

CableFAX Daily™

Monday — March 31, 2008

What the Industry Reads First

Volume 19 / No. 061

By the Numbers: Spring Shows Seeing Slight Downticks

The dip in the economy may be taking its toll on some travel budgets as well. When we checked in with some upcoming conferences, we found attendance slightly off from '07. The crowd for the **Association of Cable Communicators'** annual **Forum** (Sun-Wed, DC) will probably be down 15%-20%, according to exec dir *Steve Jones*. "We think we're just seeing a general reflection of the weakness in the economy," he said. The public affairs/govt conference, now in its 23rd year, still is expected to draw a hearty 350 or so execs, with rooms at the Mayflower Hotel sold out. Next week's **ACA Summit** in DC also looks like it won't match '07's in terms of numbers. "Last year was a big year for us with nearly 300 attendees," partly because several large members' manager meetings coincided with the conference, said ACA CEO *Matt Polka*. "We have a couple of those meetings this year too, but not as many. I am hopeful that we will be at our then high-water mark number in 2006, which was about 225," Polka said. As of Fri, ACA was nearly there with 219 attendees. Right now, the **NAB Show** (Apr 11-17, Las Vegas) is tracking roughly 5% below where it was at a similar time last year. "Given the difficult economy, we are delighted that the numbers are holding up, which speaks to the power of the NAB Show brand," said a spokesman for the group. Last year's show had 111,028 registered attendees. One event that seems to be bucking the trend so far is **NCTA's Cable Show** set for May 18-20 in New Orleans. Registration is on par with last year right now, a rep said. The '07 show in Vegas drew 15K. **Forum Preview:** A change from past years will be general session with CEOs from major PR companies (*Richard Edelman* and *Mark Hass*) vs CEOs from within the cable industry. Tues night's Beacon awards gala (black tie optional) will be hosted by **Comedy Central's Paul Mercurio**. Attendees will get a new communications handbook by ACC that retails for \$200. This week marks the last time ACC's annual confab will be held in DC during the spring (so make sure you take a lot of photos of those cherry blossoms). The conference moves to the fall next year as part of "Cable Connection," the industry's effort to consolidate events into 1 week in the spring and another in the fall. Next year, Forum will be in Denver, but the city will change every year. Jones said organizers are still working out how to manage the new schedule, but that ACC's Beacons Gala and various breakout sessions are a go. "The real question is whether we'll integrate our general sessions in with **CTAM Summit's** general sessions. There is some natural overlap between PR, govt and marketing folks," he said.

Diller Wins: The intriguing bout between media heavyweights *Barry Diller* and *John Malone* appears to be over, with a DE judge siding with Diller in a ruling late Fri. The ruling prevents **Liberty** chief Malone from ousting Diller and 6 **IAC** directors, and paves the way for IAC to split into 5 separate entities while ceding some overall control based on a new vote/share structure. The ruling comes after a 5-day trial earlier this month.

Competition: **Verizon's V Cast** mobile TV service, now available in more than 50 markets, launched Fri a simulcast of **ESPN Radio** and content from **MTV Tr3s**. Also, **Verizon Wireless** bowed mobile Websites for **MTV, VH1,**

Hallmark Movie Channel

All movies. All family. All for you.

Call 818.755.2510 to launch.

insidehallmarkchannel.com



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.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 ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 240/753-5696, dvodenos@accessintel.com ● Acct Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist.Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

Comedy Central, Nickelodeon, CMT and MySpace. -- AT&T, meanwhile, will roll out in May its own mobile TV service, a partnership with **MediaFLO USA** and available through a pair of exclusive handsets. Content partners include **CBS, MTVN, ESPN** and **NBC**.

