

CableFAX Daily™

Monday — April 16, 2012

What the Industry Reads First

Volume 23 / No. 072

Squaring Up: Genachowski Says LightSquared Process Fair, Thorough

The FCC has employed “thorough, public and fair processes” throughout its LightSquared proceedings, FCC chmn *Julius Genachowski* has told **House Commerce** leaders, who are questioning the agency’s handling of the matter. In Feb, after the FCC suspended conditional approval of a waiver for LightSquared to complete its network because of potential GPS interference, House Commerce chmn *Fred Upton* (R-MI), Communications subcmte chmn *Greg Walden* (R-OR) and Oversight subcmte chmn *Cliff Stearns* (R-FL) asked for all written electronic communications from Apr '09 to present between any individual associated with LightSquared, **Harbinger Capital**, **SkyTerra**, GPS manufacturers and **PNT ExCom** regarding the process used to evaluate the proposed spectrum license transfer, testing, and potential interference. A boatload of docs was turned over to the committee at the end of March, with Genachowski penning a response. That letter, dated Mar 23, was released by the FCC on Fri. In it, Genachowski describes how the Commission has taken interference concerns seriously, but also emphasized the critical importance of making spectrum available for mobile broadband. In addressing lawmakers’ question as to why the transaction and integrate-services rule waiver were granted on delegated authority without a Commission vote, Genachowski said the Intl Bureau is delegated authority to address a wide range of matters in the 1st instance, subject to review by the full Commission. “Disposition of such licensing matters on delegated authority is a practical necessity for timely and efficient completion of the Commission’s business, while the opportunity for further review by the full Commission ensures that unresolved issues can be addressed by the Commissioners themselves,” he wrote. During an interview with **C-SPAN**’s “The Communicators” (Sat, 6:30pm ET), **NTIA** head *Larry Strickling* declined to comment on whether LightSquared was misled on its prospects, saying it’s a matter for the FCC. Sen *Chuck Grassley* (R-IA) has continued to hold up FCC commissioner approval with his longstanding quest for LightSquared records. The latest twist in the saga has some lawmakers, including Sens *John Kerry* (D-MA) and *Lindsey Graham* (R-SC) asking the FCC to examine whether there is different airwave frequencies that LightSquared could use to launch service.

Retrans: **DirectTV** struck another retrans stalemate off its to-do list, inking a deal with **Pappas** Fri that returned local



Also Saluting the
Digital Hotlist 2012

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CableFAX's *Best of the Web* Awards -- the industry's top honor in the digital space recognizing outstanding websites & digital initiatives among cable programmers, operators, vendors and associations.

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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

20099

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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stations to the DBS provider's lineup. The Pappas stations went dark in Lincoln and Omaha, NE (**Fox, ABC** and **Azteca** affils) as well as Des Moines (**CW**) and Yuma, AZ (**CBS**) on Mar 31. No word on specifics, but DirecTV said it is "pleased Pappas has recognized that all DirecTV customers wanted from the start was to pay reasonable fees for local stations that would not unduly increase their monthly programming bills."

Deals: **Entropic** completed the acquisition of **Trident's** set-top box system-on-a-chip business, giving it greater scale, an expanded product line, deeper technical expertise and a broader global customer base. *Mark Samuel*, former svp, gm of Trident's STB unit, joins Entropic as svp, STB business. Approximately 365 global employees will immediately become part of Entropic.

In the Courts: A Federal District Court judge in Philly said **Comcast** subs can move forward with their 9-year-old case claiming Comcast overcharged consumers and kept competition out of the market. The ruling, released Thurs, did dismiss some of the plaintiffs' claims, including that the MSO bought smaller cable operators in an attempt to create a monopoly.

Programming: **AT&T U-Verse** will have more ball. The telco signed a deal with **FSN Midwest** to carry 18 **St Louis Cardinals** games that were initially slated to be blacked out, including Sun's matchup with the **Cubs**. -- **Showtime** will air a 30-min preview ep of "The Franchise: A Season with the Miami Marlins," Apr 21, 9pm. Timely given the recent suspension of manager *Ozzie Guillen* for his remarks about *Fidel Castro*. The **Showtime** series makes its 2nd season debut July 11. -- **Outdoor Channel** aired a special ep of "Spanish Fly" as a tribute to network host/fishing guide *Jose Wejebe*, who passed away Apr 6. The commemorative ep was slated for Fri at 8:30pm ET, Sat at 11am and Sun at 10am. Outdoor plans to air a series of new eps in '13, including Wejebe's never-before-seen, final broadcasts. -- "Downton Abbey's" *Dan Stevens* will narrate 2-hour special "The Making of Planet Earth," Apr 22, 9pm on **BBC America**. -- **Disney Channel** ordered live action comedy series "Dog With a Blog," a family sitcom told from the pet's point-of-view (fall debut).

