

# CableFAX Daily™

Tuesday — April 1, 2008

What the Industry Reads First

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## Comcast's Cohen to Martin: I Don't Get It

"Perplexing." That's what Comcast evp David Cohen called FCC chmn Kevin Martin's reaction to the MSO's announcement that it would work with BitTorrent to develop a solution for delivering high bandwidth content that won't impact customers. "Contrary to the insinuation in your statement, Comcast has not 'admitted' anything about Comcast's network management practices that were previously denied," Cohen wrote in a letter to Martin Fri. Last week, Martin commended Comcast for admitting publicly that it was "arbitrarily blocking" certain apps. Cohen complains that the chmn continues to repeat the "unsupported and inaccurate" assertion that the MSO is blocking (*Cfax*, 3/28). Comcast has maintained that some P2P uploads are delayed during high traffic periods, but that it doesn't block them. After Comcast and BitTorrent's announcement last week, Martin complained that Comcast wouldn't change its policy until year-end and possibly "even longer" in some markets. Cohen took issue with that, saying Comcast agreed to deploy protocol-agnostic solutions by the end of '08. "We cannot just turn off our current system overnight and put our customers at risk of network congestion. For the benefit of all of our customers, it is essential that the migration be appropriately timed, a reality that BitTorrent and numerous commentators acknowledge," Cohen wrote. An FCC spokesman said Mon that Comcast's letter doesn't make clear when the MSO will end its current practices that result in delays of some P2P traffic.

## Blog Bog: New Media Poses Many Challenges

New media, particularly the blogosphere, has completely changed the communications game. "There aren't any such things as internal communications anymore," said Turner svp, corp comm Shirley Powell at ACC's Forum Mon. She now works under the assumption that everything she pens "will be published." As such, processes including hiring, building internal brand awareness and loyalty, and using new media advantageously have all gained notable import. The contemporary imperative is to build an "organization that moves at the speed of data," said Mark Hass, global CEO of PR firm Manning Selvage & Lee, although continued bleeding of corporate information control sometimes makes for a rocky road. On the staffing side, specific training and ample bodies encompass the new paradigm. Don't launch a corporate blog, for example, without the employees to carry it off well, said panelists, and seek out in prospective hires conviction, comfort with senior management and, above all, sound judgment in communications protocol. Once the proper team is in place, the next goal is to harness the power of the digital world for corporate gain—or even to refute negative news. Use social networks for promotion and marketing, said panelists, and analyze and understand blogs to better integrate positive views and to correct inaccuracies. "We [now] spend as much time with important bloggers as with the *Wall Street Journal*," said Comcast svp, corp comm D'Arcy Rudnay. Tying all this together is the need to align entire companies in brand positioning and marketing goals. "The most important relationship is with customers, and you can't have [good ones] if your people inside



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aren't on board," said **Bloomberg TV's Anita Tobias**. Added **Insight** svp, brand **Pam Euler Halling**: "It's very important that front line employees understand the brand. There's no room for confusion."

**State Affairs:** If statewide video franchising was the regulatory issue of '07, this year broadband legislation has taken that mantle, **NCTA** vp, state govt affairs **Rick Cimerman** said during an **ACC** panel Mon. Broadband bills covering issues such as deployment subsidies, speed requirements and adoption have been entered in approx 17 states. And then there's still that small issue of net neutrality, which is "going to be huge this year," said **Cox** exec dir, govt affairs **Michael Grover**. Also more than small radar blips are VoIP deregulation and program carriage issues (read: **NFL** vs big cable). Hearings are scheduled in Apr in NC and SC, joining TX and WI, to look at mandatory arbitration in cable disputes, said **Time Warner Cable** group vp/chief counsel, regulatory affairs **Gary Matz**. Also, even if it is '08, the industry should keep an eye on TX, said Matz, where **AT&T** continues its franchise fight. In response to a Feb appellate court decision allowing the **TX Cable Assoc** to pursue its federal case against the state for the franchising bill it passed in '05, the telco has asked the court to allow SCOTUS to hear the case.

