

CableFAX Daily™

Wednesday — April 11, 2012

What the Industry Reads First

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Complaint Dept: Comcast, SpectrumCo, FCC Cope with Bloomberg Grievance

Bloomberg gathered the support of advocacy groups **Public Knowledge, Free Press** and **Consumers Union** Tues as it continued to push for **FCC** action in its complaint against **Comcast**. And while the groups were there to support Bloomberg's claim that the MSO is violating an **NBCU** deal condition on news neighborhooding, it's clear their concerns went beyond that. "The unwillingness of the Commission to decide this matter while the clock is ticking calls into question whether the agency is capable of enforcing the conditions of this or any other merger or similar transaction," said PK's *Gigi Sohn* in a call with reporters Tues. "The one that is foremost in my mind is a proposal from 4 cable companies, including Comcast, and **Verizon Wireless**." She went on to say that PK is probably more concerned about the marketing agreements that are a part of the \$3.9bln deal than the spectrum sale. If the way the FCC is proceeding with Comcast-NBCU conditions is the model, then no one can rely on the agency to step in if the companies act in ways that stifle competition, Sohn said. In comments submitted Tues to the FCC regarding Comcast-NBCU's 1st annual report of compliance, Bloomberg said it has spent more than 14 months attempting to effectuate the deal's neighborhooding condition, longer than the 13 months the Commission spent reviewing and approving the merger [the actual complaint has been pending for 10 months]. Bloomberg's latest claims charge that Comcast has created at least 2 additional news neighborhoods that would violate the condition (in Crescent City, FL, and Claxton, GA) and that it has moved **MSBNC** into existing neighborhoods to "improve its channel position" while not moving Bloomberg TV. "We are in many instances more than 100 channels away," said Bloomberg govt affairs head *Greg Babyak*. Comcast says Bloomberg willfully misinterprets the neighborhooding condition and that it does not neighborhood channels in the way Bloomberg seeks to be repositioned. "And its continued rehashing of the same arguments it has previously made smacks of desperation," a Comcast rep said.

Launch Pad: Similar to **NFL Redzone, MLB Net** launches **MLB Strike Zone**, a highlights channel that will offer live look-in and updates on Tues and Fri nights during the regular season when live telecasts air on MLB Net. It was slated to go live at 7pm ET Tues on **Bright House, Time Warner Cable, DirecTV** and **DISH**. All are carrying it in sports packages.



CableFAX
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BREAKFAST

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Questions: Saun at saun@accessintel.com, 301.354.1694

Special Issue: Award winners and honorees will be featured in a *CableFAX Daily* Mid Day Issue: May 21, 2012

Space Deadline: May 8
Artwork: May 10

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Deals: **Hargray Comm** will buy **Charter's** Beaufort cable system, which involves some 7K customers. The transaction is expected to close by June 30. **RBC Capital Markets** is acting as the exclusive M&A adviser to Charter on the transaction.

In the States: **Comcast's** Xfinity On Demand service has started rolling out to **TiVo** Premiere DVRs in the San Fran Bay area.

On the Hill: Sen *Chuck Grassley* (R-IA) and Rep *Michael Turner* (R-OH) want the **NTIA** to account for how much taxpayer money was spent on testing **LightSquared's** wireless network for interference with govt telecom devices. In Feb, the **FCC** stated it would move to revoke LightSquared's waiver, citing NTIA tests that showed its network would cause harmful interference to many GPS receivers. "The federal government spent millions of taxpayer dollars on testing for a project that moved along only because the government gave approvals before resolving interference questions," Grassley said. "Now, taxpayers are on the hook for the testing that showed that the project interfered with government devices using global positioning systems. The executive branch needs to account for just how much taxpayer money it spent and why."