People: **Disney Channels Worldwide** promoted *Richard Loomis* to the newly created post of svp, chief marketing officer. He most recently was the group's svp, marketing and creative.

Obit: Longtime **Discovery** and industry vet *Chris Lonergan* passed away Thurs after a courageous and lengthy battle with cancer. He is survived by his wife *Cheryl* and their two young sons, *Christopher* and *Grant*. A funeral is scheduled for Apr 21 at St Mary's Parish in Annapolis, MD. Industry friends plan to honor him during the **Cable Show**, celebrating his life in his hometown of Boston. Additional details about the event and the establishment of a college savings account for Lonergan's children will be available at caringbridge.org/visit/chrislonergan and at facebook.com/ChrisLonerganTribute.

Show Biz: More details about the **Cable Show's** "Imagine Park" showcase. Companies can showcase their latest apps at the App Pond, designed in concert with **DIY Net**. There is also an Imagine App Challenge for smart kids with ideas about making TV, social media, music, games and education better with broadband. Applications for both are due by Apr 21 at 2012.thecableshow.com. While cruising the park, check out "Start-up Alley," which features Boston-area tech companies showing their stuff and the Imagine Park Café, where attendees can enjoy refreshments, displays and presentations.

Public Affairs: **Hallmark Channel** launched its "Pet Project," a cross-company campaign designed to celebrate pets, while shining a spotlight on pet homelessness and encouraging the public to adopt. It includes programming elements, social media engagement and a comprehensive microsite, featuring videos, photos, pet care tips, pet-finder resources and much more. -- **Cox Ent** announced a \$5mIn gift to the **PATH Foundation** from **The James M Cox, Jr Foundation**. It will support PATH's capital fundraising campaign, which seeks to raise \$11.4mIn to help build 34 miles of greenway trails in GA.

Honors: For the 6th consecutive year, **Comcast** was honored by the **National Veteran-Owned Business Assoc** as one of the top 10 US corporations for doing business with companies owned by military vets. Last month, **Comcast-NBCU** pledged to hire 1K US vets over the next 3 years as part of NBC News' "Hiring Our Heroes" initiative. Other companies on the list include **Booz Allen Hamilton** and **Johnson & Johnson**.

CableFAX Week in Review

Company	Ticker	4/13 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDs				
DIRECTV:	DTV	49.10	(1.46%)	14.83%
DISH:	DISH	31.69	(3.71%)	11.27%
DISNEY:	DIS	41.85	(2.86%)	11.60%
GE:	GE	18.88	(3.13%)	5.42%
NEWS CORP:	NWS	19.52	(1.21%)	7.37%

MSOS				
CABLEVISION:	CVC	13.21	(5.64%)	(7.1%)
CHARTER:	CHTR	60.97	(2.85%)	7.08%
COMCAST:	CMCSA	29.50	(0.2%)	24.42%
COMCAST SPCL:	CMCSK	29.17	0.21%	23.81%
GCI:	GNCMA	7.75	(7.19%)	(20.84%)
KNOLOGY:	KNOL	17.61	(3.67%)	24.01%
LIBERTY GLOBAL:	LBTYA	48.72	(1.64%)	18.74%
LIBERTY INT:	LINTA	18.76	(1.78%)	15.66%
SHAW COMM:	SJR	19.71	(4.83%)	1.76%
TIME WARNER CABLE:	TWC	80.38	(0.57%)	26.44%
VIRGIN MEDIA:	VMED	24.20	(4.46%)	13.19%
WASH POST:	WPO	387.47	3.00%	2.83%

PROGRAMMING				
AMC NETWORKS:	AMCX	42.72	(1.86%)	13.68%
CBS:	CBS	32.51	(2.46%)	19.79%
CROWN:	CRWN	1.39	(9.15%)	14.88%
DISCOVERY:	DISCA	51.70	(0.08%)	26.19%
GRUPO TELEVISIA:	TV	20.08	(5.28%)	(4.65%)
HSN:	HSNI	37.18	0.11%	2.54%
INTERACTIVE CORP:	IACI	49.40	1.13%	15.96%
LIONSGATE:	LGF	12.58	(4.84%)	51.20%
LODGENET:	LNET	3.62	(1.36%)	51.46%
NEW FRONTIER:	NOOF	1.53	(7.83%)	48.54%
OUTDOOR:	OUTD	7.17	(0.97%)	(3.89%)
SCRIPPS INT:	SNI	47.57	(2.74%)	12.14%
TIME WARNER:	TWX	35.69	(2.62%)	(1.25%)
VALUEVISION:	VVTV	1.81	7.74%	(3.72%)
VIACOM:	VIA	50.53	(1.13%)	(5.25%)
WWE:	WWE	8.11	(2.64%)	(12.98%)

