

CableFAX Daily™

Thursday — April 2, 2009

What the Industry Reads First

Volume 20 / No. 061

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CABLE NETWORKS™

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Rupert Murdoch

Thursday, April 2
4:00pm General Session

CableFAX Daily™

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Where To? Cable Aims to Satisfy Customers' Destination Desires

Cable must remain focused on driving toward "wherever the customer wants to go," said **NCTA** pres/CEO *Kyle McSparrow*, stressing innovation and a spotlight on value as key ways the industry can help with America's economic recovery. "But perhaps our biggest contribution" to that recovery, he said, "will be through the continued adoption of broadband, and the deployment of next generation technologies like DOCSIS 3.0." Indeed, broadband services with an eye on mobility and platform integration have become a linchpin of cable's future. Problem is, no one knows for sure to where consumers will most likely travel using communication services and devices. "Wireless is a conundrum," said **Comcast** chmn/CEO *Brian Roberts*. "Having a bunch of us trying different things is great." To wit: with Comcast, **Time Warner Cable** and others aligned with **Clearwire** for mobile broadband services and **Cox** busy constructing its own wireless network after acquiring spectrum, **Suddenlink** chmn/CEO *Jerry Kent* said wireless' importance to his company is unclear. "Sometimes we complicate this business," said Kent, arguing that cable must focus on delivering value and quality customer service. In perhaps the best synopsis of future best practices, chmn *Craig McCaw* said Clearwire's "goal is to provide capacity to customers for them to figure out what they want and not to define it for them." After all, as the execs all agreed that cable's broadband pipe can excel no matter what the future holds, McSparrow underscored some insights from the past. 10 years ago **CableLabs** developed a spec for something called a cable modem, and 1 tech giant said it wouldn't work, he said. 5 years ago, more people used dial-up than broadband. Now, cable modem service is available to 92% of US homes, a coverage breadth that coupled with various initiatives such as Clearwire affords the industry "a chance to play offense in a space that's so incredibly important," said Roberts. Of course, many have cited a need for cable to play defense against the increasing proliferation of online video. Roberts demurred. "I think it's friend, not foe," he said of Web content. "It's a great opportunity to find additional revenue... and give the customer what they want in a friendly and fair way." Still, scrape away all of cable's forthcoming services and the prognostication about customers, and "the last mile to the home" remains the most valuable asset for Cox and the industry, said Cox pres *Pat Esser*. Now, on to the future.

Hulu Hullabaloo: Big star power can fuel disparate strategies, and that phenomenon was aptly on display during a Wed panel in which some of cable content's heaviest hitters squared off over **NBCU/News Corp** jv **Hulu**. So is putting free TV



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on the Web good or bad for cable? "It's a bad model as currently implemented" and could put cable's dual-revenue stream at risk, said **Rainbow Media** pres/CEO *Josh Sapan*. Warned **Turner Ent** pres *Steve Koonin*: "We have to be careful not to push something that breaks the fragile ecosystem." **Scripps Nets** pres *John Lansing* also acknowledged pitfalls and said putting full-length TV eps online is "not a risk we're willing to take." But Hulu's backers—while acknowledging the need for caution—said content owners must feed consumers' thirst for online video or face even bigger risks. "You've got to provide it legally and figure out a way to monetize it legally or else it will be pirated," said **NBCU Cable Ent** pres *Bonnie Hammer*, adding that "we all have to be watchful because we don't want that [dual revenue] model to change." **Fox Cable** pres *Rich Battista* said much of Hulu's success stems from its usability, but he also said VOD could be a big opportunity if cable can figure out dynamic ad insertion. "We see that as an area we particularly want to play in," he said. Meanwhile, he noted that users can't skip over ads in Hulu. "It's in all of our best interests to have another platform where we can't fast forward," he said. **MTVn's Van Toffler** said linear and online TV can co-exist, arguing that ad-skipable DVRs are actually a bigger threat than TV content going online. But despite competitive pressures to put full TV eps online to bolster market share, Sapan said: "That's a pretty high price to pay for competing on a daily basis for share."

Carriage: Univision and **DISH** reached a retrans deal without any major fireworks after all. The 2 announced the deal hours after the Spanish-language broadcaster said **Time Warner Cable** had secured a multi-year agreement. The deals include the flagship net, O&Os, **TeleFutura** and **Galavision**. As expected, terms weren't released. Univision reached a renewal deal with **Comcast** in Jan. In other carriage news, a TWC rep said the MSO and **HDnet** continue to negotiate.

