

CableFAX Daily™

Wednesday — March 30, 2011

What the Industry Reads First

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Full Court Press: Time Warner Cable Gets Vocal on iPad App

As everyone waits for the inevitable 1st lawsuit from programmers to drop, **Time Warner Cable** is standing up for its iPad app, launching www.iwantmytwctvapp.com this week. "More freedom to watch on more screens. Why do some networks want to take it away?" the Website proclaims in a style reminiscent to TWC's past Internet campaigns over programming disputes. TWC Pres, COO *Rob Marcus* appeared on **CNBC** Tues afternoon to further make the MSO's case. "Our contracts give us very broad rights to deliver individual programming networks in customers' homes," he said. "There are really no references to specific devices... We always contemplated that this was an evolving landscape, so no one thought it appropriate to restrict the rights profile." Marcus rejected any comparisons to e-books, saying the app is for services (video and Internet) that the customer has already purchased. TWC spokesman *Alex Dudley* said the Website is meant to keep customers up-to-date, particularly in light of all the press on the issue. "One of the primary questions has been what's going on," he said. While TWC contends that the app is just another screen inside the home, some programmers, including **Scripps** and **Viacom**, believe that it doesn't have the rights to stream their content. There have been more than 300K downloads of the app to-date. While it currently only works inside the home, the MSO's site says it's working to find the simplest and easiest way to let customers enjoy programming inside and outside the home. That's clearly important to customers, seeing as 3 of the 4 comments displayed on IWant-MyTWCTVApp.com ask for that capability. Meanwhile, programmers may soon have another MSO to direct their anger at. **Cablevision** has previously said its own iPad viewing app would launch in 1Q. Time's running out...

Wireless: **Cox** launched its mobile phone and wireless HSD services throughout Oklahoma City and Tulsa, bringing to 5 the number of markets in which they're available (Hampton Roads, VA; Omaha and Orange County). The services will next move to the MSO's New England market encompassing RI, CT and Cleveland, and additional planned launches later this year will see wireless cover more than half of Cox's footprint.

Competition: **Verizon** will make available Thurs the **Samsung** 4G LTE Mobile Hotspot, with 5-12Mbps download speeds across up to 5 WiFi-enabled devices simultaneously. It costs \$100 after a mail-in rebate with a new 2-yr agreement.

In the Courts: **Adult VOD** has sued **Time Warner Cable**, claiming the MSO breached an agreement to carry its adult programming. Adult VOD's claims include TWC holding it to an unreasonably high editing standard, while maintaining a markedly lower standard for its competition. The complaint was filed in the Supreme Court of NY earlier this month.

OTT: **Sony Picture Ent's** multiplatform video network **Crackle** expanded its full slate of free, ad-supported movies and TV series to include all customers with **Playstation3** game consoles, **Roku** streaming players, **Sony** Blu-ray players and Web-connected Bravia TVs. Viewers spend an avg of 50min/visit on Crackle via connected TVs. The network features approx 20 titles/month. – 30% of all homes have at least 1 TV connected to the Web via a game console, Blu-ray player or



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the TV itself, up from 24% a yr ago, according to **Leichtman Research**. 10% of all adults watch Web video through 1 of the devices weekly, up from 5% and driven by **Netflix** subs, 30% of whom do the same. Just 0.3% of Leichtman's sample dropped a MVPD service over the past 12 months, do not plan to subscribe again in the next 6 months and say they dropped service because they can get all the content they desire on the Web or elsewhere.

Carriage: **LodgeNet** will carry new ent net **ReelzChannel in Your Room** in its partner hotels. Produced by ReelzChannel, the net will be customized for hotel audiences and feature movie reviews and Hollywood news. -- 24/7 all-weather channel **WeatherNation TV** inked a carriage agreement giving **NCTC's** membership access to the net beginning in 2Q.

Advertising: **Comcast** and **NBCU** are preparing to combine all their media accounts and put the consolidated business into review, reports *Ad Age*, saying the combined accounts could be worth around \$1.2bln in media spending.

Deals: Believing an "air of inevitability has settled on Washington and Wall Street," **Stifel Nicolaus** said it's likely **AT&T** will push its proposed purchase of **T-Mobile USA** through "with its mobile broadband coverage pledge, spectrum capacity arguments, and overall lobbying and strategic prowess heading into the presidential campaign." The firm noted a remaining risk that the government will seek onerous conditions over which the telco could balk, and added the deal could spur other transactions such as a play by **Verizon** for **DISH** or **DirecTV**.

Online: **One World Sports** and **America One** teamed for **OneSportsPLUS.com**, a broadband service with more than 5K live and exclusive sporting events from more than 100 colleges, 70 US pro teams and pro leagues in Asia and Europe. Formerly known as B2TV.com, the site's available to cable and satellite affils as an authenticated service. -- **Starz Digital Media** renewed movie parody Web series "How It Should Have Ended" and expanded into the video game genre with "How It Should Have Ended: Video Games," initially be available through **Machinima.com's** ent network on **YouTube**.

