

# CableFAX Daily™

Friday — April 16, 2010

What the Industry Reads First

Volume 21 / No. 073

## Doing the Wave: Cable Hockey and Roundball Metrics Up, Up, Up...

Even with the **NHL** and **NBA** playoffs just now commencing, ratings and ad rev data from **Versus** and **Turner** already point to championship seasons for both leagues' content on the nets. Versus notched its best opening hockey night ever in total viewers while dark on **DirectTV**, for example, and its Red Wings-Penguins game on Mar 22 became the highest-rated and most-watched NHL regular season game in net history and the most-watched NHL regular season telecast on cable since '04. **TNT**, meanwhile, delivered the most-watched NBA regular season on cable since '95-'96 in HHs, total viewers and 18-34s, and **Turner Sports**-managed **NBA.com** streamed a record 1bln videos worldwide across all platforms since the end of last season, a 65% increase. "Everything is really clicking," said Versus pres *Jamie Davis*, noting that NHL playoff ad sales are "pacing well ahead of last year." Turner's NBA-related ad billings have increased 20% YOY and are at never-before-seen levels for the regular season and playoffs, said Turner Sports evp, ad sales and marketing *Jon Diament*. "The NBA's a hot property right now," he said, but even so, "you don't expect to see such a strong marketing presence... every [category] player's in." Both Davis and Diament said it's logical that advertisers gravitate toward sports—especially following the downturn—because it's a genre typified largely by high engagement among passionate and loyal fans bases. "I don't think there's a wall at all," said Davis of the future. "The appetite for sports is almost insatiable." He said Versus' continuing drives not only NHL viewership but also properties such as IRL and the Tour de France (the net's already written more Tour ad business this year than during all of '09). But Diament contends the NBA owns more selling points than most sports properties. Chief among them, he said, is the league's popularity among the elusive male 18-34 demo, a group that's quite comfortable with tech and gobbles up cross-platform ad integrations more voraciously than others. "Advertisers are becoming more and more receptive to the NBA because it's popular 24/7," said Diament. **ESPN** did not weigh in by presstime. Now come the playoffs, on ice and on the hardwood, when Versus and Turner will likely unearth additional viewership and ad records.

**Roam Free:** **Cablevision**, **Comcast** and **Time Warner Cable** announced a deal to allow their HSD subs to roam across the companies' respective WiFi at no additional charge. That means WiFi-enabled devices can work in much of the NY metro area, from Madison Square Park to the Jersey Shore to the Hamptons. Each access point displays authentication options for all 3 WiFi services, allowing customers to use their own provider's sign-on process to get online. The compa-



## CHUCK'S DAY OFF

TO DO LIST: COOK. LAUGH. HANG OUT. REPEAT.

COMING MAY 31<sup>ST</sup>

**COOKING**  
CHANNEL

Stay Hungry

scrippsnetworks | Passionate Viewers Live Here

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

nies called the agreement the first of its kind and taps into increasing consumer use of devices with WiFi built in. For reference, **Apple** alone has sold 85mln iPhone and iPod touch devices and 450K iPads.

**On the Hill:** Rep *Maxine Waters* (D-CA) introduced legislation that would require the **FCC** to extend the deadline for filing comments on **Comcast's** proposed **NBCU** deal for an additional 45 days. The FCC Media bureau has denied a similar request from **Media Access Project**. -- Rep *Bob Latta* (R-OH) joined the House Commerce cmte.

**In the States:** The **FTTH Council** said 5.8mln North American homes received TV, HSI or phone services over all-fiber networks as of Mar 31, when such networks passed 18.2mln homes and were marketed to 17mln. As **Verizon** leads in deployment, the overall take-rate for FTTH totaled 34.1% in Mar, compared to 31.8% the yr prior. More than 65% of small independent phone companies are "very likely" to upgrade to FTTH in the future.

**Broader Data:** **Nielsen** forged a strategic partnership with social apps provider **Bazaarvoice** to give clients a holistic view of how online consumer-generated content/opinion affects purchase decisions and overall brand health. For example, customers can compare online product/service reviews to conversations occurring across other social media platforms so as to understand the interrelationships. Approx 237mln place-based video ads/month were displayed to adult audiences in 4Q.

