

CableFAX Daily™

Friday — April 13, 2007

What the Industry Reads First

Volume 18 / No. 072

Technically Speaking: WICT's Latest Project Taking Root

WICT's "Tech It Out" initiative to encourage more women and girls to pursue careers in technology is moving along steadily since its Nov debut. Some of the fruits of the fledgling program will be seen at next month's **Cable Show** in Las Vegas. WICT convinced NCTA to provide to the show 15 floor passes that will go to the UNLV chapter of the **Society of Women Engineers**, exposing 15 students to the industry. The Tech It Out initiative, first announced in the Nov 13 issue of **CableWorld**, is also readying tool kits that can be used in their companies and with schools, said WICT pres/CEO *Benita Fitzgerald Mosley*. Next month, WICT's Philly chapter will host a mentoring program to educate girls about opportunities in cable. WICT's also talking to cable operators about offering its "Tech It Out" videos and PSAs aimed at girls and young women on VOD (**Comcast** is already offering the video on demand in several markets, including DC and Philly). At a WICT N VA chapter lunch Thurs, **Alcatel** CIO *Elizabeth Hackenson* and **Advance Newhouse** evp *Nomi Bergman* talked about opportunities for women in tech. Hackenson said she tries to persuade marketing execs to consider technology careers because she needs better communicators. Bergman seconded the notion, saying that women's skill set as communicators and translators aligns itself well with one of the biggest needs in the tech sector. Other Tech It Out activities underway include working with **Cable in the Classroom** on podcasts and school resources, as well a panel and reception at **SCTE Expo** in Orlando, June 20.

Retrans: Proving that not everyone has public fireworks when negotiating with **Sinclair**, **Charter** announced Thurs that it inked a 3-year retrans pact with the broadcaster. The deal, which expires Mar 31, 2010, includes HD and digital signals—a first for all of Charter's Sinclair markets. The pact covers 28 TV stations in 19 markets owned or operated by Sinclair, serving roughly 1.9m Charter subs. Sinclair dominated the headlines earlier this year after it yanked its signals in a retrans feud with **Mediacom**. The spat ended with Mediacom agreeing to pay an undisclosed amount of cash for the stations. Charter declined to comment on whether it was paying for the stations. Sinclair pres/CEO *David Smith* cryptically said the "mutually acceptable economic agreement with Charter demonstrates the value of broadcast television on alternative delivery systems." St Louis' **KDNL**, Madison, WI's **WCGV/WVTV** and Tallahassee's **WTWC** are among the stations included in the pact.

Net Neutrality: The net neutrality campaign is being "driven by a handful of huge e-commerce companies who have a vested interest in getting government to regulate the Internet." That was the message of **Comcast** evp *David Cohen*'s speech before the **World Affairs Council of Philadelphia** Wed. Companies like **Google** and **eBay** want new regulations that will guarantee them below-cost access to broadband networks—in other words, "price controls," he said. Cohen rejected net neutrality proponents' argument that govt mandates would protect the next Google or **Amazon**. "It's about legislating a huge competitive advantage for the present Google," he said, according

30,000 STUDENTS PARTICIPATED. 50 FINALISTS COMPETED.

1 NATIONAL VOCABULARY CHAMPION

WATCH NATIONAL VOCABULARY CHAMPIONSHIP SUNDAY, APRIL 15 AT 8PM/ 7c



© 2007 GAME SHOW NETWORK, LLC

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.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 ● Associate Publisher: Amy Abbey, 301/354-1783, aabbey@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Scott Gentry/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

to prepared remarks. Cohen rattled off a list of non-neutral activities that take place on the Web every day: Google configured its search engine to return paid links that support its net neutrality position; eBay won't let customers pay with Google Checkout; and MSN is the default search engine on Internet Explorer 7. His take: Congress should continue to deploy a hands-off the 'Net approach.

Eye on the Web: CBS is ratcheting up its online distribution thrust, with deals to distribute its cable and broadcast content online through partners including **Comcast**, **AOL** and **Brightcove**. The pacts are part of the broadcaster's Interactive Audience Network offering free ad-supported content stateside, and certain clips and programming worldwide. CBS will begin selling the network over the next few weeks, with ad revenue to be shared between CBS and its partners. Comcast will initially offer CBS programming such as **Showtime** boxing and **CSTV** sports at **Comcast.net** and on its **Fancast** site when it launches this summer. The news came 3 weeks after **News Corp** and **NBCU** announced collaboration on a similar plan (*Cfax*, 3/23).

