

CableFAX Daily™

Friday — April 3, 2009

What the Industry Reads First

Volume 20 / No. 062

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Not So Fast: Moguls Wade Into Authentication Debate

Disney chief *Bob Iger* drew a somewhat dotted line in the sand Thurs, telling MSO execs gathered at the **Cable Show** that the "TV Everywhere" concept (limiting access to certain non-linear cable content to paying subs) could be "anti-consumer and anti-technology, and would be something we would find very difficult to embrace." But in the day's final general session, **Time Warner** chmn/CEO *Jeffrey Bewkes* defended the plan he has championed. "We can all do this together and we can do this for free. We don't have to charge anyone extra," he said, arguing that "we're all being confused a little bit by the broadcast networks" that have put full episodes online for free because they depend solely on ads, save retransmission fees. "We're all being too slow," he said. "We ought to do it right away... not later but now." Bewkes even showed a promo for the "HBO Go" service, which allows paying subs to access **HBO** content online using an authentication system. To be fair, Iger said Disney is "open to hearing more" about the concept, which stems from cable operator complaints that programmers shouldn't charge license fees for content going online and on other platforms for free. But he said "we're curious about the practicality, both technically and otherwise." Iger said putting "selected content" online helps programmers promote and market linear fare, which benefits operators. "The consumer is king, not us the content provider and not you the distributor," he said. "Consumers are telling us they love media... They want convenience, easy access and playability." In a panel following Iger's speech, **Time Warner Cable's** *Glenn Britt* said consumers won't totally bypass distributors any time soon, but "maybe we should get on it now and try to figure it out so we don't end up like music and newspapers." **Cablevision** COO *Tom Rutledge* said content owners would be hard pressed to ditch their dual-revenue model. "Anyone who wants to go over the top, be our guest," he said. And **Insight** CEO *Michael Willner* warned that making too much TV content available for free online would eventually have "a terrible effect on our economy... If there's no economic incentive to create content, content will not be created." **BendBroadband** pres/CEO *Amy Tykeson* noted the success of the dual revenue stream for programmers, "so I think there needs to be some coming around the bend here" to balance the various business models. And while all admitted multiplatform's future is unclear, *Dan Maloney*, pres of **Motorola's** home and networks mobility div, said one big trend will be more "blended" Internet content on TV through more advanced set-top boxes.

To Tier or Not: Not everyone plans to follow **Time Warner Cable**, which is expanding its consumption-based HSD bandwidth model. **Cablevision's** *Jim Blackley* said his company does not want consumers right now to think about what they are consuming other than do they want a 15MB/2 service or 30/5. "In our case, we think it's a pretty powerful drug, and we want people to take more and more of it," he said. *Mike LaJoie* of TWC, which has had a consumption-based model trial in Beaumont, TX, said he thinks customers understand the concept and that it doesn't

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impact 80% or more of them. In Canada, **Rogers** has operated a consumption-based model for about a year. For 3 months, the operator informed subs of how much bandwidth they were using but didn't charge them, according to *Mike Lee*. Rogers used that time to proactively help customers determine what pricing model they should be in, he explained. Rogers' mid-level tier is capped at 60GB consumption, while its fastest tier (18MB down) is capped at 95GB. Be transparent, he advised, noting how the operator sent a notice at 75% capacity and 100% capacity and limits the per GB charge for over consumption at \$25.

Mogul Mania: Top media execs at Thurs' closing general session insisted that the cable business has shown much resilience despite the bad economy. **News Corp.** chmn *Rupert Murdoch*—while predicting that economic troubles could linger for 2-3 years as consumers pare back spending and inflation rises—said advertising is up at News Corp's cable properties, mostly as advertisers lower ad spending on the broadcast side. Meanwhile, **Viacom** pres/CEO **Philippe Dauman** said "we're doing pretty well" and noted that some advertisers are spending more money in an attempt to gain more market share as their competitors pull back. **Time Warner** chmn/CEO *Jeff Bewkes* said that while the magazine and AOL units are down, the film and cable business is growing and doing better in U.S. than overseas. "As this year finishes up, things in the mid-term are going to pick up." **Liberty Global** pres/CEO *Michael Fries* said the company isn't immune to the bad global economy, but "we're growing right through it."

