

# CableFAX Daily™

Friday — April 9, 2010

What the Industry Reads First

Volume 21 / No. 068

ADVERTISEMENT

# 100 MILLION SUBSCRIBERS

**THAT SOUNDS LIKE  
PERFECT WEATHER TO US.**

Thanks to all of our affiliate partners  
who helped us reach this milestone.

TV. Web. Mobile. The cross-platform leader.

[weatheraffiliate.com](http://weatheraffiliate.com)



[weather.com](http://weather.com)

© 2010 The Weather Channel, Inc., All rights reserved. Source: Nielsen April 2010 Cable Coverage Universe Estimates.



# CableFAX Daily™

Friday — April 9, 2010

What the Industry Reads First

Volume 21 / No. 068

## Guide Guidance: Content Evolution Key to TV Guide Net's Future

Whether *Carl Icahn* truly desires complete ownership of **Lionsgate** or was just posturing with his recent acquisition offer remains open to debate, but any purity in his intentions likely stems from the co's interests in cable nets **TV Guide Net** and **Epix**. After all, execs contend the former net and TVGuide.com have already provided a healthy ROI, and the premium channel will soon count distribution of approx 16mln through affils **Charter**, **Cox**, **Mediacom** and **Verizon**. Yet still critical to the future of Lionsgate's cable portfolio is the ongoing transition of TV Guide Net. It's currently carried in 80mln homes, but only 31mln satellite and telco homes can run a full-screen product. On cable, its traditional scroll remains, with plans to eventually offer both a full-screen and scroll channel through cable ops as the digital transition continues. Enter TV Guide Net evp dev, acquisition and programming strategy *Diane Robina*, whose work appears integral to the net's future. "I want to bring us back to the TV Guide I grew up with," said Robina, noting that the net's core values include "speaking to that entertainment fan, that person that wants to be on the inside." 1 example of that thrust is "Curb: The Discussion," which premieres Jun 2 along with "Curb Your Enthusiasm" and features never-before-seen Curb extras plus celebrities such as *Jerry Seinfeld* and *Adam Corolla* discussing the show. "I think [Curb's] going to bring a great deal of viewers and people to our net," said Robina. Importantly, TV Guide Net's scroll is reduced to the approx size of **ESPN's** ticker during live events, specials and movies (began airing Mar 17), she said, and that same reduction will apply to series airings that will also include "Weeds" (Sept). Still, "this year is a building year" meant to get viewers "in the habit of watching us," said Robina. Original series focused mainly on the lighter side of ent and celebrities are slated for '11 introductions. With an avg viewership age of 44 and 60/40 female skew, TV Guide Net has enjoyed some recent programming success. In Dec, "I Dreamed A Dream: The Susan Boyle Story," spearheaded by Robina, became the net's highest-rated TV special ever (0.9/715K), and special "25 Biggest TV Blunders" scored well in Feb. But much work is still needed to gain a larger and more loyal audience, goals that would negate the need for Curb creator *Larry David's* poignant yet good-natured recent quip: "Finally, thanks to the TV Guide Network, I'll get a chance to watch actual, intelligent people discuss and debate the issues addressed on 'Curb,' said Now if only someone could tell me where this alleged 'network' is, I might even watch it."

**100 MILLION SUBSCRIBERS**

Thanks to all of our affiliate partners who helped us reach this milestone.

TV. Web. Mobile.  
The cross-platform leader.

**The Weather Channel**  
weather.com

© 2010 The Weather Channel, Inc., All rights reserved. Source: Nielsen April 2010 Cable Coverage Universe Estimates.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax: 301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 301.354.1790, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Asst VP, Ed Director: Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212.621.4612 ● Marketing Director: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

**Net Debate:** As the **FCC** extended to Apr 26 the reply comment deadline covering its proposed net neutrality rulemaking—effectively agreeing with **CTIA**, the **US Telecom Assoc** and the **Open Internet Coalition** that everyone deserves time to digest the implications of Comcast's recent legal victory (*Cfax*, 4/7)—**NCTA** chief **Kyle McSparrow** brought cable's perspective to **NPR** Thurs morning. Citing independent surveys, McSparrow said "the consumer at large is actually quite happy" with the Internet in its current form, adding that ample competition and consumer protection laws exist to prevent questionable practices by Web providers. When **Free Press** policy dir **Ben Scott** claimed a limited number of pipes into homes doesn't constitute competition, McSparrow countered that 2 guys in a boxing ring indeed satisfies the definition. Scott also noted **Comcast's** argument (and resulting victory) as particularly worrisome because it transcends the concept of net neutrality. "It's as if I got a parking ticket outside the police station," he said, and then claimed the authorities "don't have the right to give me ticket or to have any traffic rules at all." Not true, retorted McSparrow, saying it's really "as if you had parked and there was no sign" against doing so.

