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CableFAX Daily™

Monday — April 5, 2010

What the Industry Reads First

Volume 21 / No. 064

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In the Loop: New Net Goes After 'Verge Culture'

Charged with developing an urban cable brand during her tenure as pres, TV and digital networks for **Lionsgate**, **Katie McEnroe** liked what she saw in online fashion reseller **Karmaloop**. Next thing you know, she's left Lionsgate to become pres of **Karmaloop TV**, with a linear net slated to launch in Nov. No word of any deals yet, but she said distributors are talking (Karmaloop plans to be at the Cable Show in May). McEnroe said Karmaloop's pitch as an HD net on the expanded HD tier is unique. "There are no networks out there willing to go on an HD expanded basic tier that house this young demographic," she said. "The name of the game is distribution. We believe that tier over time is going to grow, just as 3D is going to grow over time." Before joining Lionsgate, McEnroe headed **AMC**, guiding its transition to an ad-supported net with greater young adult appeal. Karmaloop, whose online shows already delve into entertainment, fashion, social media, etc at KarmaloopTV.com, will target the 18-34 "cable refugees," some of whom would prefer a broadband connection to a cable connection. "[We're focused on] taking this group back to cable... No one is trying to talk to this 'verge culture' group," McEnroe said, describing the demo as into underground culture and made up of multiethnicities. "The marketing—typical bill stuffers and TV ads—aren't going to work. And that's where [Karmaloop's] in-house expertise comes in for launching the network and getting the word out virally. Plus there is a built-in audience already." Karmaloop's success (it's 10 years old and pulled in \$100m in rev last year) came largely from peer-to-peer marketing, with 50K "evangelists" pumping the brand to earn cash, discounted clothing, access to VIP events. It initially will be about 70% movies, including "Memento," "Snatch," Bollywood musicals, and cult faves, such as "Enter the Dragon." The mix of original series includes "One Mic, One World" (global hip hop battles) and "StreetSportz" (athletic competitions on urban asphalt). It skews slightly more male (60/40), McEnroe said. Former AMC exec **David Sehring** is on board as evp, programming & acquisitions. Plans are underway for a street-level studio in Brooklyn. **Insight Ventures**, a \$4bln venture capital fund, backs Karmaloop.

Retrans: The **FCC Media Bureau** granted **NAB's** request for a 30-day extension to respond to a petition by **Time Warner Cable** and others for changes to the retrans process (**Cfax**, 4/1). Comments are now due May 18 and replies Jun 3. The Bureau said it extended the deadline because many interested parties would attend the **NAB Show**, which wraps shortly before the deadline. -- **DirecTV** and **Citadel** made it official Thurs evening, announcing a deal for the DBS op's continued

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carriage of stations in Davenport, Iowa (**WHBF/CBS**); Des Moines, Iowa (**WOI/ABC**); and Lincoln, Neb. (**KLKN/ABC**) (*Cfax*, 4/2). Terms weren't disclosed. DirecTV evp, programming *Derek Chang* called it a "mutually acceptable agreement."

No Worms for Early Birds: Next week's 3D Masters coverage from cable ops including **Comcast**, **Time Warner Cable** and **Cox** is all hype. Or so **Verizon** suggested Fri, when in a release the telco cited tech challenges and said "early [3D] events seem to be aimed at the viewers who just went through the challenge of getting the best HD sets." While also tweaking content owners who "have fixed ridiculously high prices for the content" or have "elected to specifically exclude Verizon," the telco alluded to its own 3D offering by late '10.

iPad: It was all iPad, all the time Fri, as **Apple** readied the launch of its newest gizmo. We counted more than a few cable execs who had pre-ordered, and a glut of nets announcing iPad apps. **Discovery** has a MythBuster app with interactive video and 3 multi-level games (\$4.99). **MTVN's** apps include Beavis and Butthead (\$4.99), Dora the Explorer Coloring Adventures (\$4.99) and **VH1 Classic's** Intellivision, featuring classic console games like Astromash (\$2.99). **Netflix** is among those with free apps. **Disney** has apps from all its businesses, including the **ABC Player** app, extending the reach of ABC.com's full episode player onto the iPad. Other Disney apps: **Marvel Comics App** (500+ Marvel comic books) and **ESPN ScoreCenter XL** (an optimized iPad version of the popular iPhone app). Also in the game is **Weather Channel**, whose app includes extensive maps, enhanced video and weather forecasts. It's available for free courtesy of **Toyota**.

Online: **ESPNNewYork.com**, the sports giant's 5th local Website, bowed Fri featuring original content from writers, columnists and bloggers. Covering Chicago, Dallas, Boston and L.A., the other 4 sites collectively averaged 3.6mIn uniques and 19.5mIn total minutes/month from Jan-Feb. Separately, ESPN's broadband network officially becomes **ESPN3.com** Sun, when the former ESPN360.com unveils an enhanced viewing experience and interactive functionality.