Boucher's Stump: Get to applying cable. That was the message from **House Communications** subcmte chmn *Rick Boucher* (D-VA) about \$7.2bln in broadband grants and loans funded by the economic stimulus package. "Please be very aggressive in applying for these funds," he told a **Cable Show** public policy lunch. "We need the private sector, and the cable industry particularly, to be applicants for these funds." Boucher also pledged to "do everything I can" to protect cable compulsory licenses, saying the blanket payment system has worked well. Last year, the **Copyright Office** suggested in a report to Congress that the compulsory regime should be overhauled so that cable negotiates individually with broadcasters for signals imported. Boucher said he's working on legislation to address privacy protection online and invited cable to offer advice. He said Websites should have to alert visitors as to what info they are collecting, how it's being used and that visitors should have the opportunity to opt out. Before departing, the Congressman gave a cable a tip of the cap for its DTV PSAs, calling the industry's spots by far the most entertaining and first on the scene.

Reinventing TV Guide: Apparently nothing's sacred. **TV Guide Network's** new owners might run movies on the network, **Lionsgate** CEO *Jon Feltheimer* told us Thurs. The channel's essence will remain "entertainment," though, he added. Its slate is a "fixer upper," he said, echoing Lionsgate TV programming & production chief *Kevin Beggs*,

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who called for an evaluation of the channel's current series. Quality will be key, Feltheimer said. "People watch shows, not networks... people will find you if you have a good show," he added. Another key to Lionsgate's \$255mln purchase is tvguide.com, which had 18mln views last month, up 55% year over year.

Hill @ NCTA: Bringing the **Cable Show** to DC has certainly increased the foot traffic from members of Congress. As of noon Thurs, more than 100 members had toured the Broadband Nation exhibit. The last tour Wed was at 8pm, with House Majority Leader *Steny Hoyer* (D-MD) checking out the tech display. The show hits L.A. next year, but there is some talk of returning (maybe permanently?) to DC. -- One of the issues operators hold dearest to their hearts—retrans—isn't getting a lot of attention from Hill staffers at the show. Rep *Joe Barton* (R-TX) sees it as "one of the few areas that seem to be working," said **House Commerce** staffer *Neil Fried*. For the record, no one in the audience threw tomatoes, but there were a few eye rolls. "The parties are far close to the consumer than the government, and he'd like to see it stay as a marketplace negotiated discussion." None of the other staffers representing the majority and minority members of the House and Senate Commerce committees would even comment on retrans. -- Judiciary staffers didn't say much about the terrestrial loophole or terrestrial exemption (terminology depends on which side your own), which gives cable ops the choice of keeping terrestrially delivered programming exclusive. *Ivy Johnson*, a staffer for the majority side of **Sen Judiciary**, said that there probably wasn't need for a change to the law, but Congress "needs to remain vigilant." The **NFL's** antitrust exemption also came up during the panel, with an **NCTA** staffer asking whether its time to review it. Johnson suggested that there may be steps beyond repealing the exemption, pointing to a case pending before the **US Supreme Court** that could effect whether an antitrust exemption is even necessary. That case is **American Needle** vs NFL. American Needle lost its rights to sell hats with NFL logos after the league struck an exclusive licensing deal with **Reebok** and wants to sue. The case delves into whether sports leagues and their teams, at least in some instances, should be considered single entities. House Judiciary minority staffer *Stewart Jeffries* said he thinks there may be interest in reviewing all antitrust exemptions.

