

CableFAX Daily™

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What the Industry Reads First

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DTV Countdown: Cable's Education Efforts Lauded, But Worries Persist

Rep *Mike Doyle* (D-PA) thinks cable's done a pretty good job educating people about the DTV transition, but that doesn't mean he thinks Feb 17, '09 will go off without a hitch. "I'd like to say that Feb 20, no one calls us, but that's not going to happen," Doyle told **ACA** Summit attendees in DC Wed. While he questions the amount of money and planning that has gone into the cut-off of broadcasters' analog signals, he does think that Congress will "react rapidly" if it doesn't go smoothly. While the govt continues to wring its hands over the transition, ACA members' biggest concern right now is the retrans consent process. Asked about the issue, Doyle said he thinks ACA is doing a good job educating Congress about what they face. "A lot of us will be watching what the **FCC** does," he said, referring to a rulemaking on retrans and tying currently at the Commission. "I think there's room for the FCC to step in and be an arbitrator so to speak." In his speech to the association, Doyle complained about the FCC's decision not to grant **Comcast** a waiver to the set-top integration ban, while granting waivers to some other operators. He said it doesn't seem fair to make Comcast subs pay for more expensive boxes. He also trashed the Broadband RUS loan program for providing loans for companies to offer broadband in areas that already have it. Another area of concern for Doyle is USF, which he called "broken." He wants cable to be able to access the fund for broadband and advanced services. As for the upcoming primary in his home state, Doyle offered no predictions, remarking that he's one of the uncommitted super delegates. Some of his friends support *Hillary Clinton*, while others back *Barack Obama*. So, how will he vote? "I'll stick with my friends," he quipped.

Stepping In: HBO has chosen as its new programming chief *Sue Naegle*, a TV agent who steps in to replace the departed *Carolyn Strauss*. As co-head of **United Talent Agency's** TV dept in L.A. Naegle spearheaded the placement of "Six Feet Under" on the net through representation of show creator *Alan Ball*. That series was a bonafide hit, and Naegle will be expected to land several more, as several recent shows haven't produced solid results. "Sue has great taste, superb relationships in the creative community and an innate sense of what makes a great HBO show," said HBO co-pres *Richard Plepler* and programming group pres *Michael Lombardo* in a statement.

Name That Arena: Following pressure from the **NBA** and 15 months of negotiations, **Time Warner Cable**, FSN South and the Charlotte Bobcats have completed a complicated deal that gives **FSN South** the **Charlotte Bobcats** broadcast rights in the Charlotte area and Time Warner the naming rights to the team's arena. **Time Warner Cable Arena** will also be branded with interior/exterior signage, logos on playing surfaces and a dedicated concourse gallery enabling the MSO to showcase its programming and products. FSN South takes over team broadcasts from Time Warner's **Carolina News14** beginning this week, with just 5 regular-season games remaining. 40% more area HHs gain access to Bobcats' games with the switch to FSN South, execs said Tues.

In the States: **RCN** has launched 4 new programming packages for SMBs, offering 15-28 channels aimed at health



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clubs, small hotels, assisted-living facilities and hospitals. Packages are available in NY, Chicago, Boston, PA and D.C. -- 700 **Wal-Mart** outlets are now selling cable, broadband and phone services from **Time Warner Cable**. -- Given the lurid downfall of **Adelphia** and the *Rigas* family, could the sale of the MSO's former HQ in Coudersport, PA, have been anything but blighted by 2 defaulted buyers and an alleged embezzlement involving the **FBI** and the Boston DA's office? The drama is over at last, as an unnamed buyer won an online auction for the 72K sq-foot building with a \$3.6mln bid.

US Expansion: The **BBC** has hired regional sales execs and opened ad sales offices in NYC, Chicago and L.A. to create a cross-platform ad network covering **BBC America**, **BBC World News** and **BBC.com**. The following were named vps, ad sales: *Brian Matthews*, East Coast; *Mark Richardson*, Midwest; and *Charles Douglass*, West Coast. The appointees are formerly of **NBC**, **The Weather Channel** and **CNN**, respectively. BBC America is available in more than 60mln US homes, BBC World News in 3mln.