In the Courts: **NAB** is challenging the **FCC's** new disclosure rules, which include requiring broadcasters to put public-inspection files online. An NAB spokesman said broadcasters have no quarrel with serving the public interest but are concerned about the scale and scope of the FCC's rules, which were passed in Dec. "Free, local broadcasting serves a unique role in the fabric of American life, and we would submit that the impact of these regulations would negatively impact the ability of many broadcasters to continue to serve our communities," he said. -- A court-order requiring **Gemstar-TV Guide** to maintain a separate bank account in connection with the company's litigation involving former chmn/CEO **Henry Yuen** has been dissolved. The SEC supported Gemstar's dissolution request, which followed a '07 arbitration panel ruling against Yuen's fund claims as part of an unsuccessful wrongful termination suit. Gemstar will reclassify approximately \$32mln of restricted cash on its balance sheet to cash and cash equivalents for the Q ending Mar 31.

Online Attack: Cable is routinely slammed for inferior customer service, so a little industry glee from a scathing assessment of **Verizon's** service practices at **Consumerist.com** would be understandable. Interestingly, the appraisal comes in a letter from an alleged CSR for the telco that was anonymously faxed to the Consumerist, and it isn't subdued. "Every thing we do is a disaster, every promotion is a failure, every promise is broken," reads the missive. Among the complaints: VZ CSRs are no longer allowed to credit customer accounts, even if the telco is culpable, and promotional plays are so variable and diffuse that it's difficult to honor or even recognize many of them. Verizon directed our inquiry on the matter back to the site, where a response from a Verizon rep maintains the "letter contains a number of inaccuracies."

Marketing: **Showtime** released a full ep of "The Tudors" to more than 60 multiplatform partners, including **TV-Guide.com, YouTube** and **CBS Audience Network**. The ep, which bows Sun (3/30), is also available on **Verizon V Cast** and affiliate Websites such as **Comcast.net** and **DirecTV.com**. Showtime's online effort also includes partnerships with more than 200 bloggers and viral video campaign (www.wkts-tv.com).

Programming: The Godfather of Soul takes the **VH1** stage in "The Night **James Brown** Save Boston" (Apr 5), part of the net's "Rock Doc" franchise and offering a look at how a '68 Brown concert in Boston averted racial tension just 1 day following **MLK's** assassination.

In the States: **FSN Northwest** and the **Seattle Mariners** have partnered for **LosMarineros.com**, which goes live Mon, and for enhanced distribution of Spanish audio feeds of Mariners home games.

Research: More women than men (15% vs 11%) streamed TV shows from network TV sites last month, according to a survey by **Solutions Research Group**. Moms with kids under 6 and English-speaking Hispanic women were the most active streamers. Other findings: women in DVR HHs use the devices more than males (9.3 times/week vs 8.3).

Winner?: A Lawrenceville, GA, customer will receive lifetime HSD service from **Charter** for the cut-rate price of... \$72K. By winning the MSO's 2-week online auction the surfer has agreed to prorated charges of \$600/month for 10 years, \$200/month for 30 years, or \$120/month for 50 years. Caveat: if Charter is purchased after 3 years or beyond, no refund will be offered. All auction proceeds are going to **Habitat For Humanity**.

KING

GO BEYOND THE DREAM TO DISCOVER THE MAN.

An unforgettable two-hour event
Sunday, April 6 at 8/7C

HISTORY

©2008 AETN 0321

CableFAX Week in Review

| Company | Ticker | 3/28 Close | 1-Week % Chg | YTD %Chg |
|------------------------------|--------|------------|--------------|----------|
| BROADCASTERS/DBS/MMDS | | | | |
| BRITISH SKY: | BSY | 44.54 | 3.50% | (9%) |
| DIRECTV: | DTV | 24.64 | 0.40% | 6.60% |
| DISNEY: | DIS | 31.00 | (2.8%) | (4%) |
| ECHOSTAR: | DISH | 28.39 | (0.8%) | (16.4%) |
| GE: | GE | 36.55 | (2.5%) | 2.80% |
| HEARST-ARGYLE: | HTV | 20.41 | (3.9%) | (7.1%) |
| ION MEDIA: | ION | 1.45 | | 12.40% |
| NEWS CORP: | NWS | 18.74 | 0.50% | (11.8%) |