**ARF Notebook:** As content owners struggle to navigate ad measurement in the multi-platform world, all the confusion could actually spell opportunity, said **Alan Wurtzel**, **NBCU** pres, research and media development. "I believe we're actually entering a golden age of media because more consumers are using more media than ever before," he told attendees of the **Advertising Research Foundation's** annual confab in NYC. He cited NBCU research suggesting consumers spend 9 hours per day consuming media (12 hours when factoring in simultaneous consumption while multi-tasking). In addition, he said several gloom-and-doom scenarios about the death of traditional TV have proven bogus, noting that "the DVR has actually turned out to be our friend" as time-shifting now drives one-third of the ratings for some programs. "This is viewing we would have lost a few years ago before the invention of the DVR," he said. Adding "there's no low hanging research fruit in the digital world," Wurtzel said NBCU is looking for research partners to help figure out the evolving multiplatform sales environment. "This digital stuff is very, very hard," he said. – Other highlights: **ESPN** evp, sales and marketing **Sean Bratches** said the mega-brand he oversees wouldn't be nearly as influential had the net stuck to its linear TV roots. "We're measuring our success in large part in how much time people spend with our media at any given point in time," he said, noting 9-11mln unique users per month for ESPN's mobile WAP site and the consumption of 8mln ESPN podcasts per month. The net refers to "fans" instead of viewers to highlight the deep emotional connection people have to the ESPN brand (He noted that one man's family even put the ESPN logo on his tombstone but that the net asked that the word "fan" be placed after it "so there's no confusion over the cause of death")

**In the States:** **RCN** is nearly doubling its VOD offerings in Boston, Chicago, NY, PA and DC, and boosting HD VOD programs. It is using **SeaChange** tech for the upgrade.

**At the Portals:** Late Fri, **NCTA** asked the **FCC** to hold off on enforcing new leased access rules until a court has ruled on the assoc's challenge of the rules. Among other things, the rules slash the rate cable ops can charge for leased access.

**Advertising:** Ad spending for '07 rose 0.6% vs '06, with national cable spending up 2.2%, according to **Nielsen**.

**Rebranding:** **Discovery Channel** will update its logo and launch a new brand campaign during the season premiere of "Deadliest Catch," Apr 15, 9pm. Discovery unveiled the initiative, "The World is Just Awesome," during its upfront presen-



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# BUSINESS & FINANCE

tation in Chicago Mon. It features a song to the tune of the old kids' number, "I Love the Mountains." -- **Starz** unveiled a \$25mIn rebranding initiative that includes a new logo, on-air look and ad campaign. The "Are You Ready" campaign will run across the 6 SD and 4 HD channels. The new logo hits the air Wed.

**People:** Long-time **Cablevision** marketer *Pat Gottesman* has left the MSO. No word yet on what's next for her. "Pat has decided to leave Cablevision after a magnificent 28-year career," a CVC spokesman said. She was tapped last March to head CVC's new digital marketing and commerce group. CVC has no announcement regarding a replacement at this time.

**Honors:** **Showtime** chmn/CEO *Matt Blank* and **Disney Media** co-chair/**Disney-ABC** pres *Anne Sweeney* are the '08 Vanguard winners for "Distinguished Leadership." The 2 will be recognized May 20 at **NCTA's Cable Show**, New Orleans. Other Vanguard honorees: **Comcast** vp, govt affairs *Bret Perkins* (Young Leadership), **Scripps** pres/CEO *Ken Lowe* (Programmers), **Charter** chmn *Paul Allen* (Science & Technology), **Bresnan** vp, ops *Steven Brookstein* (Cable Operations Mgmt), **Time Warner** evp, global public policy *Carol Melton* (govt & community relations), **Time Warner Cable** evp, CMO *Sam Howe* (Marketing) and **C-COR** pres, global strategies *Michael Pohl* (Associates & Affils).