**In the States:** In celebration of its launch on **Xfinity TV** in Philadelphia by **Comcast**, **Ovation** partnered with the Greater Philadelphia Cultural Alliance and the City of Philadelphia Office of Arts, Culture and the Creative Economy to create a program designed to support the city's cultural institutions. The program invites submissions from institutions and performing arts groups for both a series of custom PSAs and broadcast-ready, 30-second spots highlighting their activities, with Ovation prepared to air the chosen content nationwide.

**Carriage:** **FiOS TV** added **The Comcast Network** in the areas of Philadelphia, Harrisburg and parts of southern NJ and DE. -- **RCN** added **Mag Rack** and **Concert TV** to its FVOD lineup.

**Upfront:** The stars aligned at the **Discovery** upfront Thurs—or at least some of the biggest personalities in TV did. **Oprah Winfrey** presented her eagerly anticipated network **OWN** (Jan 1, '11), saying "I plan to take what I've established in daytime—giving people hope... and a few cars—and moving it to 24/7." Among the net's scheduled programs are "Oprah's Next Chapter," which will break her out of the TV studio; "Visionaries: Inside the Creative Mind," which will spotlight top talent including **Celine Dion** and **Will.I.Am**; and 'Gayle King Live!' a daily talk show platform for the radio star (and Oprah's best friend). Discovery CEO **David Zaslav** spoke of the promise he made last year to invest more in content and brands and vowed to "double down on that strategy" this year, spurred by a 10% growth across networks—not only expanding in programming, but with major network launches. Zaslav said the company's 3D net set to launch by year-end "cuts to the core" of what Discovery is about after pioneering HD, and he touted **Discovery Kids** transition to **The Hub** (fall, '10) as well as, of course, **OWN**. Meanwhile, **TLC** is gearing up for 2 high-profile bows: "Sarah Palin's Alaska," (Q4, '10) in which the ex-gov highlights the state and its people, and 'Twist of Kate' (Q3, '10), in which **Kate Gosselin** travels around the U.S.

© 2010 The Weather Channel, Inc. All rights reserved. Source: Nielsen April 2010 Cable Coverage Universe Estimates.

**100  
MILLION  
SUBSCRIBERS**

Thanks to all of our affiliate partners  
who helped us reach this milestone.

TV. Web. Mobile.  
The cross-platform leader.

**The  
Weather  
Channel**

weather.com



# BUSINESS & FINANCE

learning how other families juggle responsibilities. Also on hand was *Mike Tyson*, whose new **Animal Planet** show highlights pigeon racing.

**Marketing:** “**Animal Planet**. Surprisingly Human” became the net’s new tagline, aimed at dispelling any notion that it’s only about the animals. The campaign spotlights “River Monsters,” “Pit Boss” and “Whale Wars” as brand-defining shows.

**On the Circuit:** As part of an effort to raise the level of comm work across cable, **ACC** strategically expanded its advisory board to include **Disney Media Nets** co-chmn/**ESPN** and **ABC Sports** pres *George Bodenheimer*, **HDNet** chmn/pres *Mark Cuban*, **NBCU Cable Ent** and **Universal Cable Prod** pres *Bonnie Hammer* and **AETN** pres/CEO *Abbe Raven*. -- Actress-comedienne *Kym Whitley* will host the '10 **NAMIC** Vision Awards (Apr 22) and *Alec Mapa* (**ABC**'s “Ugly Betty”), *Wendy Raquel Robinson* (**BET**'s “The Game”) and *Jai Rodriguez* (**The CW**'s “Harvard Medical School”) will present awards.

**People:** *John Honeycutt* joined **Discovery Nets Intl** as evp/head, intl business operations.

**Business/Finance:** Content sharing co **Qlipso** acquired most of the assets of Web TV firm **Veoh**, and has partnered with **Outrigger Media** to facilitate online advertising needs.