NCTC Changes: **NCTC's** well-known programming svp *Frank Hughes* has a new job title. He'll take on the newly formed role of svp, member services, leading a team to work with 950+ member companies to identify mutual strategic priorities, increase participation level of members in NCTC contracts and help assist members with strategies to optimize their rights under existing programming contracts. The co-op hired *Judy Meyka* as evp, programming. Most recently a consultant, Meyka is a former svp, programming for **Adelphia** and svp, distribution for **In Demand**. She'll oversee all programming negotiations—not just renewals, but the group is increasing its focus on advanced video and OTT related rights for members. More than 100 member companies representing 1mln+ subs have expressed a desire to launch such services this year. NCTC CFO *Corey McCarthy* will take on the additional role of svp, biz dev. NCTC's hardware dept was re-named the "Technology Solutions Team," expanding its purview to TV Everywhere, IP Vod and HSD opportunities. NCTC formed a new advisory group comprised of top CTOs within its membership. Other changes: Legal affairs svp *Jeff Nourse* will assume responsibilities for regulatory oversight, which means working closely with ACA.

TV Everywhere: **Avail-TVN** launched "AnyView Authentication," which lets service providers securely authenticate and authorize subs to the TV Everywhere portals of major content providers, including **Fox, Turner, MTVN, ESPN, NBCU** and **HBO**. The company also was approved as a 3rd party vendor for authentication services to NBC's London '12 Olympics programming.

Ratings: With no **Nick Kids' Choice Awards** last week, **Disney Channel** triumphed over Nickelodeon, scoring a clean sweep in total day across total viewers (1.16mln vs 1.13mln), kids 2-11 (937K vs 819K), kids 6-11 (617K vs 459K) and kids 9-14 (488K vs 338K). It actually goes down as Disney's largest competitive advantage ever over Nick in kids 2-11. Helping the House of Mouse was Fri's "Phineas and Ferb" and preschool series "Doc McStuffins," which both notched more than 3mln total viewers. In the prime race, **USA** smoked the competition, averaging a 2.1 HH rating/2.07 HH delivery. Disney was 2nd with a 1.6/1.56mln, followed by **Fox News** 1.5/1.43mln. **ESPN** cracked the top 5 thanks to Masters coverage (*Cfax, 4/10*), but it was USA's Mon **WWE** lineup that ranked as the week's most-watched programs.

Brag Book: **Lifetime** is feeling good about *Jennifer Love Hewitt* series "The Client List." It averaged 2.8mln total viewers Sun, making it the net's most-watched series launch since "Drop Dead Diva's" July '09 debut. -- **SNY** delivered a 3.91 HH rating and 370K total viewers for Mon's **Mets-Nationals** game, its highest-rated prime telecast since June '10. The net said the game also garnered higher ratings in the NY DMA than **YES' Yankees-Orioles** coverage or **ESPN's Brewers-Cubs**. -- **MSG's Rangers** avg HH rating for the regular season was up 36% compared to '10-'11 (0.99 vs 0.73), marking the highest regular season for the team since '08-'09 (1.05).

Programming: No surprise here. **HBO** renewed "Game of Thrones" for a 3rd season. -- **A&E** presents real-life series "Cajun Justice," which chronicles the Terrebonne Parish Sheriff's Office reign over LA swampland, June 7, 10pm. -- **Animal Planet's** "Tanked" has company. **Nat Geo Wild** debuts "Fish Tank Kings," a 6-ep series following FL-based aquarium specialists as they pull of extreme fish tanks, May 12, 10pm.

People: **CTAM** promoted *Ken Leonardo* to vp, marketing and *Jason King* to sr dir, comm and media relations. The marketing assoc hired *Rita Bowers*, formerly of the **American Red Cross** and **American Psychiatric Nurses Assoc**,

CableFAX Sales Hall of Fame Inductees



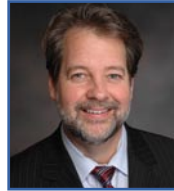
Scott Collins
AMC Networks



Denise Denson
ViacomMedia Networks/EPIX



Ed Erhardt
ESPN



Christopher D. Faw
Time Warner Cable



Mike Hopkins
Fox Networks



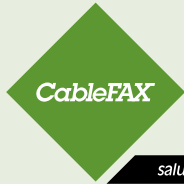
Tonia O'Connor
Univision Communications



Kevin P. Smith
Comcast Spotlight



Dana Zimmer
NBCU



Sales Executive
of the Year Awards

saluting cable sales leadership

Pre-Announced Winners

Launch Team of the Year

- Knology - The Give and Get of Sales

Out of Box: The Relentless

- Helen Hauser - Ovation

Out of Box: The Renewer

- Mark Romano - Outdoor Channel

Out of Box: The Woo-er

- Chris Ozminkowski - BBC America

Regional Sales Person of the Year

- Allison Clarke - AMC Networks
- Ivan Bagueiras - Discovery Networks Latin America/US Hispanic