Earnings: **Atlantic Broadband** reported 5.1% in '10 rev to \$317mln on increases in HSD (+13.8%), phone (+14.6%) and comm (+13.2) rev. As of Dec 31, it had 266K basic subs, 93K digital, 143K residential HSD and 68K home phone subs.

Technology: **Cheetah Technologies** intro'd tech billed as cable's 1st 3-tuner video QAM monitoring solution, expanding accuracy and scalability to monitoring of digital video QoE with CableCard decryption. -- By bowing sales mgmt tech for cable nets on its traffic platform, **WideOrbit** now claims an end-to-end solution for nets across rate cards, program management, deal and inventory management, traffic, stewardship, master control, automation and billing.

Ratings: **USA** scored the prime ratings title in 1Q as expected, easily winning among households (2.3/2.29mln) and total viewers (3.08mln). But the net (1.16mln) barely held off **ESPN** (1.14mln) to reign among 18-49s as well. **Dis-**

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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



2011 Awards Finalists

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April 6, 2011 | 8:30 – 10:30am | Grand Hyatt, NYC

Register at www.CableFAX.com/events

CableFAX Best of the Web Finalists

Ad / Series of Ads

- ▶ A&E - The Fugitive Chronicles - NY Times Takeover
- ▶ A&E - The Glades, Pool Takeover
- ▶ A&E - Kirstie Ally's Big Life, Bumping Units
- ▶ Castells & Asociados - Time Warner Cable - TWC.com/espanol
- ▶ FEARnet - Zombie Roadkill, Original Series Launch
- ▶ Oxygen Media - Hair Battle Spectacular Digital Advertising

Best Website: Regional/Local Programmers

- ▶ Central Florida News 13 - CFNews13.com
- ▶ Comcast SportsNet Mid-Atlantic - CSNWashington.com
- ▶ News 12 Interactive - News12.com
- ▶ YES Network - YESNetwork.com

Best Website: Technology and other Vendors

- ▶ Cisco - The Cisco Website - cisco.com
- ▶ Motorola - The Motorola Mobility Website - motorola.com
- ▶ Winnercomm - CHC.com

Best Website - Cable Network - Large

- ▶ AMC - AMCtv.com
- ▶ BBC Worldwide - BBCAmerica.com
- ▶ Discovery Digital Media - TLC.com
- ▶ ESPN - ESPN.com
- ▶ Cartoon Network - CartoonNetwork.com

Best Website - Cable Network - Small and MidSize

- ▶ Bay News 9 - Baynews9.com
- ▶ EPIX - EPIXHD.com
- ▶ FEARnet - FEARnet.com
- ▶ Charter Communications Live it with Charter.com

Blog or Series of Blogs

- ▶ AMC - AMCtv.com's Mad Men Blog
- ▶ AMC - AMCtv.com's The Walking Dead Blog
- ▶ CNBC.com - NetNet with John Carney
- ▶ Comcast SportsNet Mid-Atlantic - Chris Cooley's Blog
- ▶ E!/Comcast Entertainment Group - The Soup Blog
- ▶ Time Warner Cable - Untangled

Community / Social Networking

- ▶ ABC Family Digital Media - The Live Huge Website
- ▶ EPIX - EPIX Screening Room: Watch with Friends
- ▶ Oxygen Media, LLC - OxygenLive TV
- ▶ Travel Channel - Anthony Bourdain's 100th Episode
- ▶ YES Network - My Yes

Contest / Online Games

- ▶ AMC - Breaking Bad - The Interrogation Interactive Graphic Novel
- ▶ Black Entertainment Network - Fandemonium Award
- ▶ Buckeye CableSystem - \$25,000 Pigskin Picks Contest
- ▶ Discovery Communications, LLC - Discovery Kids Latin America Online Games - Ciudad Verde
- ▶ National Geographic Channel - "MOVE!" The Great Migrations Facebook Game
- ▶ Cartoon Network - Cartoon Network Universe: FusionFall

Corporate Social Responsibility / Education

- ▶ A&E - The Recovery Project
- ▶ Discovery Communications - Discover Your Impact Day
- ▶ EPIX - EPIX Presents: Waiting for Superman Virtual Town Hall
- ▶ Time Warner Cable, Inc. - Connect a Million Minds

Digital Marketing Campaign

- ▶ HSN - "Eat, Pray, Love"
- ▶ EPIX - EPIX Fall 2010 Free Trial Digital Acquisition Campaign
- ▶ Retirement Living TV - Prime Votes
- ▶ Travel Channel - Anthony Bourdain's 100th Episode