Vonage Revamp: After **Vonage** CEO *Michael Snyder* resigned Wed, chmn *Jeffrey Citron* was appointed to the vacated post on an interim basis. While the leading US VoIP service provider announced preliminary 1Q results that included \$195mln in total revenue and 166K net subscriber line additions, it also unveiled restructuring initiatives expected to yield \$140mln in savings. Main components include a \$110mln reduction in marketing expenses and a \$30mln reduction in general and admin expenses through consolidation of operations and a 10% (180) workforce reduction. '07 marketing expenditures are expected to be \$310mln. -- Meanwhile, a federal judge on Thurs entered a partial stay in the **Vonage/Verizon** patent infringement suit, allowing Vonage to serve existing customers. Vonage may also continue to temporarily serve new customers under a federal circuit temporary stay issued Fri.

State Franchising: The **GA Senate** approved (52-2) Wed a bill that would grant both incumbent operators and telcos the choice to negotiate local video franchise agreements or apply for a statewide license. The secretary of state would handle statewide apps. Incumbents could opt in after Jan 1, when it would take effect if signed by Gov *Sonny Perdue*.

Bling and Sting: A **Jewelry TV** employee was arrested for pilfering nearly \$30K in bling from the Knoxville net. In Mar, the 49-year-old woman was videotaped taking to her car a tub full of jewelry, which another worker—as yet uncharged—allegedly filled. The accused was released on \$25K bond, presumably paid in cash and not tennis bracelets or ruby rings.

In the States: **RCN** and the **America Channel** reached a distribution agreement that also includes a la carte and VOD rights, and co-branding and co-marketing opportunities to customize the America Channel service for local communities. -- **WOW!** launched **here!** as a SVOD service in Chicago, Detroit, Cleveland and Columbus.

Broadband: **WCSN** partnered with **TVU Networks** to add a 24/7 subscriber channel at **Tvunetworks.com**, featuring sports content for \$5/month or \$50/year. -- **Gemstar-TV Guide** launched a breaking news initiative that pools the resources of the company's magazine and linear channel to feature timely news at **TVGuide.com**, which redesigned its homepage to accommodate continual new updates.

In the Courts: A federal CO jury commenced Thurs deliberations in the insider trading case against former **Qwest** CEO *Joseph Nacchio*. At issue is \$101mln in sales of Qwest stock options in '00 that prosecutors allege occurred ahead of expectations the company would miss performance targets. Nacchio faces up to 10 years imprisonment

fuse

**NOW
IN MORE THAN
51 MILLION
HOMES***

**DON'T MISS
THE SAUCE**
A NEW DAILY LIVE SHOW
**WEEKDAYS
6PM ET/ 3PM PT**

THE SAUCE
fuse.tv

*SOURCE: NIELSEN MEDIA RESEARCH, FUSE NETWORK COVERAGE AREA HH UNIVERSE ESTIMATE FOR APRIL 2007 FOR MORE INFO ON THE SAUCE GO TO FUSE.TV

BUSINESS & FINANCE

and a \$1mln fine on each of the 42 insider trading counts against him.

Ratings: Nielsen and Integrated Media Measurement will launch in Sept a co-branded service providing metrics on TV viewing that occurs outside the home at places such as offices and hotels, and across all platforms. The national service will also include a local component in NY, L.A., Chicago, Miami, Houston and Denver.

Public Affairs: The Weather Channel made a donation to the New Orleans Habitat Musicians' Village, a home in the city's Upper Ninth Ward for low-income musicians and families displaced by Hurricane Katrina. -- **Bravo** teamed with **Delivery Agent** for an online auction of furniture and home accessories used on net series "Top Design," with net proceeds to benefit Design Industries Foundation Fighting Aids. The auction is through Wed at Ebay.com/topdesign.

Honors: The Cable Center named "The Cable Hall of Fame Class of '07." The following will be officially inducted in Oct: **Glenn Britt**, chmn/CEO, **Time Warner Cable**; **Jim Chiddix**, former CEO, **OpenTV**; **Doug Dittrick**, pres/CEO, **Douglas Comm**; **Anne Sweeney**, co-chair, **Disney Media Nets** and pres, **Disney-ABC TV Group**; **Bob Wright**, chmn, **NBCU** and vice chmn/exec officer, **GE**; and **Barbara York**, svp, industry affairs, **NCTA**.

People: **HGTV** upped **Maddie Henri** to vp, original programming.