In the Courts: Get ready to walk the runway again. "Project Runway" will debut on **Lifetime** this summer now that **NBCU**, Lifetime and **The Weinstein Co** have resolved their dispute over moving the show from **Bravo**. The Weinstein Company will pay NBCU for the right to move the show. The agreement, which all 3 say they are happy with, ends a year of litigation. Lifetime had planned to debut the show this past fall, but a court injunction prevented it.

NCTA Notebook: The much-discussed idea of creating an authentication system that could give only paying cable subs access to pay TV eps online drove debate during panels—but with little consensus on how to implement it. **Time Warner Cable** evp/chief strategy officer *Peter Stern* said any authentication must be simple and scalable to work, while **Scripps Nets** evp, affiliate sales & mktg *Lynn Costantini* said it must be able to measure advertising. "I'm a little skeptical about how this scales," she said, noting it's also unclear "how collaborative it can be" between nets and operators. **Discovery** svp, digital media distribution *Rebecca Glashow* said it's important that any online authentication avoid the fate of VOD, which she said is "still not an effective place where programmers can monetize their content." -- Though probably not a salve for the industry, 3 influential analysts agreed that cable stocks are undervalued, and perplexingly so. **Merrill Lynch**

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analyst *Jessica Reif Cohen*, for example, is bullish on cable because of its solid management, strong cash flows and relatively clean balance sheets—not to mention continued rev and EBITDA growth. But investors “aren’t buying on where a company will be in 20 years, but on how it will perform over the next few quarters,” said **Sanford Bernstein’s** *Craig Moffett*, joining panelists in noting Wall St hang-ups due to the industry’s competition, slowing growth, limited dividends, increasing disintermediation and relatively hefty debt loads. Still, he said, there’s no reason that **AT&T** and **Verizon** should be trading at an approx 25% premium to cable stocks, especially considering cable’s important “marginal cost advantage” in service provisioning. Notably perturbed by the current valuations of cable stocks, **Mediacom** chmn/CEO *Rocco Com-misso* has battled back through share repurchases. “Listen, keep on doing it, and I’ll buy some more stock,” he quipped to those undervaluing MCCC shares.

In the States: **Cablevision** said its HSD subs already have accessed the Web more than 1mln times over its WiFi service. -- **Cox** launched DOCSIS 3.0 tech with download speeds of up to 50Mbps in Lafayette, LA. -- **Outdoor Channel HD** picked up carriage on **Comcast** NM, in **Time Warner Cable** markets including the Carolinas, in **RCN** markets such as NYC, and on **US Cable** in TX.

Pricey Food: **Scripps Nets** reiterated plans to seek significant rate hikes for Food this summer (*Cfax*, 09/01/08), with officials at the **NCTA** show saying the same applies to **HGTV**. Scripps will point to strong ratings and stickiness in negotiations. “The obvious point is that **Food Network** is severely undervalued in the distribution marketplace,” Scripps Networks pres *John Lansing* said. “When we begin [talks]... that won’t be a difficult point to make,” he added. Ratings, local ad sales and audience engagement point in the same positive direction, Lansing said. “Diners, Drive-Ins and Dives” was Food’s highest-rated series in Q1 “by a long shot,” Lansing said. Scripps has been buoyed by recent **Bernstein Research** statements that it has “the largest potential for affiliate fee revenue improvement.” “It’s good to see Wall St validate our direction,” said *Lynne Costantini*, evp, affil sales & mktg.

Technology: **Sprint** counts **Massillon Cable TV** and **Blue Ridge Cable** as the initial customers of its home phone services that interact with customers’ TVs, computers and mobile phones. Included are caller ID to the TV, caller ID to the PC and voicemail alerts to mobile handsets. -- **Clearwire** has bowed the Clear Spot Personal Hotspot, which enables standard WiFi products to connect with the Web through its mobile WiMAX service. The initial device is a portable router capable of connecting up to 8 WiFi devices. -- 5 North American cable ops have agreed to use **Openet’s** transactional intelligence products to gain visibility into service usage, control over nets and creative monetization of services.