Ratings: Spike (1.6/1.53mln) flew last week, presumably with light speed, to the prime ratings top 5 on the wings of 3 "Star Wars" films. Eps I, II and III aired in succession from Fri-Sun (8-11pm each night) and averaged a 2.43/2.35mln, with the latter (Sun) topping the trio with a 3.0/2.86mln, good for 8th among weekly telecasts. It also became the top-rated film ever on the net. -- **USA** (2.2/2.12mln) maintained its typical top spot among nets in prime, followed by **Disney** (1.9/1.81mln) and **TNT** (1.7/1.64mln). **Nick At Nite** (1.5/1.41mln) took 5th after Spike. -- **Brag Book:** **TNT** continues to score with its **NBA** programming. Through 50 games this season, **TNT NBA** Thurs has delivered a 34% viewership increase among men 18-34, a 27% increase among men 18-49 and a 24% increase among men 25-54. Overall, 18-34s are up 27%, 18-49s are up 23% and 25-54s are up 24%. -- **Disney Channel** captured its 157th consecutive prime win last week among kids 6-11 and 153rd straight among tween 9-14.

Programming: "Planet Earth" collaborators **Discovery Channel** and the **BBC** will co-prod doc "Frozen Planet" ('12), an 8-part series slated to be shot entirely in HD and chronicle the ecosystems and animals of the Arctic and Antarctic. -- No surprise here, but **Disney Channel** is developing "High School Musical 4." -- **GAC** is following the successful formula of siblings **Food Net** and **HGTV** with reality competition series "The Next GAC Star" (Jun).

Online: **ESPN.com** has agreed to make short-form video content available through **AOL Video** and **AOL Sports**, including game/event highlights and original programming. The deal marks the 1st time ESPN has syndicated its video content through an Internet portal.

Editor's Note: What are the best companies to work for in the cable industry? Help **CableFAX: The Magazine** decide by nominating those you think should be on our list of the Top 10 Places to Work in Cable. Fill out a nomination form at <http://www.cable360.net/cablefaxmag/top10workplaces.html>. We will run the Top 10 Places to Work as a Web exclusive on Cable360.net and on CableFAX: The Magazine's home page at www.cable360.net/cablefaxmag/.

Greenery: **Discovery** will begin growing awareness next week of the Jun 4 rebrand of **Discovery Home Channel** to **Planet Green**, which will offer eco-friendly content—nearly 100% original—and feature an HD simulcast. On tap for Apr 17 is the launch of **PlanetGreen.com** and VOD premieres of select net series. No sneak peak of chef *Emeril Lagasse* in "Emeril Green" is planned, but featured on demand will be shows such as "Mean Green Machines," pitting eco-friendly racing cars against traditional foes.

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BUSINESS & FINANCE

Shut Out: Caroline Panthers pres Mark Richardson furthered the NFL's cable-related legislative agenda Tues, arguing before a SC House subcmte in favor of a state bill that would establish a neutral arbitration system to resolve disputes between cable ops and indie nets. But reports suggest cmte members voted unanimously to adjourn debate on the bill, effectively killing any potential progress this session. The league/NFL Net hasn't had much success in TX and WI either.

VOD: TVN will distribute **Gravitas Movies On Demand** and **Gravitas Events On Demand**, which respectively offer 10 hours of indie films and content such as MMA and wrestling.

People: Motorola's board elected former **AT&T** chmn/CEO *David Dorman* to serve as non-exec chmn. Dorman will replace *Ed Zander*, who retires in May. -- **Concurrent** named *Dan Mondor* CEO, effective Apr 23. Mondor also joins the company's board. -- **Oxygen** named ex-**VH1** exec *Mai Kim Flournoy* vp, strategic multiplatform program planning, effective Apr 21.

Business/Finance: **Cablevision** CEO/pres *Jim Dolan* earned \$23.9mln in total compensation last year, a healthy annual increase of 51%. Chmn *Charles Dolan* earned \$15.4mln (+31%), vice chmn *Hank Ratner* \$19.8mln (+66%), COO *Tom Rutledge* \$14.8mln (+35%) and evp/CFO *Michael Huseby* \$3.5mln (+40%).