Powerful: Several people and entities involved with **Cable Positive** deserve plaudits as the org bestowed its annual **Power Awards** on the show floor Thurs. Certainly **Charter** pres/CEO *Neil Smit* and **Rainbow Media** pres/CEO *Josh Sapan* earned their recognition as award winners, but also deserving of acclaim is CP pres/CEO *Steve Villano*, who previously announced he's stepping down from the post. The palpable (and continued) support afforded Cable Positive by the industry really shone through Thurs, as **Insight** CEO *Michael Willner*, **Showtime** chmn *Matt Blank* and **Cablevision** CEO *Jim Dolan* joined a dense crowd at the event, truly a testament to the new heights to which Villano has piloted Cable Positive. "Nothing happens by 1 individual alone," said Villano, who spoke of the org's bright future before yielding the podium to incoming pres *Sean Strub*, who is HIV positive and founder of *POZ* magazine, which covers the HIV epidemic. "I have admired Cable Positive from the outside," he said, stressing its tireless fight against the stigmas surrounding AIDS and the societal divisions the syndrome has caused. Award presenter and **MSNBC** host *Rachel Maddow* said Strub's hire "reflects well on Cable Positive," and her involvement did the same.

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An openly gay woman with a healthy TV following, Maddow said she had personal interaction with AIDS growing up as a Bay Area activist, and applauded the work of Cable Positive. For everyone involved with the org and of course to Villano, bravo. And thanks.

MaxFax's Don't Miss: **NAMIC** gives out some awards at breakfast at the Grand Hyatt ... the **SCTE's** Emerging Technologies tries to do it all in one day... the **Kaitz Foundation's** Supplier Diversity Connection Workshop starts at 8:30 (right after the NAMIC breakfast)... the "Economics of a New Advertising Era" features *Craig Moffett, Steve Burke, Jeff Gaspin, Landel Hobbs, David Levy, David Verklin* and *David Zaslav* (will he have a Kindle with him?) to try to put all of the screens, wires and airwaves into some monetary perspective... the show floor opens again at 11 and closes at 3:00—last chance to make the show a success for the exhibitors!... **CTAM's** *Char Beales* leads a discussion of marketing with *Jerry Dow, Jonathan Hargis, Sam Howe, Peter Intermaggio* and *Joe Rooney* at the same time the floor opens... at 3pm some folks get some recognition as the Vanguard Awards go to *Rocco Commisso, Nomi Bergman* (on her way to **Ski-TAM**), *Dinni Jain, Jim Walton, Jay Rolls, Bonnie Hathaway, Robert Stanzione, Sean Bratches* (about time) and *Charlie Collier* (I still hold the record for shortest acceptance speech)... in something of a relief, it is time for the Battle of the Bands at 8 tonight – may *Mike Grebb* and friends hit all the right notes! - PSM

NCTA Notebook: **Comcast** is having success with its digital-to-analog adapters, which connect to the back of a TV and recreate the analog experience in digital markets. In other words, subs don't have to get set-tops. In some markets, it's seeing as high as an 80% self-install rate, according to CTO *Tony Werner*. The device not only allows analog subs to enjoy digital quality picture and sound, but it can mean 10 or more channel additions, he said. "The hardest problem we've had is programming the remote. It's not driven a significant amount of service calls," Werner said. -- To nobody's surprise an **NCTA Show** tech panel said Tru2way is reality, with significant system deployments. The challenge ahead will be finding working apps, said **Bright House Nets'** svp *Jeff Chen*. "It'll be spaghetti on the wall... we have to see what sticks and what doesn't," he said. Getting the consumer electronics segment interested in Tru2way will also be a challenge, **Comcast** svp *Mark Hess* said. This year CE will be "muscling out products," with "many more products" coming in 2010, he said. **Cox** vp *Steve Necessary* showed a "modest" next-gen IPG application with Tru2way, allowing much room for graphics and data. Improving navigation and the user experience are the most important immediate uses of Tru2way, Hess said. While cable MSOs insist they're strong supporters of Tru2way middleware, tech vendors seem skeptical. Odds are that significant product launches utilizing Tru2way will hit markets next year. Apps that excite Cox's Necessary include allowing subs to play their user generated content as VOD. **Time Warner Cable** svp *Bob Benya* says the MSO is testing ways to let subs share their "what to watch" recommendations with friends on their TV screens.

