

CableFAX Daily™

Monday — April 12, 2010

What the Industry Reads First

Volume 21 / No. 069

Measuring Stick: Financial Service Posits the Weight of Cable Segments

According to stock analysis service **Trefis.com**, **ESPN** is the major force behind Disney's financial tide while digital cable and broadband are nearly equal in importance to **Time Warner Cable's** valuation. Sure, earnings data and anecdotal evidence from execs in recent years have both underscored cable nets as key growth engines and broadband as critical to ops, but the site's modeling is interesting because it offers more granularity. A clout count, if you will. Launched by a group of analysts last fall, the site offers its own fair value of certain securities (the sum of the values of divisions, plus cash, minus debt) and breaks down that price by the contribution of a co's major products and businesses. Keeping in mind that Trefis is but 1 source of financial analysis, following are some interesting breakdowns. **ESPN** represents 32.2% of **Disney's** stock price, **Disney Channel/A&E/other** 22%, and **ABC** broadcasting 5.1%. **Time Warner's** valuation includes **TNT/TBS/CNN** (26.4%) and **HBO** (24.4%), while **Viacom's** includes **Nickelodeon** (12.8%), **MTV** (9.3%) and **Comedy Central** (5.9%). On the op side, Time Warner Cable's share price consists mainly of digital cable (36%) and broadband (35.1%) but also of VOD (9.1%) and basic cable (2.9%), while **Comcast's** includes respective derivations of 31.4%, 26.6%, 8.9% and 0.6%. Also of note: HD/DVR (28.7%) is an important segment to **DirecTV**, and the effect of **FiOS TV** (11.6%) on **Verizon's** price is easily trumped by mobile plans and phones (42.2%). Other featured companies at Trefis include **News Corp**, **CBS**, **AT&T** and **DISH**. The site also projects growth rates surrounding certain segments using germane metrics—ESPN's per sub fee and cable services' penetration, for example. Most in cable know ESPN's the big cheese around The Mouse, yes... but a little food for investors' thoughts can hit the spot.

Competition: The whole home DVR available through **U-verse TV** and controlling the TV via the Web are 2 of the ways **AT&T's** encouraging consumers to "Rethink Possible," the telco's new brand slogan. For additional color and to view related spots, go to www.att.com/rethinkpossible.

Spectrum Issue: In a recent blog post, **FCC** chief of staff *Edward Lazarus* felt compelled to reiterate the commission's need to allocate additional spectrum for mobile broadband after **Verizon** CEO *Ivan Seidenberg* possibly

WEST COAST FEED

THE PROGRAMS YOUR SUBSCRIBERS WANT WHEN THEY WANT THEM

BBC AMERICA

FOR MORE INFORMATION, CONTACT YOUR BBC AMERICA REPRESENTATIVE AT AFFILIATESALES@BBC.COM

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muddled the issue this week with “baffling” comments. While addressing the **Council On Foreign Relations**, Seidenberg said the FCC should not seek to regain spectrum from broadcasters because a shortage won’t materialize, comments that Lazarus noted directly contradict earlier filings/comments from the telco. “The fact is, Verizon played a major role in building an overwhelming record in support of more mobile broadband spectrum,” wrote Lazarus. “The National Broadband Plan record contains widespread agreement and a solid foundation of factual evidence on the need for the FCC to pursue policies that would free up 500 Mhz for mobile broadband by 2020.”

Online: E! Online earned its best Mar ever by delivering more than 8mln uniques, more than doubling Mar ’09 numbers with help from **Oscars** coverage and news of *Sandra Bullock* and *Jesse James*. -- **Syfy** acquired Web series “Riese,” with fall the planned launch date for the series pair of 5-ep seasons. The net said it will also evaluate Riese for a potential jump to TV.