MaxFAX’s Don’t Miss: This morning at 8, **CablePAC** members show up for eggs and checkbook signings... **Cable-Labs** looks at the law and technology at 9... the general session “Navigating a Communications Revolution” opens at 9:45 with *Bob Iger* followed by *David Faber* moderating *Glenn Britt*, *Greg Brown*, *Jinni Jain*, *Tom Rutledge* and the great *Amy Tykeson* (one of those pioneering small operators who make a difference!)... the show floor opens at 11, so place some more orders and pick up some SWAG... there’s a public policy lunch... and 4 competing sessions at 2:30 make choosing difficult!... harnessing the power of the set-top box features *Julia Boorstin*, *Sean*

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Bratches, Mike Eason, Joan Gillman and Bill Harvey (a real look at what's really happening and will shortly happen)... meanwhile, Jim Chiddix hosts Jim Blackley, Mike LaJoie, Michael Lee and Tony Werner in a top down look at cable tech... a primer on stimulus broadband grants is in room 145B... and the affiliate/network partnership gets some serious attention in room 144... in a move to keep you around until late, Rupert Murdoch talks about his global world and then Michael Willner introduces Neil Cavuto, Jeff Bewkes, Phillippe Dauman and Michael Fries (talk about a very big picture)... the invitation-only Chairman's Reception along with big time shout-outs for **Cable Positive** honorees Neil Smit and Josh Sapan takes place a few blocks away... which makes a nice stop on the way to **RBC Daniels** cocktails, the **Tennis Channel's** chocolate or any of a dozen events to keep you awake too late.

WICT Notebook: In these scary economic times, **Comcast** CFO Michael Angelakis said he tries to remind employees to worry only about what they can control. "The competition is just as threatening as the economy," he said during **WICT's** Leadership general session Wed, noting that the difference is that there are controllable factors with competition. **Cox** svp, chief people officer Mae Douglas offered a glimmer of hope, revealing that the MSO has seen a "slight increase" in basic sub gains. And **Carlsen Resources' Ann Carlsen** said things aren't as bad as they may seem, with her headhunting business only down about 10%. Her take: companies are spending more time and money on their high performers.

5Qs with ESPN evp, technology Chuck Pagano: Next Monday, ESPN will open its L.A. production center, above an ESPN Zone, across from The Staples Center, allowing the worldwide sports leader to shoot the 1am ET/10pm PT "SportsCenter" from the west coast, which it will do that evening. It's also the first 1080P production facility in the world designed for live broadcasting. ESPN tech chief Pagano spoke to us from L.A. **How does this new facility relate to the Digital Center in Bristol?** It's a natural extension of what the DC was built for, that is converged media production, regardless of what the media is; whether it's television, digital media or anything else we want to get into. It gives us a presence here, with our talent and writers here. **What are some of the numbers?** It's in about 77K square feet, housing 80 employees. We have 2 studios, 3 production control rooms, a newsroom, a 35-seat ingest theater, 8 edit suites and 2 master control facilities for business continuity, in case we have an issue in Bristol. The major artery is our bi-directional fiber optic connectivity back to Bristol. We have twin 10-gigabit/sec links that go from L.A. to Bristol... We are using the same server that we use in Bristol. **And it's 1080P?** Yes, it's all digital, all high definition and we've taken a leap of faith and designed it to be 1080 Progressive from a production standpoint. We're still a 720P programmer, but we're getting ready for the change. There's a journey with HD. Nothing stands still. We're getting on that escalator early in life because we know it's going to happen as a function of time... the new HD stuff looks awesome in a studio environment, it leaps out at you... **Will you have more of these facilities 5 years from now?** We have more of these around the world, although this is our first expansion in the domestic space. We have facilities in Sao Paulo, Brazil, a wonderful facility in Buenos Aires, Argentina, and our European facilities are up and coming. There are no plans right now to go anywhere else, but we are looking at what makes sense for delivering better product and content across the board. **Besides 1080P, what technologies excite you there?** There's nothing really that exciting. Working on productions that are no longer sitting in



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the same building where you're doing the rest of your business is rather intriguing and fun. We're learning a lot about human dynamics over an intercom system. We're learning how to do production via video conferencing; you can see the whites of the director's eyes when he's yelling for people to roll tape back in Bristol. Watching the dynamics of people is the ultimate technology in my life. Watching people come together, their energy, that's the fun part of this project.