CableFAX Daily Stockwatch

Company	04/12 Close	1-Day Ch	Company	04/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	45.89	0.84	AMPHENOL:	33.77	0.35
DIRECTV:	24.00	0.26	ARRIS GROUP:	14.82	0.15
DISNEY:	34.67	0.08	AVID TECH:	35.81	0.56
ECHOSTAR:	46.23	0.26	BLNDER TONGUE:	1.86	(0.01)
GE:	35.18	0.23	BROADCOM:	32.69	0.33
HEARST-ARGYLE:	27.45	0.18	C-COR:	13.82	0.11
ION MEDIA:	1.28	0.00	CISCO:	25.97	0.18
NEWS CORP:	25.14	0.11	COMMSCOPE:	43.43	0.00
TRIBUNE:	32.87	0.17	CONCURRENT:	1.48	0.03
MSOS					
CABLEVISION:	31.34	0.34	CONVERGYS:	25.95	0.09
CHARTER:	3.19	0.23	CSG SYSTEMS:	24.89	0.21
COMCAST:	27.87	0.45	GEMSTAR TVG:	4.30	0.07
COMCAST SPCL:	27.35	0.35	GOOGLE:	467.39	2.86
GCI:	14.57	0.17	HARMONIC:	10.36	(0.06)
KNOLOGY:	16.65	0.31	JDSU:	15.28	0.09
LIBERTY CAPITAL:	113.94	1.99	LEVEL 3:	6.05	0.02
LIBERTY GLOBAL:	35.00	0.28	MICROSOFT:	28.54	0.43
LIBERTY INTERACTIVE:	24.19	0.18	MOTOROLA:	17.52	0.03
MEDIACOM:	8.92	0.16	NDS:	50.90	0.30
NTL:	28.22	0.00	NORTEL:	24.21	0.26
ROGERS COMM:	35.43	0.81	OPENTV:	2.48	(0.01)
SHAW COMM:	39.50	0.94	PHILIPS:	39.67	0.22
TIME WARNER CABLE:	38.65	0.61	RENTRAK:	14.87	0.24
WASH POST:	744.20	(4.8)	SEACHANGE:	8.55	0.21
PROGRAMMING					
CBS:	31.41	0.42	SONY:	54.54	1.18
CROWN:	5.87	0.37	SPRINT NEXTEL:	19.80	0.62
DISCOVERY:	20.75	0.17	THOMAS & BETTS:	49.77	0.02
EW SCRIPPS:	44.22	0.16	TIVO:	6.27	0.06
GRUPO TELEVISA:	30.69	0.20	TOLLGRADE:	12.05	(0.25)
INTERACTIVE CORP:	38.55	0.25	UNIVERSAL ELEC:	27.73	0.52
LODGENET:	32.37	0.24	VONAGE:	3.20	0.20
NEW FRONTIER:	8.99	0.18	VYYO:	7.66	0.47
OUTDOOR:	10.57	0.05	WEBB SYS:	0.05	(0.01)
PLAYBOY:	9.99	(0.02)	WORLDGATE:	0.71	0.02
TIME WARNER:	21.00	0.17	YAHOO:	31.21	0.04
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	12.32	(0.01)	AT&T:	38.66	(0.28)
VIACOM:	40.09	0.01	QWEST:	8.99	0.23
WWE:	16.88	0.06	VERIZON:	37.37	(0.01)
TECHNOLOGY					
3COM:	3.96	0.03	MARKET INDICES		
ADC:	17.18	0.05	DOW:	12552.96	68.34
ADVANTAGE:	4.05	(0.09)	NASDAQ:	2480.32	21.01
ALCATEL LUCENT:	12.42	0.01			
AMDOCS:	36.80	0.01			

OUR LATEST CEO INTERVIEW IS COMCASTIC.

Don't miss the Brian Roberts interview on FOR THE RECORD.