**Upfronts:** Coming off its best yr ever in '09 and while touting a 1Q that marked its best quarterly performance in history among adults and averaged 524K total viewers, **BET** is spotlighting a new strategy featuring scripted content and original movies. Included are a deal with *Queen Latifah's* **Flavor Unit** to prod content in both genres plus originals such as "Let's Stay Together" (1Q11), featuring the relationship strain on 2 sisters as they both move toward marriage, and news eps of "The Game" (4Q), which chronicles the lives of players on a fictitious football team. Also of note is special "Black Girls Rock: A Celebration of Black Women" (4Q). **Nielsen** will begin rating **Centric** in 3Q.

**Obit:** Civil rights leader *Benjamin Hooks* died Thurs at the age of 85. He was the **FCC's** 1st black commissioner and led the **NAACP** for nearly 2 decades. FCC chmn *Julius Genachowski* said Hooks "worked tirelessly to expand opportunities for minorities and the poor," and that just last year Hooks urged the FCC to remember that "broadband access and adoption are essential to full civic participation in our society."

**On the Circuit:** **WICT** announced 66 designees for its Rising Leaders Program. More than 230 women applied, with candidates graded on criteria led by 26 cable professionals who served on the 2010 Review and Selection Committee. -- **CTHRA's** annual symposium will focus on the rapid transformation in the industry, and it titled, "Take Charge 2010," Jun 8, Atlanta. Speakers include **Shanley Group** partner *Jim Shanley*.

**People:** **Viacom's** board inked pres/CEO *Philippe Dauman* to a new employment contract that extends his tenure by 5



THE WICT  
SIGNATURE  
LUNCHEON

RECOGNIZING  
PAR  
EXCELLENCE

MAY 11, 2010

11:30 AM-1:15 PM

JW MARRIOTT HOTEL  
LOS ANGELES, CA



Women in Cable  
Telecommunications™

STYLE MEETS SUBSTANCE

TICKETS AND TABLES NOW AVAILABLE AT [WICTSIGNATURELUNCHEON.COM](http://WICTSIGNATURELUNCHEON.COM)

# BUSINESS & FINANCE

years through Dec '16, noting the co increased operating FCF, expanded operating margins and restructured and strengthened its debt profile during a challenging '09. -- **FCC Broadband Plan chief Blair Levin** will become a Communications and Society Fellow at the **Aspen Institute** when he departs the Commission May 7. -- **Comedy Central** hired former **Spike TV'er Bob Salazar** as svp/creative dir, brand creative. -- **Spike TV** promoted **Niels Schuurmans** to evp, brand marketing and creative. -- **Canoe Ventures** tapped **WPP MediaLab** managing partner **Gerard Broussard** as vp, research and analytics.

**Business/Finance: Moody's** assigned Ba3 ratings to **Mediacom's** proposed \$250mln incremental Term Loan E due '17 and to-be-issued \$200mln revolving credit facility due '14 to be issued by Mediacom, and to the \$550mln incremental Term Loan F due '17 to be issued by Mediacom Broadband. The MSO's B1 corporate family rating reflects "its high debt-to-EBITDA leverage and weaker operating performance relative to higher-rated cable operators," said Moody's, although risks are mollified by a solid liquidity profile, improving FCF and operating improvements. -- **Cablevision** closed a public offering of \$1.25bln of sr notes, including \$750mln in aggregate principal amount of 7.75% sr notes due Apr 15, '18, issued at par, and \$500mln in aggregate principal amount of 8.00% sr notes due Apr 15, '20, issued at par.