Ratings: **Discovery en Espanol** had its best Q ever across HHs (69K, +37% YOY), 18-49s (77K, +29%), men 18-49 (53K, +46%) and women 18-49 (24K, +5%). -- **E!** scored its highest-rated (0.37 HH rating) and most-watched (432K Total viewers) Q in history in total day, and also established quarterly ratings records among 18-49s (0.25), 18-34s (0.31), women 18-34 (0.43) and women 18-49 (0.34). -- 319K total viewers and 66K boys 9-14 in prime mark quarterly demo records for **Disney XD**, while sibling **ABC Family** earned its most-watched Q ever among total viewers (1.5mIn).

Programming: **Disney XD's** short-form reality special "Batboy" (Mon) premieres on **MLB's** opening day and features AZ Diamondbacks batboy *Daniel Chelgren*. --From Apr 5-11, **MLB** and **In Demand** are offering digital cable subs a free preview of the MLB Extra Innings package, plus \$20 off the \$199 full-season price if ordered by Apr 11.

Honors: The **Cable Pioneers** will induct a slew of 20-year cable vets May 10 at the Millennium Biltmore L.A., including **SCTE's** Mark Dzuban, **C-SPAN's** Rob Kennedy, **Cox's** Joe Rooney, Robert Stanzione of **Arris**, **The Cable Center's** Jana Henthorn and **Massillon Cable's** Bob Gessner. Also inducted will be Pat Kehoe, Charlie Dietz, Peter Chunka, Ron Dorchester, Roger Blakeway, Gary Bombalicki, Steven Boyers, Fran Bradley, David Breidinger, William Haggarty, Jim Lysaker, Harry Perlow, Carl Rossetti, Pat Tylkam and Sharan Wilson. Marshall Bromdum will be inducted posthumously.

Business/Finance: **Charter** set Apr 16 as the redemption date for all 5.52mIn shares of its Series A 15% Payment-in-Kind Preferred Stock at a price of \$25.95 each. The redemption moves Charter, which will use cash to retire the shares, closer to a new NASDAQ share listing.

CableFAX PROGRAM AWARDS

Sponsorship Opportunities: Debbie Vodenos at 301.354.1695 or dvodenos@accessintel.com
Entry Questions: Rebecca Stortstrom at 301.354.1610 or rebecca@accessintel.com

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards to honor the best in cable programming content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's good on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners and honorable mentions in October at the Grand Hyatt Hotel in NYC and in the annual CableFAX Program Awards Issue.

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2010 Cable Hall of Fame Celebration

2010 Cable Hall of Fame Honorees



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Vice President and Executive
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Allen Ecker
Executive Vice President
of Scientific Atlanta,
Retired



Terence F. McGuirk
Chairman and CEO,
Atlanta Braves



Marc B. Nathanson
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Mapleton Investments



Abbe Raven
President and CEO,
A&E Television Networks



JR Shaw
Executive Chair,
Shaw Communications Inc.

May 11, 2010

**JW Marriott Los Angeles
at L.A. Live**

**900 West Olympic Blvd.
Los Angeles, CA 90015**

5:30 p.m.
VIP Reception

6:00 p.m.
Cocktail Reception/Check-in

7:00 p.m.
Dinner and Induction Ceremony,
including a special tribute to
Bill Bresnan.

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GOLD:

Multichannel

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Turner
A Time Warner Company

SILVER:

Charter Communications, Inc.
Time Warner Cable

CableFAX Week in Review

Company	Ticker	4/01 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	37.26	5.64%	2.87%
DIRECTV:	DTV	34.27	2.42%	2.76%
DISH:	DISH	20.73	1.32%	(0.19%)
DISNEY:	DIS	35.55	0.68%	10.23%
GE:	GE	18.33	(0.05%)	21.15%
NEWS CORP:	NWS	17.17	0.47%	7.85%

MSOS

CABLEVISION:	CVC	24.52	3.33%	(5.03%)
COMCAST:	CMCSA	18.86	2.84%	11.86%
COMCAST SPCL:	CMCSK	17.99	2.57%	12.37%
GCI:	GNCMA	5.92	2.25%	(7.21%)
KNOLOGY:	KNOL	13.47	(0.3%)	23.35%
LIBERTY CAPITAL:	LCAPA	36.73	1.86%	53.81%
LIBERTY GLOBAL:	LBTYA	29.30	2.34%	33.85%
LIBERTY INT:	LINTA	15.60	3.72%	43.91%
MEDIACOM:	MCCC	5.94	(2.3%)	32.89%
RCN:	RCNI	15.15	(1.3%)	39.63%
SHAW COMM:	SJR	20.00	2.09%	(2.77%)
TIME WARNER CABLE:	TWC	53.48	4.49%	29.21%
VIRGIN MEDIA:	VMED	17.69	4.74%	5.11%
WASH POST:	WPO	444.74	1.03%	1.17%