## CableFAX Daily Stockwatch

Company	03/31 Close	1-Day Ch	Company	03/31 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	44.32	(0.22)	ALCATEL LUCENT:	5.76	0.12
DIRECTV:	24.79	0.15	AMDOCS:	28.36	0.04
DISNEY:	31.38	0.38	AMPHENOL:	37.25	0.59
ECHOSTAR:	28.73	0.34	APPLE:	143.50	0.49
GE:	37.01	0.40	ARRIS GROUP:	5.82	0.17
HEARST-ARGYLE:	20.63	0.15	AVID TECH:	24.34	0.07
ION MEDIA:	1.45	0.00	BIGBAND:	5.73	(0.01)
NEWS CORP:	19.04	0.30	BLNDER TONGUE:	1.40	0.00
<b>MSOS</b>					
CABLEVISION:	21.43	0.00	BROADCOM:	19.27	0.22
CHARTER:	0.85	(0.05)	C-COR:	11.00	0.00
COMCAST:	19.34	0.42	CISCO:	24.09	0.01
COMCAST SPCL:	18.97	0.45	COMMSCOPE:	34.83	(0.44)
GCI:	6.14	0.05	CONCURRENT:	0.70	0.06
KNOLOGY:	12.95	0.10	CONVERGYS:	15.06	(0.06)
LIBERTY CAPITAL:	15.74	(0.06)	CSG SYSTEMS:	11.37	0.09
LIBERTY ENTERTAINMENT:	22.64	(0.26)	ECHOSTAR HOLDING:	29.54	(0.65)
LIBERTY GLOBAL:	34.08	0.37	GEMSTAR TVG:	4.70	0.05
LIBERTY INTERACTIVE:	16.14	(0.02)	GOOGLE:	440.47	2.39
MEDIACOM:	4.33	0.06	HARMONIC:	7.60	0.06
ROGERS COMM:	42.97	0.00	JDSU:	13.39	0.27
SHAW COMM:	18.18	0.39	LEVEL 3:	2.12	(0.01)
TELEWEST:	24.20	0.00	MICROSOFT:	28.38	0.47
TIME WARNER CABLE:	24.98	0.00	MOTOROLA:	9.30	0.09
VIRGIN MEDIA:	14.07	0.43	NDS:	48.87	2.12
WASH POST:	661.50	20.50	NORTEL:	6.69	0.27
<b>PROGRAMMING</b>					
CBS:	22.08	0.14	OPENTV:	1.18	(0.02)
CROWN:	5.17	(0.09)	PATH 1:	1.34	0.00
DISCOVERY:	21.22	1.09	PHILIPS:	38.31	0.80
EW SCRIPPS:	42.01	0.78	RENTRAK:	12.10	0.15
GRUPO TELEVISA:	24.24	(0.03)	SEACHANGE:	7.03	(0.03)
INTERACTIVE CORP:	20.76	0.27	SONY:	40.07	(0.57)
LIBERTY:	8.63	(0.07)	SPRINT NEXTEL:	6.69	0.28
LODGENET:	6.09	(0.2)	THOMAS & BETTS:	36.37	0.91
NEW FRONTIER:	4.46	(0.16)	TIVO:	8.76	0.06
OUTDOOR:	7.35	0.13	TOLLGRADE:	5.24	(0.16)
PLAYBOY:	8.33	(0.17)	UNIVERSAL ELEC:	24.21	0.41
TIME WARNER:	14.02	0.15	VONAGE:	1.85	(0.02)
UNIVISION:	36.23	0.00	WORLDGATE:	0.30	0.00
VALUEVISION:	5.54	0.24	YAHOO:	28.93	(0.06)
VIACOM:	39.62	0.65	<b>TELCOS</b>		
WWE:	18.61	0.35	AT&T:	38.30	0.64
<b>TECHNOLOGY</b>					
3COM:	2.29	0.09	QWEST:	4.53	(0.07)
ADC:	12.08	0.12	VERIZON:	36.45	0.60
ADVANTAGE:	3.46	(0.2)	<b>MARKET INDICES</b>		
			DOW:	12262.89	46.49
			NASDAQ:	2279.10	17.92

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# FAXIES FINALISTS

A heartfelt congratulations to all the finalists for this year's **CableFAXIES Awards!** Winners will be revealed at our awards luncheon May 6 at the National Press Club in D.C. For more info: [www.cablefaxiesawards.com](http://www.cablefaxiesawards.com).