## CableFAX Daily Stockwatch

Company	04/15 Close	1-Day Ch	Company	04/15 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
AOL:	27.42	(0.85)	APPLE:	248.92	3.23
BRITISH SKY:	38.68	(0.02)	ARRIS GROUP:	12.60	(0.18)
DIRECTV:	36.20	(0.09)	AVID TECH:	17.04	(0.4)
DISH:	21.84	0.11	BIGBAND:	3.58	0.07
DISNEY:	36.40	0.20	BLNDER TONGUE:	1.06	(0.02)
GE:	19.50	0.15	BROADCOM:	35.73	0.03
NEWS CORP:	18.30	(0.05)	CISCO:	27.21	0.33
<b>MSOS</b>					
CABLEVISION:	26.25	0.11	CLEARWIRE:	7.62	0.21
COMCAST:	18.86	(0.07)	COMMSCOPE:	31.49	(0.59)
COMCAST SPCL:	17.99	(0.07)	CONCURRENT:	5.92	0.04
GCI:	6.15	0.07	CONVERGYS:	13.31	0.11
KNOLGOGY:	13.66	0.16	CSG SYSTEMS:	21.95	0.36
LIBERTY CAPITAL:	43.16	1.01	EHOSTAR:	19.76	0.17
LIBERTY GLOBAL:	29.36	(0.24)	GOOGLE:	595.30	6.30
LIBERTY INT:	16.47	(0.24)	HARMONIC:	7.23	0.03
MEDIACOM:	6.23	(0.11)	INTEL:	24.22	0.70
RCN:	14.78	(0.09)	JDSU:	13.74	(0.08)
SHAW COMM:	19.73	0.02	LEVEL 3:	1.72	(0.01)
TIME WARNER CABLE:	52.40	(0.37)	MICROSOFT:	30.87	0.05
VIRGIN MEDIA:	17.82	(0.06)	MOTOROLA:	7.59	(0.08)
WASH POST:	541.38	11.41	PHILIPS:	33.49	(0.44)
<b>PROGRAMMING</b>					
CBS:	15.91	0.32	RENTRAK:	21.43	0.73
CROWN:	1.90	0.00	SEACHANGE:	8.39	(0.22)
DISCOVERY:	35.18	(0.15)	SONY:	36.69	(0.31)
GRUPO TELEVISA:	21.49	(0.06)	SPRINT NEXTEL:	4.20	0.05
HSN:	32.98	(0.13)	THOMAS & BETTS:	41.94	0.13
INTERACTIVE CORP:	24.00	0.24	TIVO:	17.90	0.11
LIBERTY:	38.81	(0.12)	TOLLGRADE:	6.84	0.05
LIBERTY STARZ:	57.04	0.51	UNIVERSAL ELEC:	22.84	(0.07)
LIONSGATE:	6.37	(0.03)	VONAGE:	1.61	0.07
LODGENET:	7.03	0.15	YAHOO:	18.97	0.59
NEW FRONTIER:	1.97	(0.08)	<b>TELCOS</b>		
OUTDOOR:	7.09	0.00	AT&T:	26.24	0.00
PLAYBOY:	4.36	(0.05)	QWEST:	5.42	0.03
RHI:	0.52	0.12	VERIZON:	29.54	(0.31)
SCRIPPS INT:	43.89	(0.23)	<b>MARKET INDICES</b>		
TIME WARNER:	32.89	0.02	DOW:	11144.57	21.46
VALUEVISION:	3.13	(0.16)	NASDAQ:	2515.69	10.83
VIACOM:	39.65	0.16			
WWE:	17.66	0.10			
<b>TECHNOLOGY</b>					
ADC:	8.49	0.01			
ADDVANTAGE:	2.29	(0.01)			
ALCATEL LUCENT:	3.42	0.01			
AMDOCS:	31.14	(0.18)			
AMPHENOL:	44.43	(0.27)			

## CableFAX PROGRAM AWARDS

**Sponsorship Opportunities:** Debbie Vodenos at 301.354.1695 or [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)  
**Entry Questions:** Rebecca Stortstrom at 301.354.1610 or [rebecca@accessintel.com](mailto:rebecca@accessintel.com)

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards to honor the best in cable programming content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's good on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners and honorable mentions in October at the Grand Hyatt Hotel in NYC and in the annual CableFAX Program Awards Issue.





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

**Distribution Dance**

His arts and contemporary culture channel may be independent and relatively small, but **Ovation** CEO *Charles Segars*, while noting the net's feature of musical artists from *Elvis to Bono*, denies having had any blue Christmases since he and partners acquired the net 3 years ago. Instead, he said, it's a "Beautiful Day" filled with distribution of approx 40mln homes, up from 5mln in '06, and a growing content niche marked by little competition and myriad attributes that many multi-channel ops find compelling. "Arts is alive and well, but there's no national footprint," said Segars in underscoring Ovation's perceived upside. And ops, he said, seem particularly fond of the net's non-duplicative nature (**A&E** and **Bravo** exited the genre long ago), its educated, affluent and particularly passionate audience, and the localism angles it easily provides. For example, cultural institutions across the country often act as "the last football stadium in every market," he said, by luring patrons and ancillary business alike. It's this thrust that Segar's been quite busy promoting in recent weeks. 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, and on Tues Segars testified before a House Appropriations cmte in support of funding for **The National Endowment of the Arts**. "I'm here as a representative of the private sector, someone who has made a conscious decision to invest in the arts and knows the investment is a sound one," read part of Segars' written testimony. Even as he also espoused the numerous virtues and benefits derived from participating in the arts—and I agree that there are many—critics will likely say Segars' recent social actions are self-serving above all else. Perhaps. But he planned to tell **FCC** officials Wed that independent cable programmers are also alive and well—provided the content is right. *CH*

