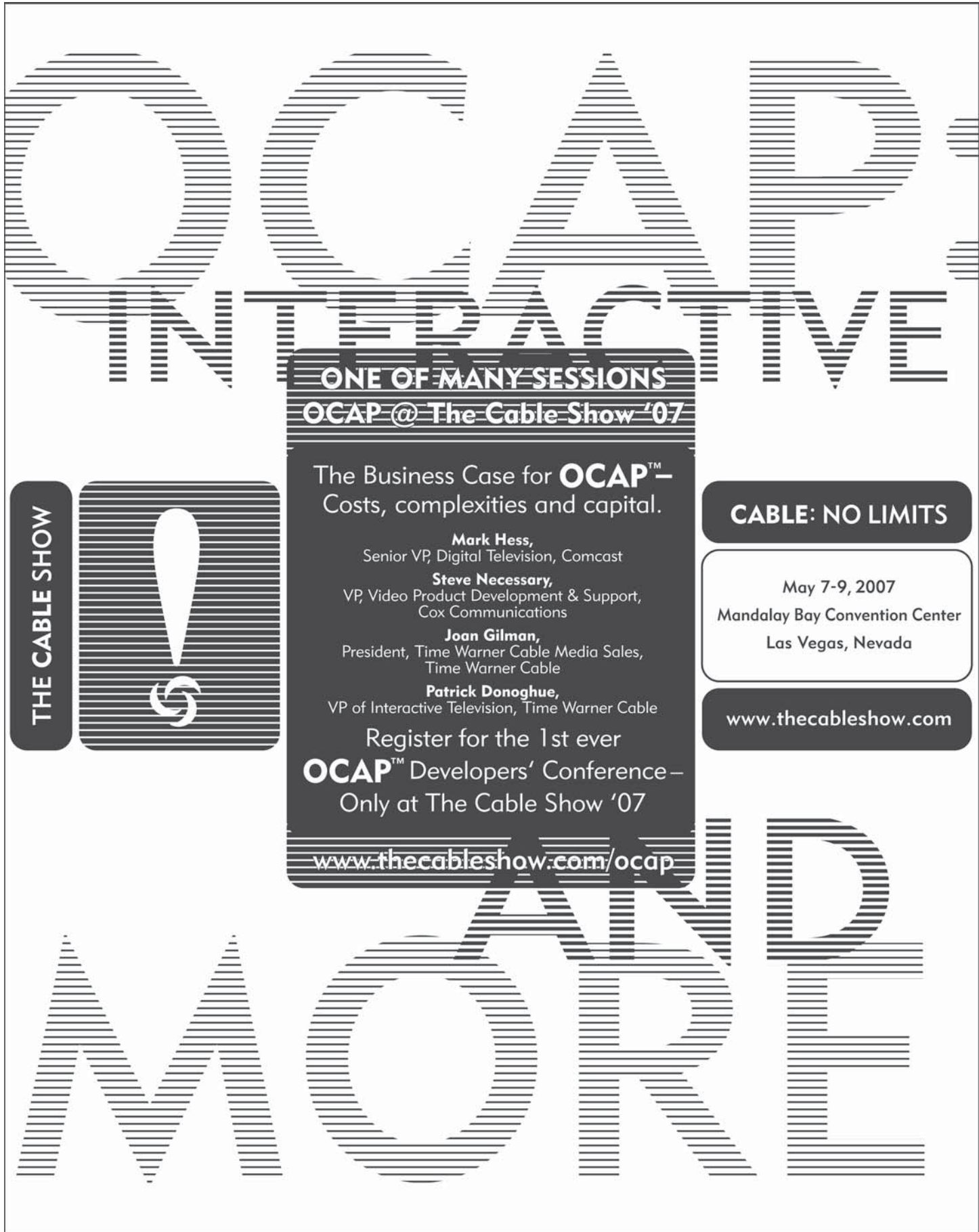
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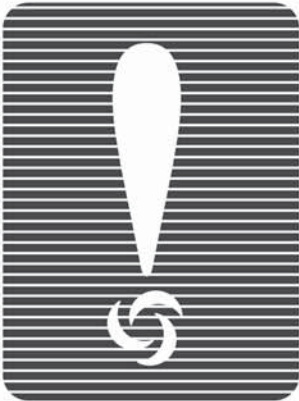
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