Public Affairs: Time Warner Cable pledged \$100mIn of cash and in-kind resources to a 5-year plan to address America's decline science and math.

People: News Corp has tapped former AOL CEO Jonathan Miller as chief digital officer. Also, the company said Peter Levinsohn will serve as pres, new media and digital distribution, Fox Filmed Ent.

Editor's Note: Send in your nominations for the CableFAX "Sweet 16," which honors top agencies and cable advertisers at our "Sales Executive of the Year Awards" breakfast in NYC on June 11. The deadline to submit Sweet 16 candidates is April 10. No entry fee. More info at www.cablefax.com/cfp/awards/sweet16.html.

Business/Finance: According to reports, the US Bankruptcy Court for the Southern District of NY has agreed to allow Paul Allen to sell more than 28mIn, or 7%, of his 406mIn Charter shares before they dissolve.

CableFAX Daily Stockwatch

Company	04/01 Close	1-Day Ch	Company	04/01 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	25.18	0.36	AMDOCS:	18.71	0.19
DIRECTV:	23.46	0.67	AMPHENOL:	29.43	0.94
DISH:	11.54	0.43	APPLE:	108.69	3.57
DISNEY:	18.79	0.63	ARRIS GROUP:	7.77	0.40
GE:	10.17	0.06	AVID TECH:	9.43	0.29
HEARST-ARGYLE:	4.34	0.18	BIGBAND:	6.67	0.12
NEWS CORP:	8.00	0.30	BLNDER TONGUE:	0.91	0.00
MSOS					
CABLEVISION:	13.40	0.46	BROADCOM:	20.91	0.93
CHARTER:	0.02	0.00	CISCO:	17.46	0.69
COMCAST:	13.92	0.28	CLEARWIRE:	5.15	0.00
COMCAST SPCL:	13.10	0.23	COMMScope:	11.90	0.54
GCI:	7.04	0.36	CONCURRENT:	3.58	(0.04)
KNOLOGY:	4.42	0.30	CONVERGYS:	8.38	0.30
LIBERTY CAPITAL:	7.14	0.16	CSG SYSTEMS:	14.36	0.08
LIBERTY ENT:	20.79	0.84	EHOSTAR:	15.81	0.98
LIBERTY GLOBAL:	15.03	0.47	GOOGLE:	354.09	6.03
LIBERTY INT:	3.13	0.23	HARMONIC:	6.73	0.23
MEDIACOM:	4.20	0.17	INTEL:	15.03	0.00
SHAW COMM:	15.21	0.06	JDSU:	3.75	0.50
TIME WARNER CABLE:	24.57	(0.23)	LEVEL 3:	0.95	0.03
VIRGIN MEDIA:	5.03	0.23	MICROSOFT:	19.31	0.94
WASH POST:	361.04	3.94	MOTOROLA:	4.33	0.10
PROGRAMMING					
CBS:	3.88	0.04	OPENTV:	1.51	0.00
CROWN:	2.08	0.03	PHILIPS:	15.45	0.58
DISCOVERY:	17.06	1.04	RENTRAK:	8.79	(0.21)
EW SCRIPPS:	1.71	0.36	SEACHANGE:	5.74	0.02
GRUPO TELEVISIA:	14.16	0.52	SONY:	22.33	1.70
HSN:	5.36	0.22	SPRINT NEXTEL:	3.97	0.40
INTERACTIVE CORP:	15.65	0.42	THOMAS & BETTS:	24.97	(0.05)
LIBERTY:	22.59	0.49	TIVO:	6.85	(0.19)
LODGENET:	1.64	0.05	TOLLGRADE:	5.78	(0.02)
NEW FRONTIER:	1.63	(0.02)	UNIVERSAL ELEC:	18.48	0.38
OUTDOOR:	6.94	0.12	VONAGE:	0.42	0.02
PLAYBOY:	1.98	0.01	YAHOO:	12.75	(0.06)
RHI:	1.46	(0.06)	TELCOS		
SCRIPPS INT:	23.60	1.09	AT&T:	25.92	0.72
TIME WARNER:	20.70	1.40	QWEST:	3.75	0.33
VALUEVISION:	0.68	(0.02)	VERIZON:	31.22	1.02
VIACOM:	19.51	0.84	MARKET INDICES		
WWE:	11.99	0.45	DOW:	7761.60	152.68
TECHNOLOGY					
3COM:	3.21	0.12	NASDAQ:	1551.60	23.01
ADC:	4.52	0.13			
ADDVANTAGE:	1.62	0.21			
ALCATEL LUCENT:	1.91	0.05			

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Stimulus

“Stimulus” means different things to different people, especially when it comes to the new “stimulus package” meant to help prod, encourage, incent, motivate, push, spur (all listed synonyms) or stimulate the economy back to health. The question on everyone’s mind in the broadband business is what is it going to mean for us?