Fri April 13th | 9:30 PM ET | Rebroadcast throughout the day Sat & Sun

Bloomberg
TELEVISION
A Wealth of Information

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Wishing on a New Star

Starz' initial foray into original programming begins Wed (11pm) with "Head Case," a hilarious program featuring *Alexandra Wentworth* as an irreverent therapist trying to "help" some of Hollywood's elite. *Jason Priestley* and *Andy Dick*—who grapple with the tongue-in-cheek problems of repressed homosexuality and prescription drug abuse, respectively—join *Tom Sizemore*, singer *Alanis Morissette* and others as recurring characters in the largely extemporaneous show. The lack of a full script "gives a feeling of danger because the characters don't know where they are going," said Starz svp, programming *Stephan Shelanski*. The guest patients are told of the basic theme to be explored, he said, but *Wentworth* is free to employ any tactic, like when she attempts to lure from *Priestley* an admission of male attraction by having a pair of dolls copulate. No doubt comics will broach similar subject matter during "Martin Lawrence presents 1st Amendment Stand-up," which with "Head Case" and "The Bronx Bunny Show" forms an hour-long block of comedy originals that will air on Starz for 10 weeks. "Comedy is a better entry point into originals because it offers subscribers something to break the pace of movies, and content in smaller pieces," said *Shelanski*. As "The Bronx Bunny Show" chronicles 2 puppets who host a fictitious talk show with real guests such as *Howie Mandel*, the new block should help with the net's transition to originals by "building on our movie history" through the participation of movie stars in all 3 series, said *Shelanski*. And more original content is forthcoming. 4 additional comedic series will bow in '08, he said, with serious dramas to follow in later years. "We're committed to slowly building original content and providing viewers an alternative to movies," said *Shelanski*. *Wentworth*, meanwhile, is committed to making viewers laugh. *CH*

Highlights: "The Sopranos," Sun, 9pm, **HBO**. Ep 1 moved slowly—maybe. This week's, focusing on Mr J. Sacrimoni and budding film director *Chris Moltisanti* (whose oeuvre upsets *Carmela*), is a classic. -- "Man Among Wolves," Mon, 9pm, **Nat Geo**. An amazing story. Never mind "Dances with Wolves." *Shaun Ellis* lives with them. He teaches babies, rejected by their mother, to hunt, defend and howl (honest). *SA*

Worth a Look: "Big Ideas for a Small Planet," Tues, 9pm, **Sundance**. From wolves to *Joel Woolf*, the intelligent mechanic who converts diesel engines to run on vegetable oil [see our green video at www.cable360.net]. This slightly biased short doc inaugurates weekly environmental bloc "The Green," putting *Larry Aidem* & green celeb *Robert Redford* ahead of the crowd. -- "Staircase Murder," Sun, 8pm, **Lifetime**. We watched this re-telling of the *Michael Peterson* case not knowing that music will be added at broadcast. Without a soundtrack the film seemed like a documentary, entirely appropriate to recount a murder case. It was great to see *Kevin Pollak* in fine form as *Peterson's* lawyer. Handsome *Treat Williams* is the perfect choice to play someone trying to act as if he's innocent. -- "Head Case," Wed, 11pm, **Starz**. Terrific vignettes about an inappropriate therapist to the stars. See above essay. [More reviews, including GSN's National Vocabulary Championship, at: www.cable360.net] *SA*

Basic Cable Rankings			
(4/02/07-4/08/07)			
Mon-Sun Prime			
1	DSNY	1.8	1595
2	TNT	1.7	1615
3	USA	1.6	1528
4	TOON	1.3	1165
4	FOXN	1.3	1158
4	TBSC	1.3	1156
7	DISC	1.2	1148
8	NAN	1.1	1044
8	ESPN	1.1	1031
8	A&E	1.1	1014
8	CORT	1.1	926
8	HALL	1.1	861
13	FAM	1	936
13	LIFE	1	911
13	SPK	1	901
16	FX	0.9	837
16	SCIF	0.9	835
16	HIST	0.9	816
16	VH1	0.9	812
16	HGTV	0.9	800
16	MTV	0.9	788
16	CMDY	0.9	777
23	AMC	0.8	763
23	TVLD	0.8	689
25	TLC	0.7	655
25	BET	0.7	559
27	FOOD	0.6	509
27	LMN	0.6	324
29	CNN	0.5	499
29	APL	0.5	437
29	ESP2	0.5	436
29	BRAV	0.5	421
29	NGC	0.5	291
34	MSNB	0.4	387
34	EN	0.4	337
34	TTC	0.4	327
34	WGNC	0.4	269
34	SOAP	0.4	254
34	TV1	0.4	145
40	HLN	0.3	311
40	TWC	0.3	240
40	OXYG	0.3	222
40	TVGC	0.3	220
40	TDSN	0.3	182
40	GSN	0.3	180
40	DSCI	0.3	127

*Nielsen data supplied by ABC/Disney

CableFAX
databriefs



CableFAX databriefs is a weekly html newsletter delivered every Monday via email to qualified subscribers. Published by the well-respected *CableFAX Daily* editorial team, *CableFAX databriefs* is an extension of its sister publication and spotlights vital industry metrics for broadband operators.

Register for your FREE subscription today at www.ameda.com/cfx