## CableFAX Daily Stockwatch

Company	04/08 Close	1-Day Ch	Company	04/08 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	36.96	(0.18)	AMPHENOL:	42.80	0.01
DIRECTV:	34.76	0.08	AOL:	27.85	0.41
DISH:	21.03	0.25	APPLE:	239.95	(0.65)
DISNEY:	35.67	0.35	ARRIS GROUP:	12.39	(0.19)
GE:	18.56	0.06	AVID TECH:	16.39	0.28
NEWS CORP:	17.34	0.20	BIGBAND:	3.52	(0.05)
<b>MSOS</b>					
CABLEVISION:	25.24	0.33	BLNDER TONGUE:	1.09	0.00
COMCAST:	18.43	0.14	BROADCOM:	33.70	(0.43)
COMCAST SPCL:	17.68	0.15	CISCO:	26.28	(0.06)
GCI:	5.84	(0.01)	CLEARWIRE:	6.99	(0.03)
KNOLGY:	13.97	0.30	COMMSCOPE:	31.09	(0.33)
LIBERTY CAPITAL:	39.87	1.43	CONCURRENT:	5.86	0.01
LIBERTY GLOBAL:	28.79	(0.28)	CONVERGYS:	12.78	0.16
LIBERTY INT:	16.27	0.19	CSG SYSTEMS:	20.90	(0.02)
MEDIACOM:	5.97	0.02	ECHOSTAR:	20.69	0.04
RCN:	15.02	(0.12)	GOOGLE:	567.49	3.95
SHAW COMM:	19.58	0.09	HARMONIC:	6.86	0.20
TIME WARNER CABLE:	51.66	0.13	INTEL:	22.31	(0.14)
VIRGIN MEDIA:	17.29	(0.03)	JDSU:	13.18	(0.13)
WASH POST:	488.65	3.76	LEVEL 3:	1.64	(0.01)
<b>PROGRAMMING</b>					
CBS:	15.00	0.53	MICROSOFT:	29.92	0.57
CROWN:	1.98	0.01	MOTOROLA:	7.43	0.20
DISCOVERY:	34.05	(0.06)	PHILIPS:	32.48	0.23
GRUPO TELEVISA:	21.10	0.00	RENTRAK:	21.01	(0.58)
HSN:	31.06	0.57	SEACHANGE:	7.78	(0.23)
INTERACTIVE CORP:	23.23	0.15	SONY:	36.85	(0.02)
LIBERTY:	38.04	(0.02)	SPRINT NEXTEL:	4.00	0.12
LIBERTY STARZ:	55.47	(0.03)	THOMAS & BETTS:	41.00	0.61
LIONSGATE:	6.19	0.05	TIVO:	17.34	0.18
LODGENET:	7.13	(0.04)	TOLLGRADE:	6.27	(0.12)
NEW FRONTIER:	2.13	0.06	UNIVERSAL ELEC:	23.02	(0.26)
OUTDOOR:	6.82	(0.01)	VONAGE:	1.46	0.01
PLAYBOY:	3.78	0.02	YAHOO:	17.35	0.48
RHI:	0.17	-0.00	<b>TELCOS</b>		
SCRIPPS INT:	43.39	(0.04)	AT&T:	26.02	0.37
TIME WARNER:	32.20	0.11	QWEST:	5.43	0.10
VALUEVISION:	3.55	(0.05)	VERIZON:	30.16	(0.08)
VIACOM:	38.42	0.38	<b>MARKET INDICES</b>		
WWE:	17.11	(0.07)	DOW:	10927.07	29.55
<b>TECHNOLOGY</b>					
3COM:	7.88	(0.01)	NASDAQ:	2436.81	5.65
ADC:	7.77	0.04			
ADVANTAGE:	2.31	0.08			
ALCATEL LUCENT:	3.10	0.05			
AMDOCS:	30.43	0.18			

© 2010 The Weather Channel, Inc. All rights reserved. Source: Nielsen April 2010 Cable Coverage Universe Estimates.

# 100 MILLION SUBSCRIBERS

Thanks to all of our affiliate partners who helped us reach this milestone.

TV. Web. Mobile.  
The cross-platform leader.