## Advertising Campaign for a Single Program

- BBC for "America Torchwood - Marketing of a New Series"
- History Channel for "Life After People"
- MK Advertising for "The Tudors" Premiere Campaign
- Turner Broadcasting for "truTV Business to Business" Rebranding Campaign
- USA Network for "The Starter Wife"

## Advertising Campaign for a Network

- American Life TV Network for "I'm a Baby of A Baby" Boomer Campaign
- Cablevision S.A.D.E.C.V and Pico Adworks for "And With Your Dish, Do Whatever You Like"
- International Networks for "On Demand's Newest Community Filipino"
- MK Advertising for "Showtime 2007 NCTA Campaign"

## Annual Report

- Cable Positive for "The Watsons"
- Cox Communications Arizona for "Community Involvement Report"
- Cox New Orleans for "2005-2006 Community Report"
- The Cable Center for "2006 Annual Report"

## Corporate Social Responsibility/Green Campaign

- Atlantic Broadband for "Operation Mail Call"
- Cartoon Network for "Rescuing Recess"
- NBC Universal for "Green is Universal"
- The Weather Channel for "Forecast Earth Summit"

## Community Relations

- Bright House Networks Indiana for "Operation Bright Eyes"
- Cartoon Network for "Rescuing Recess"
- Comcast for "English On-Demand: A National Literacy Month Celebration"
- Cox for "Volunteer New Orleans"
- ESPN for "Jimmy V Week"
- Gospel Music Channel for "Ambassador Program"
- Mediacom for "Be A Mediacom Pet Champion Adoption Series"
- NBC Universal for "NBC Universal On the Set"

## Direct Response Marketing

- Atlantic Broadband for "Advanced Target Marketing"
- Cablevision Systems for "Raggaeton TV and Print Campaign"
- Faith & Values for "Media Light For Your Journey"
- Time Warner Cable for the "Fred Claus Campaign"

- Univision Networks for "Connect with Univision Networks"

## Integrated Marketing Campaign

- Big Ten Network and Tom Dick & Harry Advertising for "Big Ten Country Football"
- Cox Communications for "Cox: Better Products. Better Service. Better People"
- DIY Network for "Blog Cabin"
- Imagine Communications for "The Imagine ICE™ Video Platform Product Launch"
- Turner Networks Sales for "TNT Saving Grace/Cox Network of the Month"
- Uniworld Group for "Trendsetter"
- Versus and Halley Miranda Group for "Whitetail Promotional Campaign"
- YES Network for "Yankees HD"

## Marketing Campaign

- Comcast SportsNet Philadelphia for "Comcast SportsNet 10th Anniversary"
- Comcast/Siegel + Gale for "tru2way Brand Creation and Market Launch"
- DIY Network for "Blog Cabin"
- HSN for the "We're Going to surprise You Campaign"
- Retirement Living TV for "James Hylton NASCAR Sponsorship"

## Marketing of a New Series or Show

- BBC America for "Robin Hood - The Series"
- Lifetime for the "How to Look Good Naked" Marketing Campaign
- NMA Entertainment & Marketing for "Human Weapon"

## Marketing of a Continuing Series

- NBC Universal for "CNBC Power Lunch Road Show"
- NMA Entertainment & Marketing for "Modern Marvels Invent Now! Challenge"
- Turner Entertainment Networks for "The Closer" Season 3 Campaign

## Marketing of a Special or Documentary/ Documentary Series

- CNN for "Planet in Peril" Affiliate Screenings
- Discovery Communications for "Planet Earth"
- DIY Network for "Celebrity Rides - Burt Builds a Bandit"
- Tennis Channel for "Agassi: Between the Lines"

## Media Event

- Bravo Media for "Project Runway Launch Event"
- Cox Communications for "New Orleans Tourism Initiative Media Tour"
- E! Entertainment for "The EMA and E! Golden Green"