That’s not an easy one to answer, since in the case of broadband, there are two administration goals, not one. The \$7.2 billion allocated for broadband stimulus is not



Steve Effros

only supposed to quickly create jobs and economic activity, it’s also supposed to promote broad acceptance, availability and use of broadband technology as a long-term infrastructure asset for the country. Not bad thinking, but how you go about it can get very sticky. We’ve got to help by explaining what’s already in place.

There’s general agreement the focus should be on “unserved” and “underserved” areas, since our industry has pretty much built out the broadband infrastructure already. But everyone acknowledges that what those terms mean and how you deal, particularly with “underserved” areas, can have significant unintended consequences.

For instance, does it make sense to “incent” a new competitor in what is considered an “underserved” area with federal dollars to compete with an existing provider if the area can’t really support multiple infrastructures over the long run? Haven’t you just substituted one company with another?

And what about the proposal from some economists who say the “stimulus” should only apply to actions that would not otherwise have been taken by the companies already there? That just doesn’t make sense in the extremely fast-moving telecommunications business. All the companies are constantly upgrading and building out new technology. By the measure of saying a “stimulus” only applies to

someone who would not have improved their infrastructure (in a presumably “underserved” area) without that stimulus, what you are saying is, only those who are not already in the business should be incented to now build in areas they would not (probably with good reason) have otherwise built in, solely because they can get government money!

That makes no sense either. Instead, there are many broadband companies in rural areas that could be “encouraged” to upgrade their “last mile” infrastructure (I have already discussed the “middle mile” problem, which needs to be addressed, too) before they financially otherwise could have. But once again, there are some strange notions going around: one of them is to mandate “future proof” technology! Well, I have some news: there ain’t no such thing!

Of course that’s code for “fiber optics.” But that would be the most expensive, and least broad-based expansion of broadband in rural areas. There are already perfectly good broadband systems in place. They need new ways to use their technology, like going digital, and using MPEG-4 to effectively double their bandwidth. That would be far more efficient and certainly effective in enabling even the fastest broadband service, like DOCSIS 3.0, into the smallest communities.

It can all be done, and relatively quickly and easily with no excessive need to build vast new infrastructures. We can accomplish all the stimulus goals that have been set out and do it for a wide range of communities. But the only way it will get done is if the policymakers understand our technology and what we have already done... which is a lot, and then listen to those folks on the ground in rural America who have already been doing great things in delivering broadband. They have that chance at the Cable Show this week. I hope they take it.

Steve



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Let's Get On the Move

All the signs of spring are here: The Spring Cable Connection, the cherry blossoms, first baseball pitches—and the Cable Mover Hotline. Why the Cable Mover Hotline?

Late May marks the beginning of the peak moving season across the country, so it's also the time when cable companies rev up their Mover marketing campaigns.

For those who aren't familiar with it, The Cable Mover Hotline is one of several Mover initiatives developed by the CTAM MSO Co-op to retain and acquire customers at the single moment they're most likely to consider switching providers—when they disconnect their services in preparation for a move.

The Hotline, which is powered by the CableLabs Go-2Broadband service locator, is elegantly simple. It connects the customer from the company he or she is leaving to the company that serves the next home in a single, convenient step. Whether the customer calls the current provider, uses the toll-free number or the Cable Mover Web site, the process saves time, hassle and even money.

The good news for the cable business is—it's working. This week, CTAM reported the Hotline received 1.77 million calls in 2008. It's quite impressive to match the '07 results of such high volume through the housing crisis. The Cable Mover Hotline has seen huge growth since the launch in 2004 when the Hotline received 718,000 calls.

This multi-faceted program also includes training for customer service representatives on how to use the

Hotline and the importance customer retention; TV spots produced by our long-term partner, Scripps Networks; a national communications campaign; and the support of marketing and PR executives across in the country.