**The Weather Channel**  
weather.com

**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Cramped Quarters, Capacious Thoughts**

After more than 6 days in confinement, they hadn't cracked and were still viewable online (explorersolitary.com). No, the 3 volunteers who submitted to enduring an 8X10 cell for a week with extremely limited contact to the outside world (they could Tweet but not receive messages) and just 90min/day to shower and exercise—alone—appeared poised to complete their stint. As part of a curious and inventive stunt orchestrated by **Nat Geo** to spotlight both the approx 80K US inmates currently in "the hole" and Sun show "Explorer: Solitary Confinement," the compensated trio could have opted out at any time while afforded "comforts" including a bed, light and drawing implements, which were introduced at intervals throughout the week. The idea was not to simulate a punitive experience (think *Tim Robbins*' character in "The Shawshank Redemption"), said net spokesperson *Russell Howard*, but rather to "spark conversation on solitary confinement and give a more relatable face to the topic." 2 key components of the topic were underscored, however, namely the pilfering of (many) liberties and comm channels. For the record, I don't believe confinement is rehabilitative, although my only notion of it arises from my workspace—and usually only on Fridays. Interestingly, Howard said a CO State Penitentiary sometimes releases prisoners to the street directly from solitary confinement. Perhaps the 3 volunteers will be able to describe that seemingly starkest of transitions upon release. That tens of thousands of uniques viewed and commented on their stay during the week proves solitary confinement can stoke fascination. It also informs on the net's chief content thrust, described by Howard as providing access into communities and worlds that most never see. Thus, a lot of prison-related programming and, surprisingly, an overall slate comprised of just 5% focused on the natural world. *CH*

**Highlights:** "Coal Country," Sat, 6p ET, Sun, noon ET, **Planet Green**. There's a love-hate relationship with coal as the tragedy in WV illustrates. Quick work by Planet Green to run this excellent, somewhat balanced piece now. -- "Treme," premiere, Sun, 10p E, **HBO**. *David Simon*'s mystique continues as his mix of outstanding characters, fine acting and music create a gritty look at post-Katrina New Orleans. *SA*

**Worth a Look:** "At Risk," Sat, 9p, **Lifetime** If you've been to Boston you'll want to see this film's (and the Apr 17 installment) as they feature gorgeous overhead shots of Bean town. Beyond that, watch hunky *Daniel Sunjata*'s attempt to overcome a mediocre translation of *Patricia Cornwell* to the screen and a terribly miscast *Andie Macdowell*. -- "Platinum Weddings," Sun, 9p ET, **WE tv**. The bride's hair is platinum in this rock 'n' roll meets princess wedding. -- "Handguns," season II premiere, Trs, 8:30p ET, **Sportsman Channel**. Interesting history (and much shooting). *SA*

**Notable:** On the heels of The Masters, **Golf Channel** debuts "*Donald J. Trump's Fabulous World of Golf*" (Mon, 9p E), where the Donald invites celebs (and celebrity pro golfers, like *John Daly*) to compete on the links. First up are football's *Jerry Rice* and *Lawrence Taylor*; down the road it's *Mark Wahlberg* vs. *Kevin Dillon*. *SA*

Basic Cable Rankings (3/29/09-4/04/09) Mon-Sun Prime			
1	USA	2.4	2366
2	DSNY	1.8	1768
3	FOXN	1.6	1533
4	NAN	1.3	1342
5	TNT	1.2	1240
5	HIST	1.2	1227
5	TBSC	1.2	1208
5	ESPN	1.2	1176
9	A&E	1	983
9	TOON	1	952
11	DISC	0.9	939
11	HGTV	0.9	858
11	FAM	0.9	841
11	FX	0.9	828
11	SYFY	0.9	827
11	TRU	0.9	806
17	FOOD	0.8	813
17	CMDY	0.8	772
17	AMC	0.8	755
17	LIFE	0.8	749
17	NKJR	0.8	556
22	ESP2	0.7	674
22	TLC	0.7	668
22	MSNB	0.7	659
22	MTV	0.7	647
22	LMN	0.7	569
27	SPK	0.6	635
27	TVLD	0.6	551
27	BRAV	0.6	548
27	BET	0.6	545
27	HALL	0.6	525
32	CNN	0.5	514
32	APL	0.5	494
32	EN	0.5	454
35	HLN	0.4	369
35	VH1	0.4	367
35	NGC	0.4	288
35	OXYG	0.4	275
35	ID	0.4	255
35	TV1	0.4	188
41	TRAV	0.3	290
41	CMT	0.3	285
41	SOAP	0.3	248
41	GSN	0.3	239
41	DXD	0.3	233
41	WGNA	0.3	218

\*Nielsen data supplied by ABC/Disney

© 2010 The Weather Channel, Inc. All rights reserved. Source: Nielsen April 2010 Cable Coverage Universe Estimates.

**100 MILLION SUBSCRIBERS**

Thanks to all of our affiliate partners who helped us reach this milestone.

TV. Web. Mobile.  
The cross-platform leader.

**The Weather Channel**  
weather.com