Golf Numbers: Ahh, the enduring star power of *Eldrick “Tiger” Woods*. **ESPN’s** approx 220min of live **Masters** coverage on Thurs averaged 4.94mln viewers to become the most-viewed golf telecast in cable history. The telecast delivered a 47% YOY increase in the metric and surpassed the ’08 US Open playoff featuring a victory by, you guessed it... Woods. Meanwhile, **Masters Live** on **CBSSports.com** garnered 556K uniques Thurs, a 133% YOY surge, and 393K (+71%) consumption hours of live video.

Programming: Comcast has teamed with **Fox Sports Detroit** and the **Detroit Tigers** to offer “FOX Sports Detroit: Tigers On Demand” for a 2nd straight season. The free product features access to the RSN’s game telecasts 2 hours following conclusion, related team shows and behind-the-scenes specials. -- **Planet Green** gave a thumbs up to “The John Patrick Show” (1Q11), a 6-parter following the fashion designer. -- **MLB Net’s** “Solid 60 presented by **DirecTV**” (Fri) provides an hour of commercial-free highlights, updates and live look-ins of in-progress games, and airs within the net’s flagship show “MLB Tonight.” -- **Showtime** greenlit an adaptation of British series “Shameless,” inspired by creator *Paul Abbott’s* complicated life growing up in a working-class family with 10 children and starring *William H. Macy*. -- Hosted by *Thom Filicia*, new **Style** series “Tacky House” (Apr 21) informs homeowners of their poorly appointed room and provides a design intervention.

Rhode Island... Literally: We were intrigued when a recent article in Rhode Island’s *Westerly Sun* newspaper recounted the stories of several residents who feel abandoned by the town as they cope with the flood’s hardships (Officials had asked them to evacuate). One interviewee grouched that local officials and utilities left them to fend for themselves but noted that **Cox** came around to restore phone and cable service. It was one line in the story, but hey... any good local cable press deserves mention these days. A Cox rep tells us the Cox New England team has made “amazing efforts” to keep flood-stranded customers connected. Kudos.

On the Circuit: WICT is now accepted apps through May 21 for the **Betsy Magness Leadership Institute** Classes XXII & XXIII. See wict.org/programs/bmli/Pages/BMLIApplication.aspx for more info.

Business/Finance: DISH shares climbed by a healthy 3.5% Fri following an upgrade to ‘buy’ by **UBS** and a target price increase to \$24 by **Citigroup**. UBS said that while the **TiVo** lawsuit is weighing on earnings, competitive pressures are ebbing, and Citi said the DBS will likely use debt to satisfy TiVo’s remuneration demands. Also this week, DISH intro’d its awaited HD DVR featuring **Sling** tech designed to transfer content across multiple Web-connected devices. -- Operator of **WGN America** and 23 TV stations, **Tribune Co** settled the claims of key creditors **JP Morgan**, *Angelo Gordon* and **Centerbridge Partners**, and will incorporate the agreements into its reorg plan being handled by a US Bankruptcy Court in DE. -- Independent proxy advisory firm **Glass Lewis & Co** recommended that **Lionsgate** shareholders vote to ratify the co’s shareholder rights plan because it “may serve to protect shareholder interests in the event that a takeover bid does not reflect the full value of the company’s shares or is coercive.” Lionsgate drew the plan up in response to *Carl Icahn’s* recent acquisition overtures. -- **Twentieth Century Fox** and **Sony Pictures** joined **Warner Bros** in agreeing to provide day-and-date availability of movies for **Blockbuster’s** store and by-mail channels. All 3 studios will also provide new enhanced payment terms to Blockbuster in exchange for a first lien on Blockbuster Canada assets, part of the video chain’s recapitalization attempts.