CableFAX Daily Stockwatch

Company	04/09 Close	1-Day Ch	Company	04/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	44.45	(0.94)	AMDOCS:	28.15	(0.31)
DIRECTV:	26.00	(0.26)	AMPHENOL:	40.91	(1.3)
DISNEY:	30.85	(0.22)	APPLE:	151.44	(1.4)
ECHOSTAR:	30.56	(0.67)	ARRIS GROUP:	6.13	(0.07)
GE:	36.44	(0.51)	AVID TECH:	24.68	(0.21)
HEARST-ARGYLE:	19.82	(0.6)	BIGBAND:	6.00	(0.05)
ION MEDIA:	1.45	0.00	BLNDER TONGUE:	1.42	0.00
NEWS CORP:	19.53	(0.38)	BROADCOM:	20.95	0.80
MSOS					
CABLEVISION:	23.51	(0.31)	CISCO:	23.53	(0.43)
CHARTER:	0.96	(0.01)	COMMSCOPE:	36.99	(1.14)
COMCAST:	20.10	(0.41)	CONCURRENT:	0.71	(0.06)
COMCAST SPCL:	19.83	(0.42)	CONVERGYS:	15.05	(0.36)
GCI:	6.46	(0.18)	CSG SYSTEMS:	11.34	(0.12)
KNOLOGY:	13.53	(0.15)	ECHOSTAR HOLDING:	28.62	(1.17)
LIBERTY CAPITAL:	16.41	0.12	GEMSTAR TVG:	4.77	0.02
LIBERTY ENTERTAINMENT:	25.03	0.29	GOOGLE:	464.19	(3.62)
LIBERTY GLOBAL:	35.12	(0.56)	HARMONIC:	7.80	(0.16)
LIBERTY INTERACTIVE:	15.97	(0.36)	JDSU:	14.21	(0.45)
MEDIACOM:	4.57	(0.24)	LEVEL 3:	2.06	(0.14)
ROGERS COMM:	42.97	0.00	MICROSOFT:	28.89	0.14
SHAW COMM:	19.68	(0.31)	MOTOROLA:	9.31	(0.18)
TIME WARNER CABLE:	26.29	(0.77)	NDS:	46.64	(0.15)
VIRGIN MEDIA:	14.00	(0.31)	NORTEL:	7.14	(0.03)
WASH POST:	680.00	(2.25)	OPENTV:	1.15	0.00
PROGRAMMING					
CBS:	21.98	(0.34)	PHILIPS:	38.89	0.07
CROWN:	4.66	(0.16)	RENTRAK:	13.43	(0.06)
DISCOVERY:	22.00	0.00	SEACHANGE:	6.99	(0.2)
EW SCRIPPS:	41.82	(0.56)	SONY:	40.32	(0.24)
GRUPO TELEVISA:	24.29	(0.22)	SPRINT NEXTEL:	6.53	(0.11)
INTERACTIVE CORP:	20.73	(0.48)	THOMAS & BETTS:	39.17	(0.64)
LIBERTY:	1.00	0.00	TIVO:	8.86	(0.24)
LODGENET:	6.06	(0.35)	TOLLGRADE:	5.72	(0.14)
NEW FRONTIER:	4.96	(0.04)	UNIVERSAL ELEC:	25.36	(0.61)
OUTDOOR:	7.23	(0.11)	VONAGE:	1.87	(0.06)
PLAYBOY:	8.72	(0.01)	WEBB SYS:	0.05	0.01
TIME WARNER:	14.43	(0.3)	YAHOO:	27.77	0.07
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	4.92	(0.13)	AT&T:	38.19	(0.61)
VIACOM:	40.82	(0.32)	QWEST:	4.58	(0.05)
WWE:	19.24	(0.52)	VERIZON:	36.02	(0.73)
TECHNOLOGY					
3COM:	2.37	(0.04)	MARKET INDICES		
ADC:	12.96	0.46	DOW:	12527.26	(49.18)
ADVANTAGE:	3.77	0.10	NASDAQ:	2322.12	(26.64)
ALCATEL LUCENT:	6.10	(0.15)			



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