# FAXIES FINALISTS

Party”

- ESPN for “2007 Upfront Event”

## Media Relations Campaign

- AMC for “Mad Men”
- ESPN for “The Bronx is Burning”
- Hallmark Channel for “The Note”
- Rogers & Cowan for “Launching a New Educational TV Series”
- Showtime Networks for “The Tudors Season 1”
- TNT for “The Closer” PR Campaign

## Multicultural Marketing

- Cable Bahamas for “How Fast Do You Like it?”
- Cox Communications for “Telefonia Digital De Cox - Las Vegas”
- International Networks for “Celebrate Diwali With Bollywood Hits on Demand”
- Turner Networks Sales/The Promotional Edge for “TBS ‘Tyler Perry’s House of Payne’ Proud of My Pops Promotions”
- TuTv for “iCuraton Stars Invited in the Battle Against Cancer”
- TV One for “I See Black People”

## Press Kit

- AMC for “Mad Men”
- History Channel for “Star Wars: The Legacy Revealed”
- Lifetime for “Nora Roberts Press Kit”
- National Geographic Channel for “Inside the Living Body”
- Outdoor Channel for “Outdoor Channel’s Media Kit”

## Programming Stunt

- Discovery Communications for “Shark Week”
- The Style Network for “Raise Your Hand and Make a Difference Initiative”
- TV One for “Roots”

## PR Stunt

- A&E Television for “Criss Angel Mindfreak Cement Block”
- Outdoor Channel for “Dock Dogs Unleashed”
- Oxygen Media for “The Oxygen Fight Girls Upfront Street Event”

## Public Affairs Campaign

- Cartoon Network for “Rescuing Recess”
- Cox Communications for “Cox: Better Products. Better Service. Better People”
- History Channel for “Take A Veteran to School Day Campaign”
- Lifetime Networks
- MTV Networks for “Channel the Change: Darfur”
- NBC Universal for “Green is Universal”

## Trade Show Marketing and PR

- Blue Highways TV/October Strategies for “Bluehighway TV... more than a road, it’s a state of mind!”
- NBC Universal for “CES Booth”
- The Sportsman Channel for “Deer or No Deer”

## Tchotchkey

- Retirement Living TV for “STDs Do Not Retire & Fact Book”
- Tennis Channel for “Play On Clay”
- TiVo for “My TiVo Gets Me”
- World Wrestling Entertainment for “WWE HD Launch: HD Refrigerator”

## Video: use of video or moving image

- Scientific-Atlanta/Cisco for “Consumers do love their DVRs - the video speaks for itself”
- Tennis Channel for “French Open Sizzle”
- World Wrestling Entertainment for “WWE’s ‘Are You WWE’s Biggest Fan?’ Video Contest with Comcast’s Ziddio”

## Viral Marketing Campaign

- A&E for “Freakyourmind.com”
- ExpoTV for “ExpoTV/Charter Media Beat the Heat Contest”
- USA Network for “The 4400” Promicin Campaign
- World Wrestling Entertainment for “WWE’s ‘Are You WWE’s Biggest Fan?’ Video Contest with Comcast’s Ziddio”
- World Wrestling Entertainment for “WWE’s Virtual World Promotions with Gaia and Habbo”

## Marketer of the Year, VP Level and above

- Barbara Hedges, Charter Communications
- Chris McCumber, USA Network
- Geof Rochester, World Wrestling Entertainment
- Jeff Gregor, Turner Entertainment Networks
- Jenny Storms, Turner Sports
- Linda Schupack, AMC
- Vicki Lins, Comcast Spotlight

## PR Executive of the Year, VP Level and above/ Publicist of the Year

- Bill Hofheimer, ESPN
- Ellen Kroner, Rainbow Media
- Jennifer Greene, Turner Entertainment Networks
- Pam Slay, Hallmark Channel

## Public Affairs Executive of the Year

- Dr Libby Haight O’Connell, The History Channel
- Richard Ramlall, RCN