| Company | Ticker | 3/28 Close | 1-Week % Chg | YTD %Chg |
|----------------------|--------|------------|--------------|----------|
| MSOS | | | | |
| CABLEVISION: | CVC | 21.43 | 0.20% | (12.5%) |
| CHARTER: | CHTR | 0.90 | (1.1%) | (23.1%) |
| COMCAST: | CMCSA | 18.98 | (2%) | 3.90% |
| COMCAST SPCL: | CMCSK | 18.58 | (1.3%) | 2.50% |
| GCI: | GNCMA | 6.09 | 14.90% | (30.4%) |
| KNOLOGY: | KNOL | 12.85 | 2.00% | 0.50% |
| LIBERTY CAPITAL: | LCAPA | 15.80 | 2.80% | (28.1%) |
| LIBERTY ENT: | LMDIA | 22.90 | 10.10% | (5.3%) |
| LIBERTY GLOBAL: | LBTYA | 33.71 | (3.3%) | (14%) |
| LIBERTY INTERACTIVE: | LINTA | 16.16 | (3.9%) | (15.3%) |
| MEDIACOM: | MCCC | 4.27 | (3.2%) | (7%) |
| ROGERS COMM: | RG | 42.97 | | |
| SHAW COMM: | SJR | 17.79 | 0.10% | (22.6%) |
| TIME WARNER CABLE: | TWC | 24.98 | (2.2%) | (9.5%) |
| VIRGIN MEDIA: | VMED | 13.64 | (2.6%) | (17.1%) |
| WASH POST: | WPO | 643.29 | (3.1%) | (17.6%) |

| Company | Ticker | 3/28 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|------------|--------------|----------|
| PROGRAMMING | | | | |
| CBS: | CBS | 21.94 | (3.2%) | (17.7%) |
| CROWN: | CRWN | 5.26 | 3.30% | (19.1%) |
| DISCOVERY: | DISCA | 20.13 | (2.6%) | (19.9%) |
| EW SCRIPPS: | SSP | 41.20 | (2.1%) | (7.8%) |
| GRUPO TELEVISIVA: | TV | 24.27 | 6.50% | 2.10% |
| INTERACTIVE CORP: | IACI | 20.49 | (2.9%) | (23.8%) |
| LIBERTY: | L | 1.00 | | (90.6%) |
| LODGENET: | LNET | 6.29 | (6.8%) | (63.9%) |
| NEW FRONTIER: | NOOF | 4.62 | (1.3%) | (8.9%) |
| OUTDOOR: | OUTD | 7.22 | | 4.60% |
| PLAYBOY: | PLA | 8.58 | (4.6%) | (5.9%) |
| TIME WARNER: | TWX | 13.87 | (2.2%) | (15.3%) |
| UNIVISION: | UVN | 36.23 | | |
| VALUEVISION: | VVTV | 5.30 | (26.4%) | (15.7%) |
| VIACOM: | VIA | 39.03 | 0.40% | (11.3%) |
| WWE: | WWE | 18.26 | (1.9%) | 27.00% |

| Company | Ticker | 3/28 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|------------|--------------|----------|
| TECHNOLOGY | | | | |
| 3COM: | COMS | 2.20 | 11.10% | (51.3%) |
| ADC: | ADCT | 11.96 | (1.7%) | (23%) |
| ADVANTAGE: | AEY | 3.66 | (1.1%) | (40.7%) |
| ALCATEL LUCENT: | ALU | 5.64 | 6.60% | (23%) |
| AMDOCS: | DOX | 28.24 | (2.3%) | (18.1%) |
| AMPHENOL: | APH | 36.66 | 3.00% | (20.8%) |
| APPLE: | AAPL | 143.01 | 7.30% | (27.8%) |
| ARRIS GROUP: | ARRS | 5.65 | 2.70% | (43.4%) |
| AVID TECH: | AVID | 24.27 | (2.7%) | (14.4%) |
| BIGBAND: | BBND | 5.74 | (4.2%) | 11.70% |
| BLNDER TONGUE: | BDR | 1.40 | (6%) | (15.7%) |