Finalists

Affiliate Sales Person of the Year (Below the VP Level)

- Holly Mauer - Crown Media Family Networks
- Sara Timmins - RLTV

Affiliate Sales Person of the Year (VP Level and Above)

- Deanna Andaverde - Univision Communications Inc
- Bradley Fleisher - NBCUniversal
- Laura J. Lee - Crown Media Family Networks
- Michelle Rice - TV One
- Brent Scott - Scripps Networks Interactive
- Michael Smith - HSN

Affiliate Sales Team of the Year (Emerging and Mid-Size Networks)

- Outdoor Channel
- RLTV
- TV One

Affiliate Sales Team of the Year (Large Networks)

- MLB Network
- TV Guide Network
- Turner Network Sales

Brand Integration Team of the Year

- Discovery Solutions Team - Discovery Networks Latin America/US Hispanic

- Scripps Networks Interactive / Food Network Ad Sales & Marketing Team

Most Creative Program Sold to Client

- Food Network & DoubleTree by Hilton Hotels
- HGTV & Pulte Homes

Most Creative Sales Pitch

- Discovery Communications - Velocity Launch Party in New York City
- GMC - TV 2011 Upfront Presentation
- HGTV & Sears - All-American Handyman

National Sales Person of the Year (Below the VP Level)

- Casey Gould - Crown Media Family Networks
- Graig Hale - Sportsman Channel
- Brian Napolitano - Ovation
- Jeff Rohr - Comcast Media Center

National Sales Person of the Year (VP and Above)

- Ed Georger - Crown Media Family Networks
- Liz Janneman - Ovation
- Greg Regis - Scripps Networks Interactive
- Peter Wright & Melissa Drucker - BBC Worldwide Limited

National Sales Team of the Year

- Ovation
- Crown Media Family Networks
- Discovery Communications

CableFAX Sweet 16

Laura Caraccioli-Davis
Electus

Colleen Milway
Campbell Soup Company

Carolyn Cradts
Cars.com

Brian Johnson
Subaru of America

Tom McGovern
Optimum Sports

Michelle Murphy
Media Design Group

Tony Pace
Subway

Miraj Parikh
Spark

Gina Pomponi
Mercury Media

Norris Post
LiquidThread, Starcom MediaVest Group

Richard Quigley
Chase

Mike Rosen
Starcom USA

Marc Speichert
L'Oreal

Chad Urice
Media Storm

Brian Wieser
Pivotal Research Group

Jackie Woodward
MillerCoors

Congratulations to all honorees!

See you on May 1st! To register for the event, visit www.CableFAX.com/events

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BUSINESS & FINANCE

as dir, marketing. -- Shannon Buck was named vp, programming public-ity for **Starz**.

Honors: **NAMIC** announced the winners of its Next Generation Leaders Awards. **ESPNU** and **ESPNHS** vp *Rosalyn Durant*, **Comcast** svp, chief software architect *Sree Kotay*, **Time Warner Cable's** vp, external affairs *Fernando Laguarda* and **Ameredia** co-founder, evp *Pawan Mehra* will be recognized at the awards breakfast May 23, Boston. Online registration is available at namic.com. -- **Weather Channel's** Joplin, Mo, tornado coverage won a **Headliner Award** for best TV coverage of a major news event, beating out **CNN's Anderson Cooper** for Egypt's uprising (it received 2nd place) and **CNN's Sanjay Gupta's** "Quake Tsunami Disaster" (3rd place). **CNN** took home 1st place in the continuing coverage of a major news event for "Witness to Famine" and 2nd place for its coverage of the Libyan revolt. **ESPN** took home 1st, 2nd and 3rd place honors in the feature, sports or human interest category, with "E:60 Dead Solid Perfect, The Mike Reeder Story" getting the top prize. **MSNBC's** "Erasing Hate" was 1st in the doc or series of reports on the same subject category. **CNN** was the big winner in the TV investigative report category for "Dan Rivers: Factory Slaves" and in environmental reporting for "Extreme Science." **CNN.com** was the #1 TV affiliated Website, followed by **MSNBC.com**.