Watch and Buy: With apologies to 4 other presenting companies, **TRA** took the panel, as it were, with its innovative approach to measuring advertising efficacy amid a volatile ad market. The firm uses viewership data from 1.5Mn HHs and approx 2mLn set tops, then matches it to supermarket data gleaned from frequent shopper cards. The result: determination of the ROI of ads by deciphering how many people purchase particular products after watching spots. TRA uses data from homes serviced by **Time Warner Cable, Comcast, Cox,** and **Cablevision**, even satellite and over-the-air HHs. Future opportunities include matching viewership data with purchase info from industries such as consumer electronics, financial services and pharmaceuticals, said CEO *Mark Lieberman*. Other presenters: **iCueTV**, which provides a t-commerce platform that sits at cable headends; **SIBEAM**, which used the 60GHz band to seamlessly integrate in-home devices; **Verivue**, which integrates linear and online VOD content into a common infrastructure; and **Vyatta**, which separates the hardware and software of devices for choice optimization and scal-

Source: Nielsen Media Research, Live+Same Day Data, WE tv's "The Locator" season 2 premiere (Sat 3/27/09 9p-10p, 12+; A4000). Sub to qualifications upon request.

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ability. iCueTV and Verivue count **Comcast** as an investor.

StarzPower: **Starz** brought out cable's biggest star, **Comcast** chmn/CEO *Brian Roberts*, to help show off its new "Enteract Now" mini-app that uses **CableLabs'** EBIF spec designed to enable third-party applications on legacy set-tops. The app lets viewers restart a Starz show from the beginning or switch to HD format. At a show floor press conference, Roberts said the app is "improving our program guide" by letting viewers bypass the VOD menu. "That's the world we want to be in," he said. Starz chmn/CEO *Robert Clasen* said it took only 5 days to write. Roberts responded "absolutely" when asked if he wants other programmers to develop similar apps. Meanwhile, Comcast CTO *Tony Werner* said the MSO is already testing an EBIF-enabled Caller ID on the TV app in 10mln homes. "We're changing the way people watch television," said Roberts, noting that EBIF apps could help do for cable what **Apple's** app store has done for the iPhone. "We have to have an open platform with third party development."

VOD: **Fuse's** HD service was added to 3mln HHs in Q1, with additions through **Comcast, Time Warner Cable, GCI** and **RCN, Fuse** told **Cfax**. Fuse also expanded its VOD carriage via a recent deal with **Charter** for HD VOD and SD VOD. Concerts in HD "are a major hot button" for affiliates, said *Brad Samuels*, Fuse's evp, content distribution. More artists are understanding the benefits of putting performances on VOD and HD VOD, he said. -- **Discovery** will offer several of its shows on VOD the day after they premiere this spring, including Discovery's "Out of the Wild: Alaska Experiment," (debuts Apr 14) **TLC's** "Table for 12" and **Animal Planet's** "Groomer Has It" (Apr 11). -- **Midcontinent Comm's** using software and systems from **SeaChange** to increase the amount of HD VOD content available to subs, and has already increased the capacity of 5 server systems to 11K hours from 2.5K hours. -- **Rentrak** and **SeaChange** are collaborating to enable seamless VOD ad insertion and advanced measurement and reporting at the ad and campaign level. Integrated solutions aim to improve the ability of MSOs, nets and advertisers to monetize VOD advertising on a regional and national basis. -- **Comcast** is making **PBS** available on HD VOD. Shows include "Antiques Roadshow," "NOVA" and "Masterpiece." The MSO also announced a new milestone: 11bln VOD views to-date. That's nearly twice as many views as the total number of music downloads ever sold on **iTunes** in the 6 years since it launched.

