

CableFAX Daily™

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What the Industry Reads First

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Still Arguing: House Continues to Go After FCC's Net Neutrality Rules

The House voted 241-174 Tues to vote on a resolution that would block the **FCC's** Open Internet order under a closed rule, meaning no amendments and only 1 hour of debate on the floor. Dems, who oppose the resolution, sent out a Dear Colleague letter urging members to vote against the resolution because of the closed rules. "While many of us support the FCC's Open Internet Rules, others among us differ on the provisions. But we are united in opposing the straitjacket H. J. Res 37 imposes, which prevents the House from debating and amending the substantive issues involved," said the letter from **Commerce** cmte Dems. The resolution, introduced by **House Communications** subcmte chmn **Greg Walden**, continues to get a lot of attention, even though it's unlikely to go anywhere in the Democrat-controlled Senate. "Consumers rely on an open Internet. Major carriers like **AT&T** & **Comcast** have no problem with the Open Internet Order. Innovators and our economy depend on it. But Republicans want to repeal it. This makes no sense," said Rep **Ed Markey** (D-MA). During debate on the floor Tues, Rep **Marsha Blackburn** (D-TN) said the FCC rules are basically the Fairness Doctrine for the Internet. "If you like the Internet you have, we are saying we want you to keep it," Blackburn said. "There has been no market failure. Over 80% of all Americans are pleased with the Internet service they have. What they do not want to see is the Obama administration step in, in front of these Internet service providers, and say, 'We the government are here to change your Internet. We are here to take control of your Internet.' And that's exactly what net neutrality would do." Rep **Jared Polis** (D-CO) led the debate for Dems on the floor, rejecting the Fairness Doctrine comparison. "The FCC rulemaking on net neutrality moves forward and fosters that very dynamic marketplace of ideas that the Fairness Doctrine is contrary too," he said. "If we do not have some sort of net neutrality regime in place, there will be selective censorship of the Internet and we risk the Internet deteriorating into a series of tiered structures." Cable has said it supports the FCC rules, calling it a compromise that thwarted reclassification of broadband under Title II.

Advertising: **Time Warner Cable Media** inked a deal to represent **AT&T U-verse TV** for local ad sales in overlapping markets including L.A., Dallas, Cleveland and Milwaukee. TWC will sell inventory across more than 50 ad-supported cable nets such as **TBS**, **USA** and **ESPN HD**. **NCC** will manage multi-market buys on both the TWC and U-verse TV services for national advertisers. -- The **Rovi Smart TV Field Trial** is aimed at exploring new ad opportunities on Web-connected TVs, Blu-ray players and other devices, with **Carnival**, **Brightline** and Brightline's clients having agreed to participate in the North American trial. Rovi says participating companies will gain access to campaign metrics and learn about consumer behavior in the living room, and may potentially receive tens of millions of ad impressions during the course of the trials through the **Rovi Advertising Network**.

At the Portals: The **FCC's** Consumer and Governmental Affairs Bureau is seeking comment on a petition filed by **DISH** and various states seeking clarification and a declaratory ruling on the Telephone Consumer Protection Act.

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DISH, which has independent retailers selling its service, wants the FCC to declare that the act does not impose liability on a company for telemarketing calls made by 3rd party retailers that allegedly violate the act. The states and US ask the FCC to declare that an entity on whose behalf a 3rd party solicits the sale of the entity's goods or services is liable for TCPA violations committed by that 3rd party. Initial comments are due May 4. -- The FCC has revamped its Website, providing a simplified user experience. It marks the 1st major update to the site in 10 years. Check it out at beta.fcc.gov. The FCC says it's seeking input and will update the site throughout the year.