CableFAX Daily Stockwatch

Company	04/10 Close	1-Day Ch	Company	04/10 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	48.41	(0.71)	CONCURRENT:	3.79	0.18
DISH:	31.40	(0.78)	CONVERGYS:	12.96	(0.07)
DISNEY:	40.99	(1.12)	CSG SYSTEMS:	14.37	(0.1)
GE:	18.74	(0.46)	ECHOSTAR:	26.41	(0.61)
NEWS CORP:	18.92	(0.39)	GOOGLE:	626.86	(3.98)
MSOS					
CABLEVISION:	13.41	(0.25)	HARMONIC:	4.75	(0.21)
CHARTER:	59.41	(2.25)	INTEL:	27.45	(0.31)
COMCAST:	28.65	(0.68)	JDSU:	12.64	(0.39)
COMCAST SPCL:	28.32	(0.65)	LEVEL 3:	24.25	(1.39)
GCI:	7.94	(0.36)	MICROSOFT:	30.47	(0.63)
KNOWLOGY:	17.48	(0.43)	MOTOROLA MOBILITY:	39.37	0.52
LIBERTY GLOBAL:	47.65	(1.05)	RENTRAK:	18.49	(1.23)
LIBERTY INT:	18.31	(0.55)	SEACHANGE:	8.05	(0.05)
SHAW COMM:	20.44	(0.49)	SONY:	18.24	(1.86)
TIME WARNER CABLE:	77.77	(2.16)	SPRINT NEXTEL:	2.66	(0.09)
VIRGIN MEDIA:	24.22	(0.95)	THOMAS & BETTS:	71.76	0.03
WASH POST:	373.69	(0.61)	TIVO:	11.02	(0.26)
PROGRAMMING					
AMC NETWORKS:	41.65	(1.72)	UNIVERSAL ELEC:	17.40	(0.88)
CBS:	31.30	(1.24)	VONAGE:	1.99	(0.12)
CROWN:	1.50	(0.01)	YAHOO:	14.99	(0.11)
DISCOVERY:	49.74	(1.08)	TELCOS		
GRUPO TELEVISA:	20.41	(0.58)	AT&T:	30.13	(0.51)
HSN:	36.00	(0.99)	VERIZON:	36.80	(0.66)
INTERACTIVE CORP:	47.61	(0.88)	MARKET INDICES		
LIONSGATE:	12.62	(0.06)	DOW:	12715.93	(213.66)
LODGENET:	3.42	(0.18)	NASDAQ:	2991.22	(55.86)
NEW FRONTIER:	1.50	(0.09)	S&P 500:	1358.59	(23.61)
OUTDOOR:	7.01	0.04			
SCRIPPS INT:	46.08	(1.6)			
TIME WARNER:	35.41	(0.62)			
VALUEVISION:	1.85	(0.12)			
VIACOM:	50.12	(0.26)			
WWE:	8.22	0.01			
TECHNOLOGY					
ADVANTAGE:	2.43	(0.04)			
ALCATEL LUCENT:	1.98	(0.14)			
AMDOCS:	30.84	(0.24)			
AMPHENOL:	57.15	(1.36)			
AOL:	24.82	(1.58)			
APPLE:	628.44	(7.79)			
ARRIS GROUP:	10.90	(0.26)			
AVID TECH:	10.18	(0.02)			
BROADCOM:	35.93	(0.9)			
CISCO:	19.55	(0.41)			
CLEARWIRE:	2.05	(0.08)			

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