CableFAX Week in Review

Company	Ticker	4/09 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	37.47	0.56%	3.45%
DIRECTV:	DTV	35.25	2.86%	5.70%
DISH:	DISH	21.77	5.02%	4.81%
DISNEY:	DIS	36.22	1.88%	12.31%
GE:	GE	18.52	1.04%	22.41%
NEWS CORP:	NWS	17.82	3.79%	11.93%
MSOS				
CABLEVISION:	CVC	25.70	4.81%	(0.46%)
COMCAST:	CMCSA	18.50	(1.91%)	9.73%
COMCAST SPCL:	CMCSK	17.69	(1.67%)	10.49%
GCI:	GNCMA	5.84	0.86%	(8.46%)
KNOLOGY:	KNOL	13.77	2.23%	26.10%
LIBERTY CAPITAL:	LCAPA	40.28	9.67%	68.68%
LIBERTY GLOBAL:	LBTYA	29.26	(0.14%)	33.67%
LIBERTY INT:	LINTA	16.29	4.42%	50.28%
MEDIACOM:	MCCC	6.01	1.18%	34.45%
RCN:	RCNI	15.07	(1.82%)	38.89%
SHAW COMM:	SJR	19.79	(1.05%)	(3.79%)
TIME WARNER CABLE:	TWC	52.68	(1.5%)	27.28%
VIRGIN MEDIA:	VMED	17.61	(0.45%)	4.63%
WASH POST:	WPO	492.00	10.63%	11.92%
PROGRAMMING				
CBS:	CBS	15.18	7.13%	8.04%
CROWN:	CRWN	1.99	2.58%	37.24%
DISCOVERY:	DISCA	34.83	3.02%	13.56%
GRUPO TELEVISIA:	TV	21.35	1.09%	2.84%
HSN:	HSNI	30.39	1.64%	50.52%
INTERACTIVE CORP:	IACI	22.96	1.95%	12.11%
LIBERTY:	L	38.44	1.51%	5.75%
LIBERTY STARZ:	LSTZA	55.56	1.76%	20.39%
LIONSGATE:	LGF	6.24	(0.16%)	7.40%
LODGENET:	LNET	7.00	(1.13%)	26.58%
NEW FRONTIER:	NOOF	2.12	7.61%	12.17%
OUTDOOR:	OUTD	6.85	4.10%	18.10%
PLAYBOY:	PLA	3.93	7.38%	22.81%
RHI:	RHIE	0.18	0.00%	(41.94%)
SCRIPPS INT:	SNI	43.98	(0.63%)	5.98%
TIME WARNER:	TWX	32.63	3.88%	11.98%
VALUEVISION:	VTV	3.50	1.74%	(27.08%)
VIACOM:	VIA	39.77	7.60%	26.25%
WWE:	WWE	17.20	1.06%	12.20%

Company	Ticker	4/09 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	7.90	2.60%	5.33%
ADC:	ADCT	7.80	6.27%	25.60%
ADVANTAGE:	AEY	2.25	(1.75%)	14.21%
ALCATEL LUCENT:	ALU	3.10	(0.64%)	(6.63%)
AMDOCS:	DOX	30.85	1.88%	8.13%
AMPHENOL:	APH	43.30	2.15%	(6.24%)
AOL:	AOL	27.99	8.32%	20.23%
APPLE:	AAPL	241.79	2.47%	14.74%
ARRIS GROUP:	ARRS	12.45	4.01%	8.92%
AVID TECH:	AVID	16.61	19.58%	30.17%
BIGBAND:	BBND	3.50	(1.41%)	1.74%
BLNDER TONGUE:	BDR	1.08	3.85%	(5.26%)