Branding: Even if we typically refer to **Science Channel** as just Science, we weren't the impetus behind **Discovery Comm's** decision to rebrand the net in the same manner, albeit using all caps. "Science is more than a channel—it's a multifaceted, multiplatform community that captures a distinct zeitgeist within our culture," said Science evp/gm *Debbie Adler Myers*. "To reflect this, we're officially dropping the 'Channel' from our network name." The name change also features a new logo and on-air look slated to debut June 8, inspired by the constant transformation of energy and a passion for exploring the unknown. Further, Science said it's now the home of the Thought Provocateur who is constantly asking the not afraid to ask "what if?" and "why not?" Science's total prime viewership increased 28% YOY in '10 and 12% in 1Q.

Broadband: Former Sen *John Sununu* (R-NH) will take incoming **NCTA** CEO *Michael Powell's* spot as honorary co-chair of **Broadband For America**. The coalition advocates marketplace solutions to bring broadband to all Americans.

Technology: **Ensequence** announced the general availability of its iTV Manager platform that it says is the only life-cycle and workflow management solution available today that simplifies iTV dev and deployment, making it possible to implement hundreds of iTV experiences quickly and at scale. -- **Verizon** and **NEC** jointly completed a field trial transmitting high bit-rate technologies coexisting on the same fiber, including 100G, 450G and 1T. -- **Arris** bowed as part of its ConvergeMedia Distribution platform **XMS Flex**, which combines COTS server technology and adaptive storage with media delivery software aimed to provide flexibility for any market size, deployment architecture or video app.

In the States: **Verizon** agreed to pay \$93.5mIn to settle allegations it overcharged the govt on contracts for voice and data, **DOJ** said Tues. Verizon subsidiary **MCI** is alleged to have invoiced the General Services admin for a variety of federal, state and local taxes and surcharges in violation of the contracts or applicable regulations.

Competition: **DISH** now offers its customer who subscribe to **Epix** free unlimited on demand/online access to the premium net through **DISHOnline.com**. The content includes more than 3K SD and HD films and additional programming. -- **DirecTV** launched **Outdoor Channel's** VOD channel as part of its **DirecTV Cinema** service. The DBS op currently features Outdoor's linear net on a sports tier.

Online: **March Madness On Demand** delivered a 63% YOY jump in total visits to 52mIn across all platforms for the entire tourney, and earned 13.7mIn total hours of streaming video through site and **iPad** and **iPhone** apps, up 17%. An avg of 67.5 minutes/daily unique visitor was spent streaming MMOD on broadband.

Cable Coffers: **Discovery Comm** pres/CEO *David Zaslav* earned nearly \$43mIn in total compensation last year, approx \$31mIn more than in '09 based largely on stock awards valued at approx \$20.3mIn. Sr evp/CFO *Brad Singer* tallied approx \$4.1mIn in total '10 compensation, founder/chmn *John Hendricks* approx \$9.55mIn, COO *Peter Liguori* approx \$4.9mIn and **Discovery Nets Intl** pres/CEO *Mark Hollinger* approx \$5.6mIn. -- **Scripps Nets Interac-**

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BUSINESS & FINANCE

tive chmn/pres/CEO Ken Lowe's '10 compensation totaled approx \$8.3mln, CFO Joseph NeCastro's approx \$5.6mln and **Scripps Nets** pres John Lansing's approx \$5.8mln.

Ratings: Live **March Madness** coverage across **CBS**, **TNT**, **TBS** and **truTV** averaged 10.2mln total viewers for the tourney, up 7% over CBS' solo '10 coverage and the highest viewer avg since '05. Men 18-34 (+25%) and 18-34s (+21%) led all key demos in growth. -- The Mon night premiere of **USA's** "WWE Tough Enough" pinned 3.33mln total viewers and 1.71mln 25-54s, plus 1.97mln 18-49s and 1.06mln 18-34s to rank as the #2 new reality series debut on cable this year in the 2 demos.

On The Circuit: **Ovation** had a big presence in DC with CEO **Charles Segars** co-chairing Arts Advocacy Day Tues and the net sponsoring Mon-night's lecture at the Kennedy Center by **Kevin Spacey**. The 2-time Academy Award winner's terrific plea for continued arts funding was followed, appropriately, by a thunderous ovation.