Technology: **CableLabs** plans to release a source code reference implementation of its tru2way specs, which will accelerate deployment of the tech by offering device manufacturers an apps providers 1 compliant software stack for building tru2way-enabled products and services. -- **Cleawire** plans to launch a WiMAX Innovation Network in Silicon Valley that will initially cover more than 20 square miles and accelerate 4G mobile broadband development among the area's tech companies. Service will be provided free to a limited number of qualified developers for 1 year. -- **itaas** announced an agreement that provides support for apps developed by **Cox's** tru2way and enhanced TV implementation via the itaas istart developer program. -- **Acumen Solutions** unveiled its "Cable in the Cloud" program, which allows cable companies to rapidly deploy customized apps for business and residential sales/service support. -- New customers of **Universal Remote Control's** new tru2way digital models include **Time Warner Cable** in Wilmington, San Antonio and 4 CA markets; **MetroCast** in MD and VA; **Rocky Mountain Cable** in CO; and 10 **NCTC** customers. -- **Motorola** and **Time Warner Cable** have partnered to develop a multi-room DVR solution using Moto's tru2way set top software. The MSO aims to roll it out later this year. -- **EchoStar Technologies** and **Sling Media** have bowed a **tru2way**-based HD-DVR set top for cable that integrates Sling functionality such as place-shifting and remote video diagnostics.

Programming: **MSNBC** goes high def June 29. -- **AMC** reupped "Breaking Bad" for a 3rd season. -- **Outdoor Channel** was moved off **Comcast's** sports tier to digital classic in systems in NM and AZ. -- **Oxygen** renewed "Bad

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Girls Club” for a 4th season, saying that Season 3 was its 1st series ever to avg more than 1mln viewers. -- **SNY** will have exclusive coverage of the 1st televised game from Citi Field when the Mets take on the Red Sox Fri, 6pm. -- **Fox Sports Intl's** acquisition of the US and Caribbean media rights to the UEFA Champions League includes the next 3 seasons in the their entirety, coverage of which will appear across **Fox Soccer, FSN, FX** and **Fox Sports en Espanol**. The '09-'10 season's final match will air on FX.

Upfronts: Forthcoming content across **Discovery** nets includes **Discovery Channel's** HD program “Discovery Atlas,” returning with exploration of the Mediterranean and the Hawaiian Islands; more than 19 new **TLC** series; 14 series renewals on **Animal Planet** plus new docudrama “Cowboys,” following 3 family-owned and operated cattle ranches; new **Travel Channel** series “America’s Worst Driver,” competition-based elimination series; and the thrust that will surround **OWN's** programming slate, set for announcement later this year: best life all stars, best life experiences and best life inspiration.

Ratings: **ESPN** and **ESPN2** each posted its best 1Q ever, with the former averaging 709 HHs and the latter 268K. The combined 24-hr audience for the pair plus **ESPNEWS** and **ESPN Classic** also established a record, of 1.06mln avg homes. -- The Tues premiere of **Oxygen's** “Pretty Wicked” became the net’s youngest and most-watched series premiere in history among total viewers (617K), 18-49s (466K) and women 18-34 (262K).

CTAM on the Case: There can be only three... And this year, it was tougher than ever to place in **CTAM's** research case study competition, with a record 31 entries (vs 17 last year and 11 in '07 and '06). Those elite finalists—**Comedy Central, Logo** and **NBCU/Knowledge Networks**—won't find out who won the gold, silver and bronze until Sun when the rankings are revealed at the **CTAM Research Conference's** opening dinner. But here's a rundown of the Final 3: **Comedy Central** partnered with **Sterling Brands** to study the comedic sensibilities of its target viewers. The project involved “conflict groups” in which male Gen X- and Y-ers developed a “Ten Commandments of Funny,” a “jokus” group of standup comedy fans, buddy groups to study comedy among friends and a national online survey, among other elements. Some key elements of GenXY humor: Authenticity, self-deprecation and topical relevance. -- **Logo** set out to study the trends surrounding modern gay living. Research included 6 focus groups and a survey of 1800 gay/lesbian participants. Some results: People tend to be “comfortable in their gay skins,” with 69% saying it's cooler to be gay than 2-3 years ago. But coming out remains a selective process. Logo put the research at the center of its strategy to reach a broader “gaystream” audience. -- **NBCU** studied its multiplatform reach during its extensive coverage of the '08 Olympics in an effort go beyond standard “currency” ratings that couldn't meet its measurement needs. Working with **Knowledge Networks**, NBCU measured myriad metrics such as time-spent on its Web properties, “to date” cumes and other custom data reporting. Among findings: 9% of the NBC network's primetime audience watched out of home on an average evening during the Games, and 39% of the NBCOlympics.com audience used the Website out of home on an average weekday during the Games. -- See who came out on top at CTAM's Research conference Sun.