Company	Ticker	4/09 Close	1-Week % Chg	YTD %Chg
BROADCOM:	BRCM	34.28	3.41%	8.93%
CISCO:	CSCO	26.60	2.98%	11.11%
CLEARWIRE:	CLWR	7.04	(0.85%)	4.14%
COMMSCOPE:	CTV	31.25	10.54%	17.79%
CONCURRENT:	CCUR	5.80	3.57%	46.46%
CONVERGYS:	CVG	12.82	4.48%	19.26%
CSG SYSTEMS:	CSGS	21.01	0.05%	10.06%
EHOSTAR:	SATS	19.88	0.40%	(1.29%)
GOOGLE:	GOOG	566.22	(0.45%)	(8.67%)
HARMONIC:	HLIT	6.91	7.63%	9.34%
INTEL:	INTC	22.55	0.71%	10.54%
JDSU:	JDSU	13.52	7.56%	63.88%
LEVEL 3:	LVL	1.68	3.70%	9.80%
MICROSOFT:	MSFT	30.34	4.05%	(0.46%)
MOTOROLA:	MOT	7.39	4.67%	(4.77%)
PHILIPS:	PHG	33.02	0.40%	12.16%
RENTRAK:	RENT	20.72	(3.63%)	17.26%
SEACHANGE:	SEAC	7.77	7.17%	18.45%
SONY:	SNE	36.81	(4.19%)	26.93%
SPRINT NEXTEL:	S	4.04	3.59%	10.38%
THOMAS & BETTS:	TNB	41.33	3.74%	15.48%
TIVO:	TIVO	17.60	4.51%	72.89%
TOLLGRADE:	TLGD	6.74	7.84%	10.31%
UNIVERSAL ELEC:	UEIC	22.52	0.90%	(3.01%)
VONAGE:	VG	1.44	5.11%	2.86%
YAHOO:	YHOO	17.52	7.55%	4.41%

Company	Ticker	4/09 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	26.44	1.26%	(5.67%)
QWEST:	Q	5.42	4.03%	28.74%
VERIZON:	VZ	30.08	(3.84%)	(9.21%)

Index	Ticker	4/09 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	10997.35	0.64%	5.46%
NASDAQ:	IXIC	2454.05	2.14%	8.15%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. AVID TECH:	16.61	19.58%
2. WASH POST:	492.00	10.63%
3. COMMSCOPE:	31.25	10.54%
4. LIBERTY CAPITAL:	40.28	9.67%
5. AOL:	27.99	8.32%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. SONY:	36.81	(4.19%)
2. VERIZON:	30.08	(3.84%)
3. RENTRAK:	20.72	(3.63%)
4. COMCAST:	18.50	(1.91%)
5. RCN:	15.07	(1.82%)

Register Now!
cablehalloffame.com

10 Cable Hall of Fame
20 Celebration

May 11, 2010 | 6:00 p.m.

Honorees

- Yolanda G. Barco
- Allen Ecker
- Terence F. McGuirk
- Marc B. Nathanson
- Abbe Raven
- JR Shaw

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TABLE HOSTS
GOLD:
Multichannel **MEDIA BIZ** **Turner**
CableFAX **BRESNAN**

SILVER:
Charter Communications, Inc. Time Warner Cable
Insight Communications



& **TheCableFAXIES**
Excellence in Marketing and PR awards

2010 Awards Finalists

April 28, 2010
12:00 – 2:00 pm
Grand Hyatt, NYC

Register at www.CableFAX.com/events

CableFAX Best of the Web Finalists

Ad/Series of Ads Video

- ▶ Fancast - Comcast Interactive Media – Fancast, See It For Yourself
- ▶ Turner Sports/NASCAR.COM - Off the Track w/ Tony Stewart

Best Overall Websites:

Cable Network – Large

- ▶ AMC - AMCtv.com
- ▶ Discovery Digital Media - Discovery.com
- ▶ G4 - G4tv.com
- ▶ Scripps Networks - HGTV.com
- ▶ Scripps Networks - FoodNetwork.com

Best Overall Websites: Cable

Network - Small and Midsize

- ▶ Current Media - Current.com
- ▶ Discovery Networks International - Discovery Kids Latin America

Best Overall Websites:

Regional/Local Programmers

- ▶ Bay News 9 - Baynews9.com
- ▶ YES Network - YESNetwork.com

Best Overall Websites:

Technology & Other Vendors

- ▶ ActiveVideo Networks - Launching CloudTV™
- ▶ Eclipse Marketing Services, Inc. - Eclipse Marketing Services, Inc. Website Re-Design
- ▶ Metaswitch Networks

Blog or Series of Blogs

- ▶ AMC - Mad Men Blog
- ▶ Motorola - Motorola MediaExperiences2Go Blog
- ▶ Travel Channel - Anthony Bourdain's Blog