Editorial Excellence - Overall

- ▶ AMC - AMCtv.com
- ▶ CNBC.com - NetNet.CNBC.com
- ▶ ESPN - ESPN.com
- ▶ GMC - watchgmtv.com
- ▶ News 12 Interactive - Island Vote 2010 - News12.com

Editorial Excellence - Special Section

- ▶ News 12 Interactive - Island Vote 2010 - News12.com
- ▶ Outdoor Channel - Quarterly Online Program Guide

Email Newsletter/s

- ▶ Outdoor Channel - Outdoor Channel's Weekly E-Newsletter

Original Content

- ▶ ESPN - Sport Science
- ▶ EPIX - EPIX Live
- ▶ Outdoor Channel - boonDocs: Wilderness & Travel Medicine
- ▶ Retirement Living TV - Prime Votes
- ▶ Scripps Networks - Home Styles for FrontDoor.com
- ▶ Scripps Networks - Drinks with Alie and Georgia
- ▶ WE tv and Wedding Central - Put A Ring On It

Blogger / Tweeter / Social Networking Facilitator

- ▶ Faran Krentcil - AMCtv.com's The Mad Men Fashion File
- ▶ John Carney - CNBC.com
- ▶ Conan O'Brien - Conaco

Video Editor / Producer

- ▶ Mary Novak - AMC
- ▶ Joe Auremma - YES Network

Web Content Director

- ▶ Drew Pizarra - AMC
- ▶ Kevin Sullivan - YES Network

Smartphone App

- ▶ Discovery Digital Media - MythBusters iPhone App
- ▶ Smithsonian Networks - Smithsonian Channel iPhone App
- ▶ Turner Sports - NBA GAME TIME v3.0
- ▶ Turner Sports - 2010 Ryder Cup iPhone App

Social Media Campaign

- ▶ FEARnet - Zombie Roadkill, Original Series Launch
- ▶ Halogen TV - Halogen + charity: water campaign Let's Build a Well Together. You act. We give.
- ▶ Scripps Networks - Cooking Channel Launch
- ▶ Travel Channel - Anthony Bourdain's 100th Episode

Supplemental Web Content

- ▶ AMC - AMCtv.com's The Walking Dead Season 1 Microsite
- ▶ Discovery Digital Media - Discovery Channel's Life
- ▶ National Geographic Channel - "Great Migrations" Website
- ▶ Starz Entertainment, LLC - Spartacus: Blood and Sand: "The Arena" Website
- ▶ Time Warner Cable - Connect a Million Minds
- ▶ WE tv and Wedding Central - Virtual Wedding Boutique

Tablet App

- ▶ Discovery Communications - MythBusters App for iPhone and iPad
- ▶ National Geographic Channel - "Great Migrations" The Game - for iPad
- ▶ Starz Entertainment, LLC - The Pillars of the Earth iPad App
- ▶ Turner Sports - NBA GameTime: Courtside

Use of Facebook

- ▶ A&E - Paranormal Experience
- ▶ Exercise TV - Facebook Shopping Events
- ▶ Oxygen Media, LLC - OxygenLive TV
- ▶ Time Warner Cable - Mi Cultura Facebook Page Launch/World Cup Campaign
- ▶ Turner Sports - NBA Facebook page

Use of Geo-Location (FourSquare, Gowalla, etc.)

- ▶ Conaco - The Conan Blimp
- ▶ Turner Sports - NBA Turnstile

Use of Twitter

- ▶ BET - Fandemonium Award
- ▶ Comcast Entertainment Group - E! Celebri-TWEET
- ▶ Discovery Channel's Shark Week
- ▶ Turner Sports - NASCAR.COM Twitterverse

Use of Video

- ▶ AMC - AMCtv.com
- ▶ Discovery Communications, Inc. - Planet Green: City Shorts
- ▶ ESPN - ESPN.com
- ▶ Turner Sports - NBA.com Live Player - Real Training Camp
- ▶ Turner Sports - TNT RaceBuddy

Virtual Tradeshow or Online Event

- ▶ Conaco - Conan O'Brien Presents: Live Coco Cam
- ▶ Travel Channel - Anthony Bourdain's 100th Episode

Web Site Design

- ▶ Bay News 9 - Baynews9.com
- ▶ CNBC.com - NetNet with John Carney
- ▶ FEARnet - Zombie Roadkill, Original Series Launch
- ▶ National Geographic Channel - "Great Migrations" Website

Web Site Redesign

- ▶ Faction Media - comcastspotlight.com
- ▶ Sundance Channel - Full Frontal Fashion
- ▶ Smithsonian Networks - smithsonianchannel.com
- ▶ Versus - Versus.com

The winners will be announced 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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BUSINESS & FINANCE

ney Channel (1.9/1.93m), ESPN (1.8/1.77m), TNT (1.6/1.57m) and Fox News (1.5/1.51m) completed the HH top 5, and Disney Channel (2.66m), ESPN (2.44m), TNT (2.12m), **History** (1.96m) and Fox News (1.93m) trailed USA in total viewers. TNT (978K), **MTV** (941K) and **TBS** (919K) finished the 18-49s top 5.