**Highlights:** "The Pacific," part VI, Sun, 9p, **HBO**. This week's installment begins a stretch of the best eps in the 10-part series, including the most brutal fighting. It also speaks to critics' beef about this series, namely its lack of big-picture context. There's no mention of *Peleliu's* significance in the context of the war, for example. The fighting in this 'insignificant' campaign killed or wounded 9,000 Marines and 11,000 Japanese. Of course, there was only 1 imperative for soldiers: stay alive. Tonight's ep conveys that well. – "Confessions of an American Terrorist," Mon, 9p E, **MSNBC**. Viewers would be chilled if this were fiction—an intelligent, maniacal man justifies his terrorism as a lesson for America. Unfortunately, this is a non-fiction doc of 45 hrs of conversations with a remorseless *Timothy McVeigh*, presented on the 15th anniversary of the OK City bombing. – "The Tudors," Sun, 9p, **Showtime**. The final season's premiere night (4/11) grabbed best-ever #s (1.1mln total viewers). Since 2/3s of "The Tudors" eps are consumed after opening night, it's still good to be the king (despite a bit of gout). *SA*

**Notable:** Season II of "Innovators" (Trs, Fri 9&11p ET, **Bloomberg**) looks at high-tech sports topics, including Citi Field. – Last chance (before DVD) to catch "Life" (Sun, **Discovery**, 8p). *SA*

Basic Cable Rankings (4/05/09-4/11/09) Mon-Sun Prime			
1	USA	2.4	2359
2	DSNY	1.8	1777
3	FOXN	1.5	1458
4	TBSC	1.4	1445
4	TNT	1.4	1430
4	NAN	1.4	1418
7	HIST	1.2	1229
7	TOON	1.2	1165
7	ESPN	1.2	1165
10	A&E	1	976
10	FX	1	915
12	DISC	0.9	933
12	LIFE	0.9	925
12	SYFY	0.9	913
12	HGTV	0.9	906
12	TRU	0.9	824
17	FOOD	0.8	761
17	NKJR	0.8	553
19	FAM	0.7	737
19	TLC	0.7	711
19	AMC	0.7	696
19	CMDY	0.7	689
19	MTV	0.7	658
19	MSNB	0.7	633
19	LMN	0.7	504
26	TVLD	0.6	602
26	SPK	0.6	557
26	HALL	0.6	553
26	BRAV	0.6	523
26	BET	0.6	504
31	ESP2	0.5	521
31	CNN	0.5	463
31	EN	0.5	460
34	HLN	0.4	428
34	VH1	0.4	423
34	APL	0.4	414
34	OXYG	0.4	339
34	NGC	0.4	301
34	SOAP	0.4	278
34	WGNA	0.4	270
34	GSN	0.4	256
34	ID	0.4	251
43	TRAV	0.3	293
43	CMT	0.3	274
43	WE	0.3	213
43	DHLT	0.3	191

\*Nielsen data supplied by ABC/Disney

**CableFAX Daily™ MID-DAY REPORTS**

April, May and June Mid-Day Report Schedule

**National Distribution: PDF to 16,500+ subscribers plus Bonus Print Copies at the following Special Events:**

CableFAX Mid-Day Special Reports	Publication Date	Space Close	Artwork Close
Digital Hot List and Best of Web & FAXIES-Best Marketing and PR in Cable	April 28, 2010	4/16	4/21
Sweet 16: Champions of Cable Advertising Agency and Brand Executives	May 20, 2010	5/6	5/17
Sales Executive of the Year Sales Hall of Fame, Affiliate and Ad Sales Executives	June 15, 2010	6/4	6/9

*Secure your position today in one of these special issues for maximum exposure for your company!*

**Please contact:**  
**Debbie Vodenos**, Publisher  
 dvodenos@accessintel.com | 301.354.1695  
**Erica Gottlieb**, Sales Executive  
 egottlieb@accessintel.com | 212.621.4612