Corporate Social Responsibility/Education

- ▶ Comcast and Discovery Education - Discovery Education on Demand by Comcast
- ▶ Discovery Communications Planet Green - Planet Green Blue August Campaign

Email Newsletters

- ▶ NBA Digital - NBA All Access
- ▶ WE tv and Wedding Central - Wetv.com's WETreat Newsletter

Games

- ▶ A&E Television Network - Kill Criss Angel - The Game
- ▶ A&E Television Network - The 5 Lives of Criss Angel Augmented Reality Experience

- ▶ Discovery Networks International - Helium 3

- ▶ SPEED - SPEED Fantasy Bid

Mobile Application

- ▶ AMC - AMC iPhone App
- ▶ Discovery Communications - Discovery Channel iPhone App
- ▶ Turner Sports/NBA Digital - NBA Game Time
- ▶ PBS KIDS Sprout - Dress Chica Mobile Application
- ▶ The Weather Channel Interactive - The Weather Channel Interactive iPhone Application
- ▶ Travel Channel - Travel Channel GO

Online Community

- ▶ Travel Channel - Travel Channel GO
- ▶ Ovation Artist Community – www.OvationTV.Com/community
- ▶ RAPP/Travel Channel - Hungry for More
- ▶ Turner Sports - NASCAR.COM Community
- ▶ WE tv and Wedding Central - Wetv.com's The Locator

Original Content

- ▶ BET Networks - Buppies
- ▶ Discovery Communications Planet Green - Planet Green Short Form Program
- ▶ ESPN - 30 for 30 Website
- ▶ ESPN - Mayne Street
- ▶ Scripps Networks - FrontDoor.com's First-Time Homebuyer's Guide
- ▶ Univision Interactive Media - Vidas Cruzadas

People Awards: Blogger/Tweeter/

Social Networking Facilitator

- ▶ ACA Ross Lieberman - @ROSSatACA
- ▶ AMC Blogger - John Scalzi
- ▶ Zatz Not Funny blog - David Zatz and team

People Awards: Web Content Director

- ▶ AMC - Drew Pissarra, AMC Content Director
- ▶ WE tv and Wedding Central - Andrea Malley
- ▶ YES Network - Web Content Director - Kevin Sullivan, YESNetwork.com

People Awards: Video Editor/Producer

- ▶ AMC - Mary Novak, AMC Video Editor/Producer
- ▶ YES Network - Video Editor/Producer, Joe Auriemma, YESNetwork.com

Social Media Campaign

- ▶ AMC - Mad Men Yourself
- ▶ BRAVO - Ultimate Virtual Viewing Party/ Bravo Digital Media
- ▶ CBS College Sports Network - POWERADE

College Intramurals Program

- ▶ Discovery Channel - FrenziedWaters
- ▶ Motorola (DesignKitchen) - Share the Experience Microsite
- ▶ RAPP/Travel Channel - Kidnap! on Facebook

Supplemental Web Content

- ▶ AMC - Mad Men Website
- ▶ AMC - AMC's Summakor.com
- ▶ Discovery Communications - Discovery News
- ▶ National Geographic Channel - Expedition Week Website
- ▶ Travel Channel - Ghost Adventures Live
- ▶ WWE - SummerSlam Microsite

Use of Twitter

- ▶ E! - Celebri-Tweet
- ▶ Fuse - Twt-a-palooza/Fuze
- ▶ National Geographic Channel - On Board Air Force One Twitter Campaign
- ▶ Travel Channel - Travel Channel's Man vs. Food, Social Media/Room 214

Video: Overall Use of Video

- ▶ AMC - AMCtv.com
- ▶ Discovery - Discovery Digital Media
- ▶ GSN.com - GSN's Newlywed Question of the Day
- ▶ Turner Sports/NBA Digital - LEAGUE PASS Broadband
- ▶ Travel Channel - Ghost Adventures Live