Programming: Don't worry, "Mad Men" fans, the show is returning to **AMC**, albeit on a delayed schedule. "While we are getting a later start than in years past due to ongoing, key non-cast negotiations, Mad Men will be back for a fifth season in early 2012," said the net in a release. -- **FX** greenlit a 3rd season of "Justified."

People: **Comedy Central** tapped *Walter Levitt* as evp, marketing. -- **Discovery Comm** upped *Declan O'Connor* to vp, direct response and paid programming. -- Following the resignation of pres/CEO *Robert Kimball*, **RealNetworks** named *Mike Lunsford* interim CEO during a replacement search. -- *Richard Smith* got a board seat at **BigBand** after board member *Dennis Wolf* resigned.

On the Circuit: **CableLabs**, **NCTA** and **SCTE** will once again host the Spring Technical Forum during the **Cable Show**, June 14-16, Chicago. The multi-day conference will include a series of 7 technical paper sessions and a strategic view of cable's technology future from the industry's chief technical leadership.

CableFAX Daily Stockwatch

Company	03/29 Close	1-Day Ch	Company	03/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	46.33	0.17	BLNDER TONGUE:	2.08	0.06
DISH:	24.19	0.02	BROADCOM:	40.52	(0.05)
DISNEY:	42.94	0.42	CISCO:	17.44	0.31
GE:	19.86	0.11	CLEARWIRE:	5.50	(0.01)
NEWS CORP:	18.29	0.19	CONCURRENT:	6.28	(0.03)
MSOS					
CABLEVISION:	34.32	(0.03)	CONVERGYS:	14.26	0.06
CHARTER:	49.17	(0.04)	CSG SYSTEMS:	19.38	0.09
COMCAST:	24.52	0.09	ECHOSTAR:	37.15	0.12
COMCAST SPCL:	23.07	0.05	GOOGLE:	581.73	6.37
GCI:	10.75	(0.02)	HARMONIC:	9.14	0.27
KNOLGY:	12.75	(0.01)	INTEL:	20.28	(0.06)
LIBERTY CAPITAL:	74.83	0.80	JDSU:	19.71	0.34
LIBERTY GLOBAL:	42.19	0.09	LEVEL 3:	1.45	(0.02)
LIBERTY INT:	15.89	0.11	MICROSOFT:	25.49	0.08
SHAW COMM:	20.75	0.23	RENTRAK:	26.62	(0.11)
TIME WARNER CABLE:	70.45	0.54	SEACHANGE:	9.15	0.15
VIRGIN MEDIA:	27.57	0.54	SONY:	31.91	0.26
WASH POST:	437.00	0.88	SPRINT NEXTEL:	4.62	(0.16)
PROGRAMMING					
CBS:	25.31	0.88	THOMAS & BETTS:	57.86	1.20
CROWN:	2.40	0.02	TIVO:	8.70	0.11
DISCOVERY:	38.60	(0.4)	TOLLGRADE:	10.07	0.06
GRUPO TELEVISA:	24.11	0.42	UNIVERSAL ELEC:	28.91	0.12
HSN:	31.52	0.36	VONAGE:	4.27	0.07
INTERACTIVE CORP:	30.73	0.52	YAHOO:	16.75	0.17
LIBERTY:	43.00	0.33	TELCOS		
LIBERTY STARZ:	76.83	0.02	AT&T:	30.05	0.69
LIONSGATE:	6.21	0.12	QWEST:	6.89	0.09
LODGENET:	3.54	(0.05)	VERIZON:	38.29	0.54
NEW FRONTIER:	1.85	(0.03)	MARKET INDICES		
OUTDOOR:	7.30	0.04	DOW:	12279.01	81.13
SCRIPPS INT:	48.89	(0.09)	NASDAQ:	2756.89	26.21
TIME WARNER:	34.97	(0.04)	S&P 500:	1319.44	9.25
VALUEVISION:	6.86	0.26			
VIACOM:	52.25	0.44			
WWE:	12.58	(0.16)			
TECHNOLOGY					
ADDVANTAGE:	3.05	0.03			
ALCATEL LUCENT:	5.78	(0.03)			
AMDOCS:	29.21	0.05			
AMPHENOL:	54.87	0.90			
AOL:	19.73	0.08			
APPLE:	350.96	0.52			
ARRIS GROUP:	12.47	0.31			
AVID TECH:	22.20	0.14			
BIGBAND:	2.55	0.05			

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