Advertising/Marketing: The **AD Council** and nets including **HGTV, Nat Geo** and **Weather Channel** are participating in the “Go Green” promotion from **Comcast Media Center's** ADN to encourage the cable industry's adoption of electronic content distribution. The promotion features PSAs from the Ad Council and nets that may be downloaded for local tagging and insertion via participating cable systems.

Online: **HIT Ent** inked with **Sling Media** a content distribution partnership that in the coming weeks will bring HIT's children's programming to **Sling.com**, including “Bob the Builder” and “Barney.” -- **Tiger Woods' 2nd** straight Arnold Palmer Invitational win helped **PGATour.com** record a 26% YOY increase in visits to more than 3mln and a 24% in-

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crease in avg daily uniques to 543K. Over the tourney's 4 days, video streams urged 333% to 4.7mln and page views jumped 60% to more than 64mln.

Honors: **ESPN** blew the pack away, with 42 Sports Emmy nominations. 9 of those went to investigative news show "Outside the Lines." **NBC** received 28 nom, **Fox** 18, **HBO** 18, **Turner** 14 and **FSN** 12. -- Cable will be well represented at the Jun 3 reception honoring the winners of the **America Women in Radio & TV's** 34th Annual Gracie Awards, which recognize educational programs, charitable activities, public service campaigns and scholarships that benefit the public and women in the media. Winners include: **HBO** (4), **CNN** (4), **WE** (2) **CNBC** (2), **ESPN** (2), **Oxygen**, **Nick**, **USA**, **E!**, **Lifetime**, **MTV**, **Retirement Living**, **Bravo Media**, **Disney Channel**, **MSNBC**, **Style** and **ABC Family**.

People: ITV developer **Zodiac** hired *Brandon Brown* as CEO. He replaces **Zodiac** co-founder *Michael Rivkin*, who will become the company's CTO. -- **Turner Sports Ad Sales** promoted *Lorie McCarthy* to svp/genl sales manager and *Mark Marshall* to vp/natl sales manager. -- **Scripps Nets** tapped *Rodney Vinegar* as svp, human resources.

Business/Finance: **Wunderlich Securities** initiated **Time Warner Cable** at "Hold" with a price target of \$29.