Sam Howe

However, as we enter the 2009 season, a harsh reality strikes me. Millions of people will move this year and many will do so under unfortunate economic conditions. Recent CTAM Pulse research says that nearly three-quarters of U.S. households think the economy is in a recession or heading toward a depression. However, although many expect their financial situation to get worse in the next six months,

80 percent of cable households say they're not likely to cancel their cable TV service, and 95 percent report they plan to retain their cable modem service.

This research tells me that the Cable Mover Hotline is now even more critical to the health of our companies. It tells me how important cable is to our customers and underscores an opportunity to help them. The Hotline can make a stressful transition a little easier and reinforces our value. With 18 cable companies behind the effort, it's a perfect example of how we can work together as an industry for the betterment of all. But we need everyone's support. Find out how you can get involved in your company. Remind your friends, neighbors and family to use the Hotline. Use the Hotline yourselves. Let's all get on the move to make the most of this extraordinary service.

(Sam Howe is evp/chief marketing officer at Time Warner Cable).

C-SPAN AT 30: 39 MILLION REGULAR VIEWERS



30 years ago, the cable industry launched C-SPAN. A new survey conducted by Hart Research Associates reports that today 20 percent of cable TV viewers watch C-SPAN at least once or twice a week.*

C-SPAN viewers span generations.

- 43%: ages 18–49
- 32%: ages 50–64
- 25%: ages 65+

*For more information and complete survey results, visit c-span.org/30years.

GUEST COLUMNIST

The Certainties of This Year's Upfront TV Market

"Uncertainty" is a word we've gotten all too familiar with since the spring of 2008 and our previous Upfront marketplace.

The trials that the US economy and businesses have been through since last spring have been immense, and our sense of "the new normalcy" for the US is still being defined as we approach this year's upfront national TV buying season.

What anyone who is investing for their business wants in this environment is increased certainty—both more certainty on strength of the core product they buy into and more certainty on the returns that investment will yield for future business growth.

For the wide breadth of advertisers and their agencies that will invest in the coming upfront market, there are some critical certainties they can rely on for their '09/'10 national TV investments—certainties that have been evergreen for the ascending driver of all national TV growth and health, the branded cable networks that now account for the majority of US national TV viewing.

What are a few of the certainties that can be promised to investor-advertisers in the upfront TV market?

1. Upfront investors can be assured that the cable inventory they buy in this upfront market is bound to be worth more in 2010, just as the cable inventory purchased in 2010 is bound to be worth more in 2011. This certainty comes from the perpetual ratings and reach growth generated by ad-supported cable TV networks:

- Cable networks have the largest holding of rating points (58% of all primetime ratings points), and are the largest reach provider among all major buying demographic groups (Adults 18-49, A25-54, etc). Cable networks are also in a still-ascending position; cable's lead over the (descending) broadcast networks thus widens

with each progressive quarter and year.

2. The certainty of the basic value proposition of network cable advertising—namely significantly better CPMs than the broadcast networks and other media forms—is further enhanced by cable's perpetual ratings and reach growth. The CPM/cost advantage of cable versus all other national TV options will be of even greater importance in this environment of squeezing the greatest efficiencies and maximum return out of every invested TV dollar.

3. The soaring appeal of cable network brands provides another 2009 certainty. The current consumer usage patterns indicate that multiplatform participation with these well-articulated brands is also in significant growth mode. Thus TV advertising on cable goes way beyond "buying shows" to being able to customize ad programs that can message to customers on whichever screen/interface they consume cable brands on.

4. Quality-of-programming certainty is also at an all-time high for ad-supported cable in 2009. Original programming on these branded cable networks has risen to account for 67% of all network cable programming. With over \$20 billion invested in original cable programming in 2009, the number of original (versus acquired) network cable programs has tripled over the past five years.

One thing is for certain; the very qualities that have made ad-supported cable TV an ever-escalating upfront investment for top US advertisers—namely, perpetual audience growth, a better value proposition driven by CPM advantage, world-class multiplatform brands and a record high investment in original programming—put cable in the position of being the most-certain investment any advertiser can make in the upcoming national upfront TV market.

(Sean Cunningham is pres/CEO of the Cable Advertising Bureau).



Sean Cunningham



Awards Breakfast

June 11, 2009
Grand Hyatt • New York, NY
8:30am - 10:30am

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