Web Marketing Campaign

- ▶ Acento Advertising/Time Warner Cable - Fall Interactive Campaign
- ▶ Buckeye Cable System - Buckeye Cable System Cash Code Investigation Sweepstakes
- ▶ Outdoor Channel – Spring Fever
- ▶ Oxygen Media - Dance your Ass Off

Web Page/Section Design

- ▶ Buckeye Cable System - Buckeye Cable System Football Central
- ▶ National Geographic Channel - Waking the Baby Mammoth Interactive

Web Site Design

- ▶ National Geographic Channel - Human Family Tree
- ▶ PBS KIDS Sprout - Sprout Online Website Design
- ▶ Turner Sports - NASCAR.COM
- ▶ Univision Interactive Media - Cocina
- ▶ World Wrestling Entertainment - Summer Slam 2009 Micro Site

The winners will be announced during the April 28th awards luncheon at the Grand Hyatt Hotel in New York City and in the CableFAX Daily Mid-Day Report released during the luncheon. Congratulations to all of the finalists. See you on April 28th!

To register for the event, visit www.CableFAX.com/events

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Erica Gottlieb, Account Manager 212-621-4612; egottlieb@accessintel.com



Digital Hot List 2010

Amy Banse

President, Comcast Interactive Media

Christopher Barry

SVP Digital Media & Business Strategy,
Sundance Channel

Derek Cheng

EVP Digital Media, Disney/ABC

Greg Clayman

EVP Digital Distribution & Business Dev.,
MTVN

Steven Copertino

Sr. Director Digital Marketing,
Time Warner Cable

Rebecca Glashow

SVP Digital Distribution,
Discovery Communications

Scott Hatfield

SVP Technology, Cox Communications

Rob Hayes

SVP/GM Digital Media, Showtime

Jason Kilar

CEO, Hulu

Marc Klatzko

Managing Partner, MAUDE NY

Suzanne Kolb

President, Marketing, News and Online,
E! and Style

John Kosner

SVP/GM Digital Media, ESPN

Peter Levinsohn

President, Fox Interactive Media

Mac McKean

VP Digital Media AMC

John Najarian

EVP Digital Media & Business Dev.,
Comcast Entertainment Group

Jean-Briac Perrette

President Digital Distribution, NBCU

Damon Phillips

VP, ESPN360.com

Jennifer Robertson

SVP Digital Media & Business Dev.,
WE tv / Wedding Central

Mike Rosen

President / SMV Mediavest, General Motors

Neal Scarbrough

VP Digital Media, VERSUS

Michael Spirito

YES Network

Doug Stevenson

CEO, Vibrant Media

Ritu Trivedi

Managing Director, Mindshare

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CableFAXIES Award Finalists

Advertising Campaign for a Network

- ▶ CBS College Sports Network
- ▶ FEARnet - FEARnet Rebrand
- ▶ Outdoor Channel - Don't be Fooled by a Decoy
- ▶ Sportsman Channel - Sportsman Channel 2009 Rebranding Campaign
- ▶ truTV

Advertising Campaign for a Single Program

- ▶ A & E Television - Criss Angel Season 5
- ▶ A & E Television - Steven Seagal Lawman
- ▶ Big Ten Network - The Big Ten Quad
- ▶ WE tv - Bridezillas-Season 6
- ▶ WE tv - My Fair Wedding with David Tutera

Community Relations

- ▶ A & E Television - The Recovery Project
- ▶ Comcast - Michigan Mobility & Accessibility Partnership
- ▶ Mediacom - Mediacom Presents The Haven Pet Adoption Series
- ▶ RCN Corporation - RCN Dream Come True Telethon

Corporate Social Responsibility/Green Campaign

- ▶ Canoe Ventures - Canoe Ventures Introduces the Next Generation of TV Advertising
- ▶ Comcast - Stand Up 2 Cancer On Demand Partnership
- ▶ Cox Communications - Cox Conserves Heroes
- ▶ ESPN - Team ESPN 30k Challenge
- ▶ Mediacom - Mediacom EcoBilling