Business/Finance: **DISH** entered the highest qualified bid of \$284mln at the public auction for **Blockbuster** Tues morning, according to the **WSJ**. A group led by **Carl Icahn** bid \$280.9mln, good for 2nd-highest. Other bidders included **SK Telecom** and **Cobalt Group**. -- **News Corp** completed its \$673mln acquisition of **Elisabeth Murdoch's** UK prod company **Shine Group**.

CableFAX Daily Stockwatch

Company	04/05 Close	1-Day Ch	Company	04/05 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			BROADCASTERS/DBS/MMDS		
DIRECTV:	46.92	(0.18)	BLNDER TONGUE:	2.20	0.02
DISH:	24.31	(0.16)	BROADCOM:	38.45	0.37
DISNEY:	42.43	(0.2)	CISCO:	17.22	0.16
GE:	20.33	(0.2)	CLEARWIRE:	5.90	0.20
NEWS CORP:	18.79	(0.15)	CONCURRENT:	6.19	0.27
MSOS			CONVERGYS:	14.45	UNCH
CABLEVISION:	34.87	(0.08)	CSG SYSTEMS:	20.01	(0.21)
CHARTER:	52.88	0.89	ECHOSTAR:	35.98	(1.64)
COMCAST:	25.16	(0.1)	GOOGLE:	569.09	(18.59)
COMCAST SPCL:	23.65	(0.02)	HARMONIC:	9.74	(0.15)
GCI:	11.14	(0.05)	INTEL:	19.71	0.22
KNOLOGY:	13.89	0.03	JDSU:	19.15	0.07
LIBERTY CAPITAL:	74.34	0.46	LEVEL 3:	1.45	0.03
LIBERTY GLOBAL:	42.36	0.65	MICROSOFT:	25.78	0.23
LIBERTY INT:	16.64	0.38	RENTRAK:	27.00	0.02
SHAW COMM:	21.31	0.22	SEACHANGE:	10.10	0.09
TIME WARNER CABLE:	72.31	0.04	SONY:	31.11	(0.34)
VIRGIN MEDIA:	27.69	(0.28)	SPRINT NEXTEL:	4.55	(0.07)
WASH POST:	439.96	(6.33)	THOMAS & BETTS:	61.00	0.60
PROGRAMMING			TIVO:	9.02	(0.11)
CBS:	25.03	(0.04)	TOLLGRADE:	10.09	0.01
CROWN:	2.38	0.04	UNIVERSAL ELEC:	29.09	0.11
DISCOVERY:	40.42	(0.06)	VONAGE:	4.74	0.01
GRUPO TELEVISIA:	24.71	(0.6)	YAHOO:	17.11	0.24
HSN:	32.92	0.42	TELCOS		
INTERACTIVE CORP:	31.01	0.04	AT&T:	30.70	(0.07)
LIBERTY:	43.40	(0.27)	VERIZON:	38.38	(0.23)
LIBERTY STARZ:	77.59	(0.7)	MARKET INDICES		
LIONSGATE:	6.39	0.07	DOW:	12393.90	(6.13)
LODGENET:	3.52	(0.07)	NASDAQ:	2791.19	2.00
NEW FRONTIER:	1.80	0.04	S&P 500:	1332.63	(0.24)
OUTDOOR:	7.39	(0.11)			
SCRIPPS INT:	50.92	0.05			
TIME WARNER:	35.94	0.35			
VALUEVISION:	5.42	(0.18)			
VIACOM:	54.05	(0.07)			
WWE:	12.42	0.10			
TECHNOLOGY					
ADDVANTAGE:	3.05	0.03			
ALCATEL LUCENT:	5.93	0.11			
AMDOCS:	29.08	0.03			
AMPHENOL:	52.22	(0.07)			
AOL:	20.01	0.16			
APPLE:	338.89	(2.3)			
ARRIS GROUP:	12.48	(0.03)			
AVID TECH:	21.81	0.09			
BIGBAND:	2.49	0.01			

CableFAX's Customer Experience Management Guidebook Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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