CableFAX Daily Stockwatch

Company	04/02 Close	1-Day Ch	Company	04/02 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	25.13	(0.05)	AMDOCS:	19.11	0.40
DIRECTV:	24.44	0.98	AMPHENOL:	31.87	2.44
DISH:	12.19	0.65	APPLE:	112.71	4.02
DISNEY:	20.21	1.42	ARRIS GROUP:	7.95	0.18
GE:	10.74	0.57	AVID TECH:	9.91	0.48
HEARST-ARGYLE:	4.52	0.18	BIGBAND:	6.85	0.18
NEWS CORP:	8.54	0.54	BLNDER TONGUE:	0.90	(0.01)
MSOS					
CABLEVISION:	14.40	1.00	BROADCOM:	22.30	1.39
CHARTER:	0.03	0.01	CISCO:	18.14	0.68
COMCAST:	14.57	0.65	CLEARWIRE:	5.10	(0.05)
COMCAST SPCL:	13.90	0.80	COMMSCOPE:	14.49	2.59
GCI:	7.28	0.24	CONCURRENT:	3.49	(0.09)
KNOLOGY:	4.80	0.38	CONVERGYS:	8.98	0.60
LIBERTY CAPITAL:	7.19	0.05	CSG SYSTEMS:	15.00	0.64
LIBERTY ENT:	21.51	0.72	EHOSTAR:	16.06	0.25
LIBERTY GLOBAL:	15.82	0.79	GOOGLE:	362.50	8.41
LIBERTY INT:	3.50	0.37	HARMONIC:	6.84	0.11
MEDIACOM:	4.70	0.50	INTEL:	15.70	0.67
SHAW COMM:	15.93	0.72	JDSU:	3.87	0.12
TIME WARNER CABLE:	25.45	0.88	LEVEL 3:	1.04	0.09
VIRGIN MEDIA:	5.53	0.50	MICROSOFT:	19.29	(0.02)
WASH POST:	381.96	20.92	MOTOROLA:	4.63	0.30
PROGRAMMING					
CBS:	4.68	0.80	OPENTV:	1.64	0.13
CROWN:	2.28	0.20	PHILIPS:	16.47	1.02
DISCOVERY:	17.81	0.75	RENTRAK:	9.29	0.50
EW SCRIPPS:	1.87	0.16	SEACHANGE:	6.28	0.54
GRUPO TELEVISIA:	15.52	1.36	SONY:	24.35	2.02
HSN:	5.27	(0.09)	SPRINT NEXTEL:	4.28	0.31
INTERACTIVE CORP:	15.82	0.17	THOMAS & BETTS:	26.62	1.65
LIBERTY:	23.05	0.46	TIVO:	7.17	0.32
LODGENET:	1.63	(0.01)	TOLLGRADE:	5.75	(0.03)
NEW FRONTIER:	1.60	(0.03)	UNIVERSAL ELEC:	19.19	0.71
OUTDOOR:	7.50	0.56	VONAGE:	0.42	0.00
PLAYBOY:	2.07	0.09	YAHOO:	12.95	0.20
RHI:	1.85	0.39	TELCOS		
SCRIPPS INT:	26.10	2.50	AT&T:	26.54	0.62
TIME WARNER:	21.70	1.00	QWEST:	3.60	(0.15)
VALUEVISION:	0.66	(0.02)	VERIZON:	32.46	1.24
VIACOM:	20.80	1.29	MARKET INDICES		
WWE:	12.46	0.47	DOW:	7978.08	216.48
TECHNOLOGY					
3COM:	3.52	0.31	NASDAQ:	1602.63	51.03
ADC:	4.85	0.33			
ADDVANTAGE:	1.58	(0.04)			
ALCATEL LUCENT:	2.01	0.10			

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GUEST COLUMNIST

Making the Most of The Current Economic Crisis: Cultivating an Opportunity To Enhance Diversity

Right now, things look dismal. The global economy is slumping and thousands are getting pink slips daily.

The current economic crisis, many agree, is the worst since the Great Depression. Meanwhile, Financial Rescue 2.0 is underway as the Obama administration is about to inject more than three-quarters of a trillion dollars into the nation's economic bloodstream. Apparently, we're headed for the biggest, most ambitious federal recovery plan in U.S. history.

With this fiscal stimulus, the new President speaks in terms of the "beginning of the end" of the recession. It's not a moment too soon. Unemployment is at its highest rate in 25 years.

While the economy plunges, diversity is at risk of becoming less of a priority for companies. With stock prices hemorrhaging all around us, companies are increasingly focused on tightening budgets and preserving cash flow. Everything else takes a back seat. In this environment, diversity is too often regarded as a cost center rather than a vehicle that contributes to the bottom line. But, diversity is good medicine, even in these tough times. It will not only mitigate crisis pain; it can help to increase profitability. Diversity is as much a business necessity these days as during boom times.



Kathy Johnson

Why? Because human capital can present a competitive advantage—in any economy. In both good times and bad, diversity of background, thought, perspective and experience brings needed strength to decision-making.

With fewer HR dollars to spare, companies must be more creative in how they attract and retain a diverse pool of candidates. They must make wiser, more effective decisions about where to find them and how to keep them—particularly the top talent who might be drawn to competitors. A good bet is to target those associations and organizations that

appeal to talented prospects. NAMIC is one of those.

Also, companies would be wise to pay special attention to men and women of color who are already part of the corporate team. It costs much more to hire and train new recruits than to help current employees realize their leadership potential.