TECHNOLOGY				
ADVANTAGE:	AEY	2.50	(1.19%)	19.05%
ALCATEL LUCENT:	ALU	1.99	(7.44%)	27.56%
AMDOCS:	DOX	31.54	0.13%	10.55%
AMPHENOL:	APH	58.79	(0.91%)	29.52%
AOL:	AOL	25.79	40.01%	70.79%
APPLE:	AAPL	605.23	(4.49%)	49.44%
ARRIS GROUP:	ARRS	11.08	(1.95%)	2.40%
AVID TECH:	AVID	8.62	(16.36%)	1.00%
BLNDER TONGUE:	BDR	1.25	3.31%	2.46%
BROADCOM:	BRCM	36.71	(1.84%)	25.03%
CISCO:	CSCO	19.85	(1.83%)	9.79%
CLEARWIRE:	CLWR	2.12	(7.02%)	9.28%
CONVERGYS:	CVG	12.86	(2.87%)	0.70%
CSG SYSTEMS:	CSGS	14.49	(4.29%)	(1.5%)
ECHOSTAR:	SATS	27.15	0.63%	29.66%
GOOGLE:	GOOG	624.60	(1.22%)	(3.3%)
HARMONIC:	HLIT	4.81	(6.42%)	(4.56%)
INTEL:	INTC	28.09	0.07%	15.84%

Company	Ticker	4/13 Close	1-Week % Chg	YTD %Chg
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JDSU:	JDSU	13.00	(3.63%)	24.52%
LEVEL 3:	LVL3	25.26	(5.22%)	48.68%
MICROSOFT:	MSFT	30.81	(2.25%)	18.68%
MOTOROLA MOBILITY:	MMI	39.14	0.80%	0.88%
RENTRAK:	RENT	18.36	(9.56%)	28.57%
SEACHANGE:	SEAC	8.19	1.11%	16.50%
SONY:	SNE	17.36	(13.24%)	(3.77%)
SPRINT NEXTEL:	S	2.68	(2.9%)	14.53%
THOMAS & BETTS:	TNB	71.81	0.07%	31.52%
TIVO:	TIVO	11.30	(1.82%)	25.98%
UNIVERSAL ELEC:	UEIC	16.90	(11.29%)	0.18%
VONAGE:	VG	2.04	(5.12%)	(16.73%)
YAHOO:	YHOO	14.87	(1.26%)	(7.81%)

TELECOM				
AT&T:	T	30.54	(1.29%)	0.99%
VERIZON:	VZ	37.26	(1.06%)	(7.13%)

MARKET INDICES				
DOW:	DJI	12849.59	(1.61%)	5.17%
NASDAQ:	IXIC	3011.33	(2.25%)	15.59%
S&P 500:	GSPC	1370.26	(1.99%)	8.96%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. AOL:	25.79	40.01%
2. VALUEVISION:	1.81	7.74%
3. BLNDER TONGUE:	1.25	3.31%
4. WASH POST:	387.47	3.00%
5. INTERACTIVE CORP:	49.40	1.13%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. AVID TECH:	8.62	(16.36%)
2. SONY:	17.36	(13.24%)
3. UNIVERSAL ELEC:	16.90	(11.29%)
4. RENTRAK:	18.36	(9.56%)
5. CROWN:	1.39	(9.15%)

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OTT Musings: Stakeholders Debate Evolving Content Delivery at CES

With the Comcast/Disney distribution deal a harbinger for TV Everywhere and Fox's move last summer to put select content behind a pay wall, panelists mulled the ins and outs of over-the-top delivery at an OTT panel at CES. "The tablet, the device, is going to control the TV experience at U-verse," said Jeff Weber, AT&T VP, product and strategy, noting the company's drive into tablet apps and model of providing APIs for developers to send content from device to television. But discernment is critical, panelists agreed. While AT&T has an approval process in place, YouTube abandoned its API-based partnership model two years ago "because we ended up with different apps on diff TV, and performance differed," said Francisco Valera, dir/global head of platform and games partnerships. Touting YouTube's deals with Samsung, LG and its new Xbox partnership, "if we can't control the app, and update features quickly, it's a lost cause," he said. YouTube's recent-day model of investment in original content will stretch the company's presence in specific categories such as "niche cooking and unique travel" channels. "We don't see ourselves becoming a large studio, but we're more than dogs on skateboards," Valera quipped. "We want to bring in proven providers of broadcast quality content that's not sustainable in the cable universe." Valera said YouTube is working on its fourth UI, and moving toward the HTML 5 standard. Noting that unlike other video distributors YouTube always owns its TV and mobile content rights, "Can we bring our content to an AT&T, Cox or Comcast? We can, and that's where we are excited," he said. Initial deals with distributors are rolling out in Europe and Asia, he said. At Cox, focus remains on the UI. "It's important to get the user interface right, especially as more content is added in," said Lisa Pickelsimer, executive director, video product development. Integrated search, recommendations and social media will become more key, Pickelsimer said, noting the bigger role of metadata and the need