Direct Response Marketing

- ▶ Charter Communications - High-Speed Internet Campaign
- ▶ Comcast - Welcome Back Campaign
- ▶ Cox Business - 2009 COX Business Acquisition TV - "Furniture"
- ▶ Cox Business - Cox Business Metro Ethernet Sales Promotion

Integrated Marketing Campaign – Distributors

- ▶ Charter Communications - Charter: Communicating Commitment Campaign
- ▶ Comcast - Comcast Local Heroes
- ▶ Cox Business - 2009 Campaign 2 COX Business Acquisition
- ▶ Time Warner Cable Los Angeles - DTV Marketing Campaign

Integrated Marketing Campaign – Networks

- ▶ A & E Television - Steven Seagal Lawman
- ▶ Cartoon Network - Scooby Doo! The Mystery Begins
- ▶ Tennis Channel - 2009 US Open on Tennis Channel - Consumer Campaign
- ▶ WE tv - WE tv 2009/2010 Upfront Materials and Trade Campaign

Marketing Campaign

- ▶ BayNews 9/BrightHouse Networks - Klystron 9 Marketing: Launch Campaign
- ▶ Comcast - Comcast Local heroes
- ▶ Comcast Interactive Media - Fancast - See it for Yourself
- ▶ FEARnet - Fear Clinic, a FEARnet original series
- ▶ IFC - Monty Python: Almost the Truth (the Lawyers Cut)
- ▶ Oxygen Media - Dance Your Ass Off

Marketing of a Continuing Series

- ▶ A & E Television - The Cleaner Season 2
- ▶ BBC America - Torchwood: Children of Earth
- ▶ Bravo/NBCU - "Top Chef: The Tour 2"
- ▶ WE tv - Bridezillas-Season 6

Marketing of a New Series or Show

- ▶ A & E Television - Steven Seagal Lawman
- ▶ Animal Planet - "Jockeys" Season One Campaign
- ▶ TBS - Lopez Tonight on TBS

Marketing of a Special or Documentary/ Documentary Series

- ▶ IFC - Bollywood Hero
- ▶ IFC - Monty Python: Almost the Truth (the Lawyers Cut)
- ▶ Retirement Living - RLTV "Not Fade Away"
- ▶ Sundance Channel - Brick City Media Event
- ▶ CMT - 2009 CMT Music Awards Red Carpet
- ▶ ESPN - ESPN's 2009 Upfront Event
- ▶ IFC - Monty Python: Almost the Truth (the Lawyers Cut)
- ▶ USA Network - Character Project

Media Relations Campaign

- ▶ The Style Network - Ruby
- ▶ Discovery Channel - Shark Week
- ▶ IFC - Monty Python: Almost the Truth (the Lawyers Cut)
- ▶ National Geographic Channel - On Board Air Force 1

Mobile Marketing Campaign

- ▶ Travel Channel - Travel Channel Mobile Messaging

Multicultural Marketing - Distributors

- ▶ Charter Communications/cruz/kravetz: IDEAS - Paquete Alcance Mas (Bundle and Save with Charter)
- ▶ Comcast Cable - Comcast Carefree Minutes Worldwide 300
- ▶ Comcast Cable - Channel OneRussia Launch
- ▶ RCN Corporation - RCN Global Passport Program
- ▶ Time Warner Cable Los Angeles - DTV Marketing Campaign

Multicultural Marketing - Networks

- ▶ Gospel Music Channel - Gospel Music Heritage Month
- ▶ IFC - Bollywood Hero
- ▶ mun2 - The Chicas Project Season 4
- ▶ TNT - Hawthorne on TNT
- ▶ TuTV - Bandamax Grassroots Initiative

People: Marketer of the Year, VP Level and Above

- ▶ Outdoor Channel - Denise Conroy-Galley, SVP, Marketing & Research
- ▶ TLC - Tom Carr, SVP, Marketing-Strategy/Amy Winter, SVP, Marketing-Creative
- ▶ VERSUS - Bill Bergofin, SVP, Marketing And Promotion
- ▶ WE tv/Wedding Central - Kenetta Bailey, SVP, Marketing