The current economic crisis, like so many others our nation has faced, is one that presents opportunity. As Stanford economist Paul Romer has pointed out, "A crisis is a terrible thing to waste."

Some companies have a special talent for reinventing themselves during crises, shedding old habits for wiser ways. The companies that adapt to tough times, gain momentum when they need to, and build strong human capital during turbulent times will pave the way for greater prosperity.

(Kathy Johnson is president of NAMIC).

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 are nearly equally liberal and conservative.

Ideologically, 31 percent of C-SPAN viewers describe themselves as "liberal"; 28 percent say they are "conservative."

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

GUEST COLUMNIST

The Business of Growth and Change

Most of you know Moore's Law, which predicts that transistor density on chips will double approximately every 18 months. This law has been restated, and correctly so, that computational power doubles every 18 months. Let's extend this prediction to telecom technology and conclude this: The complexity of our cable networks will increase along the same curve. Managing greater network capability and complexity requires solving more sophisticated service challenges, which means that engineers need to be smarter than ever to keep pace. In parallel with more complex networks, the competitive market requires increased efficiency and demands skills that evolve with Moore's Law.

With my roots firmly planted in the applied science and economics of our business, I step back and look at the needs of engineering and operating as a cost-effective *system* in harmony, not just piece parts. Simply put, I see two basic, interdependent groups for technology development. The base is the large field force—the arms and legs of the operation. Most among this group have grown through the ranks of empirical learning and are critical to an efficient operation. The second group is the more traditional engineering workforce engaged in planning and deployment for both engineering and technical operations. Many of these technologists have come up through the ranks. Add in the others who have a more formal engineering background, and the analytical and empirical meet. Both groups must continue adapting to the more IP-driven solution, transcending their traditional HFC knowledge base. The field folks maintain a valuable, practical balance between vision and reality regarding network deployment. Don't fix it if it isn't broken, they say.

By the way, you've noticed that the growth in IP infrastructure has drafted new members into our industry's engineering community—the IT folks. Information



Mark Dzuban

Technology and the convergence of new services and IP network infrastructure mandate new skills to complement our traditional workforce skill set. The aggressive IP evolution is creating new professional development needs. To embrace the IT folks, let's trade IP/IT skills with education about the mystique of carrying high-quality digital carriers over an analog network. So, accelerating IP network education is a major focus for the workforce top to bottom, allowing us to drive out cost and increase efficiency.

Let's add another dimension: "Intuitive" engineering. I define intuitive engineering as a knowledge base of electrical and electronic engineering along with good communications engineering skills applied to our unique industry. Why is it significant? To address the more sophisticated issues of the network beyond the scope of a playbook or MOP (Method of Procedure). Nearly two-thirds of network failures are related to human intervention. Let's call it human intervention that's short on human intuition—acting outside the careful parameters of a MOP or attempting to problem solve in areas requiring greater analytical skill. Nurturing "intuitive" skills in our workforce is imperative for our success. Another great upside? It provides a path for professionals to make significant contributions, fostering a competitive edge.

I grew up near Princeton, N.J., influenced by Professor Einstein. He maintained that innovation is more important than knowledge. To build a better workforce, let's feed the need for knowledge but, more importantly, stir our business' inherently innovative spirit to leverage Moore's Law to our advantage. The outcome? "Intelligent networks" and "logic engines" that reliably provide unprecedented service to our customers.

SCTE is poised to lead you and the industry forward. Stay tuned!

(Mark Dzuban is pres/CEO of SCTE).



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In a survey of 1,400 avid hunting and fishing enthusiasts, 84% named Outdoor Channel as their favorite cable network for outdoor programming.¹ No other network even came close. Not surprising, considering we have the most HD content in the outdoor genre. Plus, we're investing in groundbreaking new original series, including a new scripted comedy. So the question is, why would you want to bag a deal with any other "outdoor" network? **Don't be fooled by a decoy.**



¹Source: Vision Critical Online Panel, Outdoor Channel Brand Loyalty Study, February 2009