| Company | Ticker | 3/28 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|------------|--------------|----------|
| BROADCOM: | BRCM | 19.05 | 12.50% | (27.1%) |
| CISCO: | CSCO | 24.08 | (2.8%) | (11%) |
| COMMSCOPE: | CTV | 35.27 | (1.6%) | (28.3%) |
| CONCURRENT: | CCUR | 0.64 | 4.90% | (22.9%) |
| CONVERGYS: | CVG | 15.14 | (1.6%) | (8%) |
| CSG SYSTEMS: | CSGS | 11.28 | 2.50% | (23.4%) |
| ECHOSTAR HOLDING: | SATS | 30.19 | (2.7%) | (8.2%) |
| GEMSTAR TVG: | GMST | 4.65 | 2.00% | (2.3%) |
| GOOGLE: | GOOG | 438.08 | 1.00% | (36.6%) |
| HARMONIC: | HLIT | 7.54 | (5.4%) | (28.1%) |
| JDSU: | JDSU | 13.12 | (1.2%) | (1.2%) |
| LEVEL 3: | LVL | 2.13 | 14.50% | (29.9%) |
| MICROSOFT: | MSFT | 27.91 | (4.4%) | (21%) |
| MOTOROLA: | MOT | 9.21 | (0.4%) | (41.6%) |
| NDS: | NNDS | 46.75 | (7.2%) | (21.1%) |
| NORTEL: | NT | 6.42 | 4.90% | (57.6%) |
| OPENTV: | OPTV | 1.20 | (1.6%) | (9.1%) |
| PHILIPS: | PHG | 37.51 | 0.20% | (12.3%) |
| RENTRAK: | RENT | 11.95 | 6.70% | (17.2%) |
| SEACHANGE: | SEAC | 7.06 | 1.40% | (2.4%) |
| SONY: | SNE | 40.62 | (3.1%) | (25.2%) |
| SPRINT NEXTEL: | S | 6.41 | 0.60% | (51.2%) |
| THOMAS & BETTS: | TNB | 35.46 | 2.40% | (27.7%) |
| TIVO: | TIVO | 8.70 | 0.50% | 4.30% |
| TOLLGRADE: | TLGD | 5.40 | 3.30% | (32.7%) |
| UNIVERSAL ELEC: | UEIC | 23.80 | 5.80% | (28.8%) |
| VONAGE: | VG | 1.87 | 2.70% | (18.7%) |
| WEBB SYS: | WEBB | 0.03 | (25%) | (25%) |
| YAHOO: | YHOO | 28.99 | 4.80% | 24.60% |

| Company | Ticker | 3/28 Close | 1-Week % Chg | YTD %Chg |
|---------------|--------|------------|--------------|----------|
| TELCOS | | | | |
| AT&T: | T | 37.64 | 2.10% | (5.6%) |
| QWEST: | Q | 4.60 | (4.6%) | (32.1%) |
| VERIZON: | VZ | 35.85 | (0.7%) | (14%) |

| Index | Value | % Chg | YTD %Chg |
|-----------------------|----------|--------|----------|
| MARKET INDICES | | | |
| DOW: | 12216.40 | (1.2%) | (7.9%) |
| NASDAQ: | 2261.18 | 0.10% | (14.7%) |

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

| COMPANY | CLOSE | 1-WK CH |
|---------------------------|-------|---------|
| 1. GCI: | 6.09 | 14.90% |
| 2. LEVEL 3: | 2.13 | 14.50% |
| 3. BROADCOM: | 19.05 | 12.50% |
| 4. 3COM: | 2.20 | 11.10% |
| 5. LIBERTY ENTERTAINMENT: | 22.90 | 10.10% |

THIS WEEK'S STOCK PRICE LOSERS

| COMPANY | CLOSE | 1-WK CH |
|-------------------|-------|---------|
| 1. VALUEVISION: | 5.30 | (26.4%) |
| 2. WEBB SYS: | 0.03 | (25%) |
| 3. NDS: | 46.75 | (7.2%) |
| 4. LODGENET: | 6.29 | (6.8%) |
| 5. BLNDER TONGUE: | 1.40 | (6%) |



GOING THE DISTANCE TO CONNECT HOMETOWN AMERICA

The American Cable Association's annual gathering of independent cable operators featuring:

- Congressional Keynote by Rep. Mike Doyle (D-PA)
- ACA's 15th Anniversary Celebration
- Meetings with Policymakers

APRIL 7-9, 2008 ■ WASHINGTON, D.C. ■ www.acasummit.org

MaxFAX...