People: Marketing Team of the Year

- ▶ AMC - Rainbow
- ▶ Big Ten Network
- ▶ Discovery Communications - TLC Marketing Team
- ▶ Fox Cable Networks
- ▶ NBC Universal
- ▶ Tennis Channel

People: PR Executive of the Year, VP Level and Above

- ▶ AMC - Theano Apostolou, SVP, Publicity, Talent Relations and Promotional Events
- ▶ FX Networks - John Solberg, SVP of Media Relations
- ▶ Showtime Networks - Richard Licata, EVP, Corporate Communications

People: PR Team of the Year

- ▶ Big Ten Network
- ▶ Bravo
- ▶ Canoe Ventures - Dana Runnells, VP Marketing & Communications and Vicki Lins, CMO
- ▶ National Geographic Channel

People: Public Affairs & Communications Executive of the Year

- ▶ A & E Television - Michael Feeney, SVP, Public Affairs and Corporate Communications
- ▶ NBCU - Susan Haspel, Executive Producer, "The More You Know"
- ▶ RCN - Richard Ramlall, SVP, Strategic External Affairs and Programming

PR Stunt

- ▶ A & E Television - Hoarders - Taxi Tops
- ▶ Cartoon Network - Cartoon Network GET ANIMATED Campaign
- ▶ Central Florida News 13 - Go Magic!
- ▶ ION Media Networks - "Durham County" & ION Television "World's Largest Moving Box Stunt"
- ▶ Oxygen Media - Feed the Models Stunt

Press Kit

- ▶ Discovery Channel - Shark Week
- ▶ ESPN - NASCAR on ESPN
- ▶ FX - "Archer" Media Guide
- ▶ FX - "It's Always Sunny in Philadelphia" Media Guide
- ▶ Showtime Networks Inc - Nurse Jackie
- ▶ Starz Entertainment - Party Down Season 2

Programming Stunt

- ▶ Discovery Communications/Science Channel - Science Channel's Punkin Chunkin 2009
- ▶ FEARnet - FEARTober
- ▶ G4 - G4's "E3 '09 Live"
- ▶ IFC - Live: Arrested Development
- ▶ IFC - Monty Python: Almost the Truth (the Lawyers Cut)

Public Affairs Campaign

- ▶ CMT - CMT One Country at the 2009 CMT Music Awards
- ▶ Syfy - Battlestar Galactica: A Retrospective
- ▶ WE tv - WE Volunteer 2009, part of WE Empowers Women

Tchockke

- ▶ Buckeye Cable System - Buckeye Cable System VIP Bundle-Up
- ▶ CBS College Sports Network - Armed Forces Football Paperweight
- ▶ FEARnet - Fear Clinic, a FEARnet original series
- ▶ Fox Cable Networks - Nat Geo Wild Stamps
- ▶ National Geographic Channel - Mad Libs/ Shrunken Head

Trade Show Marketing and PR

- ▶ Fox Cable Networks - CTAM Video
- ▶ Fox Cable Networks - Nat Geo Wild Luncheon

Video: Use of Video or Moving Image

- ▶ Big Ten Network - The Big Ten Quad
- ▶ ESPN - Upfront Survival Tips with Scott Van Pelt
- ▶ International Media Distribution - Rebrand Campaign
- ▶ Motorola/Garfield Group - GPON Always On Video

Viral Marketing Campaign

- ▶ A & E Television - Hammertime
- ▶ Animal Planet - "Whale Wars" Season Two Viral Marketing Campaign
- ▶ FUZE - "Hip Hop Invasion"
- ▶ G4 - G4's Attack of the Show - Olivia Munn's National Pie Week Initiative

The winners will be announced during the April 28th awards luncheon at the Grand Hyatt Hotel in New York City and in the CableFAX Daily Mid-Day Report released during the luncheon. Congratulations to all of the finalists. See you on April 28th!

To register for the event, visit www.CableFAX.com/events

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