PROGRAMMING

CBS:	CBS	14.17	1.72%	0.85%
CROWN:	CRWN	1.94	(2.51%)	33.79%
DISCOVERY:	DISCA	33.81	0.65%	10.24%
GRUPO TELEvisa:	TV	21.12	2.62%	1.73%
HSN:	HSNI	29.90	(1.94%)	48.09%
INTERACTIVE CORP:	IACI	22.52	(2.6%)	9.96%
LIBERTY:	L	37.87	1.69%	4.18%
LIBERTY STARZ:	LSTZA	54.60	3.25%	18.31%
LIONSGATE:	LGF	6.25	0.81%	7.57%
LODGENET:	LNET	7.08	0.43%	28.03%
NEW FRONTIER:	NOOF	1.97	6.49%	4.23%
OUTDOOR:	OUTD	6.58	(0.3%)	13.45%
PLAYBOY:	PLA	3.66	(0.54%)	14.38%
RHI:	RHIE	0.18	(33.33%)	(41.94%)
SCRIPPS INT:	SNI	44.26	0.94%	6.65%
TIME WARNER:	TWX	31.41	(0.29%)	7.79%
VALUEVISION:	VVTV	3.44	(4.18%)	(28.33%)
VIACOM:	VIA	36.96	4.26%	17.33%
WWE:	WWE	17.02	(3.3%)	11.02%

TECHNOLOGY

3COM:	COMS	7.70	(0.13%)	2.67%
ADC:	ADCT	7.34	0.27%	18.20%
ADDVANTAGE:	AEY	2.29	6.51%	16.24%
ALCATEL LUCENT:	ALU	3.12	(1.89%)	(6.02%)
AMDOS:	DOX	30.28	(1.43%)	6.13%
AMPHENOL:	APH	42.39	2.24%	(8.21%)
AOL:	AOL	25.36	(1.86%)	8.93%
APPLE:	AAPL	235.97	2.20%	11.98%
ARRIS GROUP:	ARRS	11.97	(1.64%)	4.72%
AVID TECH:	AVID	13.89	(0.86%)	8.86%
BIGBAND:	BBND	3.55	4.11%	3.20%
BLNDER TONGUE:	BDR	1.08	3.85%	(5.26%)

Company	Ticker	4/01 Close	1-Week % Chg	YTD %Chg
BROADCOM:	BRCM	33.15	0.09%	5.34%
CISCO:	CSCO	25.83	(2.42%)	7.89%
CLEARWIRE:	CLWR	7.10	(0.42%)	5.03%
COMMScope:	CTV	28.61	1.20%	7.84%
CONCURRENT:	CCUR	5.60	2.75%	41.41%
CONVERGYS:	CVG	12.27	(2.39%)	14.14%
CSG SYSTEMS:	CSGS	21.00	(1.18%)	10.01%
ECHOSTAR:	SATS	20.14	1.72%	0.00%
GOOGLE:	GOOG	568.80	1.09%	(8.26%)
HARMONIC:	HLIT	6.32	(1.56%)	0.00%
INTEL:	INTC	22.39	0.67%	9.75%
JDSU:	JDSU	12.57	6.71%	52.36%
LEVEL 3:	LVL	1.62	1.25%	5.88%
MICROSOFT:	MSFT	29.16	(1.69%)	(4.33%)
MOTOROLA:	MOT	7.06	(1.53%)	(9.02%)
PHILIPS:	PHG	32.89	(0.96%)	11.72%
RENTRAK:	RENT	21.50	1.13%	21.68%
SEACHANGE:	SEAC	7.25	(2.16%)	10.52%
SONY:	SNE	38.42	0.52%	32.48%
SPRINT NEXTEL:	S	3.90	2.63%	6.56%
THOMAS & BETTS:	TNB	39.84	4.90%	11.32%
TIVO:	TIVO	16.84	3.12%	65.42%
TOLLGRADE:	TLGD	6.25	(0.95%)	2.29%
UNIVERSAL ELEC:	UEIC	22.32	(0.8%)	(3.88%)
VONAGE:	VG	1.37	3.79%	(2.14%)
YAHOO:	YHOO	16.29	(1.51%)	(2.92%)

TELCOS

AT&T:	T	26.11	(0.5%)	(6.85%)
QWEST:	Q	5.21	(0.95%)	23.75%
VERIZON:	VZ	31.28	3.00%	(5.58%)

MARKET INDICES

DOW:	DJI	10927.07	0.71%	4.79%
NASDAQ:	IXIC	2402.58	0.31%	5.88%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. JDSU:	12.57	6.71%
2. ADDVANTAGE:	2.29	6.51%
3. NEW FRONTIER:	1.97	6.49%
4. BRITISH SKY:	37.26	5.64%
5. THOMAS & BETTS:	39.84	4.90%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. OPENTV:	0.00	(100%)
2. RHI:	0.18	(33.33%)
3. VALUEVISION:	3.44	(4.18%)
4. WWE:	17.02	(3.3%)
5. INTERACTIVE CORP:	22.52	(2.6%)

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CORPORATE LICENSES



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WHAT THE INDUSTRY READS FIRST.