Tumultuous Markets

Wow.

Like a yo-yo.

Forty miles of bad road.

While the subprime mortgage mess has caused stock market gyrations, the whole uncertain climate has now resulted in a unique privatization of the upside coupled with socialism for a downside for **J. P. Morgan Chase**, you gotta wonder: what the heck does this mean for cable?



Paul S. Maxwell

For example, is further consolidation likely? Or not?

A few bloggers have made a few suggestions... some good, some bad. Some pretty far fetched... who on earth would want to buy **Qwest**?

Other ideas make some sense... could we see another "summer of love"? Will there be more swapping and consolidating in the name of market dominance? And, would be cool—in my not quite humble judgment—for **Cablevision** to get *Newsday* and really dominate the information base for Long Island. (Note: Long ago, I tried to get **TCI** to buy the local radio station and newspaper in Livingston, Montana to combine with the cable system. Didn't happen).

Random Notes:

• **Don't Miss the Forum '08:** The 15th Anniversary of the founding of the **American Cable Association**... Monday night kicks it off at the Mellon Auditorium. It'll be a great dinner (I guarantee it... I'm the emcee).

• **DTV Waivers?** Still waiting. Maybe the Federal Confusion Commission is simply waiting until the day of the Forum to grant the ACA's waivers?

• **The 42nd Annual Cable TV Pioneers' Dinner:** Will be Sun evening, May 18 at 5:30pm at the National World War II Museum in New Orleans. It is one of the best ways to kick off the **NCTA's** annual extravaganza. A limited number of guest tickets are available for \$350 (contact cabletvpioneers@optonline.net for details). This is one of the last "black tie recommended" dinners, so it is a chance for you and yours to dress up! (Although I'm really tired of being given drink orders by half the attendees. I always get the drinks, though). There are also a very limited number of sponsor opportunities (same email for details or call 516-944-0444 and ask for the mellifluous *Les Read*). This is a great way to get back to New Orleans... but no jokes, please, about the attendees and the venue.

• **One, Two, Three, Four... Hit It!** Speaking of the cable show... be sure to stick around for the Battle of the Bands Tuesday evening... I'll be

cheering loudly for the TV Rejects... unless one of the other bands does one of my songs.

• **Foxy Move?** So **Fox** won't pay **FCC** fines for indecency... even though the Federal Nanny cut the proposed fines from \$1.2mln on every affiliate to "just" \$91k... well, good for Fox.

• **Just 2 of 3.65 Million!** In this anything, anywhere, anytime world we now live in, it's cool to see just how cool that can be as cable brands truly move everywhere. **ESPN.com's** Final Four basketball bracket contest got a whopping 3.65mln entries... and only 2 made it to the correct round of 16 as March madness unfolded.

• **R U Sirius?** So the Department of Justice has ruled "OK." What will the FCC do? When will it do it? Does it know what it will do and when? Is anybody really in charge over there? What a way to run a commission.

• **Techno-Failure:** Outages happen. But to a mail order service? Poor Netflix.

• **Moto Splits!** Ah, the thrill of I-told-you-so! So, next questions: (1) Will **Tyco** be interested in you-know-which-part? (2) Will they call it **General Instruments**?

Paul Maxwell

T: 303/271-9960

F: 303/271-9965

maxfax@mediabiz.com

Saluting Cable's Top Marketing & PR Programs and People

Reserve your space today in this annual **CableFAXIES Magazine** issue.

Ad Close - April 18

Bonus Distribution at The Cable Show

www.Cable360.net

CableFAXIES Awards Event May 6 – National Press Club, DC

Contact: Debbie Vodenos, Publisher
at (301) 354-1695 or dvodenos@accessintel.com
Erica Gottlieb, Account Manager,
at (212) 621-4612 or egottlieb@accessintel.com

The **CableFAXIES**
awards