

CableFAX Daily™

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What the Industry Reads First

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Reinvention: Broadcasters Ponder Cable Partnerships, Canoe, Future

As broadcasters at **NAB** acknowledged the need to change with the times, at least one envisions a more symbiotic relationship with cable. "We need to figure out a way to bury all the hatchets and realize that we're very natural allies," said **Prime Cities Broadcasting** pres *John Tupper*, noting localism as a viable area for collaboration. Believing broadcasters are "better at communicating with our communities" than cable ops, Tupper suggested local stations help promote cable content in exchange for a revenue share. He noted that cable generates approx \$4bln in local ad sales annually while broadcast delivers \$20bln. "Our core competencies really lie in advertising and promoting programming," said Tupper. He said any intra-industry partnerships could help "stem the program migration from broadcasters to cable." But tensions remain, especially in Washington. Referencing cable's \$15mln in '08 campaign contributions and broadcasters' less than \$1mln, Tupper said his industry must work to "rebalance the political landscape. We haven't emphasized enough our management of the political structure." Meanwhile, **Bonten Media Group** chmn/CEO *Randy Bongarten* insisted broadcasters must focus on reselling their largest ad customers because "they're getting seduced by other options" such as cable. That's happening in part, said **Cox TV** evp *Bruce Baker*, because of the more efficient viewership/usage metrics available on other platforms, not to mention advanced services. "We can't ignore things going on like Canoe," said Baker. "We have to face up to interactivity [and] change our expectations and sales methods to sell across platforms." Local stations' online plays are helping the industry learn best practices in customer interaction, he said, and panelists contend that the industry's large mobile push over the next several years will help in this regard as well. Panelists also lamented that many stations are shaving marketing and sales teams to cut costs. Not **Capitol Broadcasting** pres/CEO *Jim Goodman*, who has beefed up his own forces and "developed a very good anti-cable pitch" for local advertisers. Goodman said he's "fired up" about the media's doom-and-gloom reporting about the broadcast business, which he says is "just fine, thank you." **Debmar-Mercury** co-pres *Mort Marcus* agreed, saying his content distribution company is "very bullish on the business" as a content provider. Still, said panelists, tweaks to the business are integral to future success. "We have to get the reinvention right," said **TVB** pres *Chris Rohrs*.

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NAB Notebook: Retrans and rules on the carriage of duplicative programming are key legislative issues for '09, said **NAB Education Foundation** pres *Marcellus Alexander*. Of retrans, Alexander said "the system is fair, it works, and it benefits consumers." As for duplicative programming and cable's/satellite ops' potential free distribution of local market signals that cross state lines, he said: "It's being masked as pro-local, but it could devastate local broadcasters' ability to attract viewers and advertisers." -- An **ABC** affil assoc board member told **Cfax** that NAB hopes for 85K attendees this year after hosting 104K in '08. -- Cable's tackling of targeted advertising and measurement through **Canoe** is so smart that telcos should "follow closely what cable is doing" and replicate the practices, said **Sigma Systems** vp, product management *Rick Mallon*. Telcos may even finish first with integration of addressable ad tech across platforms because of their IP backbone, said **Current Analysis**' *Yoav Schreiber*, who said Canoe integration is still 2-3 years away, primarily because of current tech limitations. Meanwhile, cable and broadcasters are discussing possibly collaborating on local addressable ads, said Mallon. -- Actor/producer *Kelsey Grammer*, being honored for his TV work, told luncheon attendees to smile more. "It's not so glum... things are going to be OK. The future of TV is bright indeed."

Broadband: **Comcast** on Tues launched DOCSIS 3.0 service to CA residents in San Francisco, Silicon Valley, Tri-Valley and Monterey (Apr 28 for businesses). Comcast launched 2 new tiers: "Extreme 50" is up to 50Mbps downstream/10Mbps upstream, \$139.95/month (\$189.95/month for businesses as "Deluxe"); "Ultra" is up to 22Mbps down/5Mbps up, \$62.95/month. Comcast plans to roll out wideband to Oakland and the rest of the Bay Area later this year.

Competition: **Verizon** announced packages of **FiOS** Internet, FiOS TV and unlimited local and long-distance calling starting at just under \$100 month, promoting the offer as an "easy and affordable" way to switch from "old-fashioned cable." New customers who order a FiOS service bundle by June 20 can get up to \$150 back through a prepaid card, a 2-year price guarantee and premium installation at no extra cost. Details at: www.verizon.com/ultimateupgrade.

Comcast Lives...: The blog ComcastMustDie.com is kicking the bucket. A notice on the site states that **Comcast** has taken steps to put customers first: "There is a long way for Comcast to go, but there is also no question that it has been forced by us to reckon with us." Comcast inquiries will go to the new CustomerCircus.net, "where other infamously arrogant corporations will be subjected to power of aggregated rage. (No worries. Comcast will still be one of them)."

Broadband: **Amazon VOD** announced deals with **Roku**, **Sony**, **TiVo** and **Panasonic** to distribute HD content over broadband to relevant set-tops and TV sets. Customers can select from more than 500 HD shows and movies from major studios and networks including **Warner Bros**, **Sony Pictures**, **Paramount**, **MGM**, **Universal** and **Showtime**.

WealthTV vs Big 4: Further evidence that **WealthTV**'s carriage complaint against **Bright House**, **Comcast**, **Cox** and **Time Warner Cable** will take a while: document submission in the ALJ proceeding was continued over Tues from Mon. The parties completed that process (which took just a day in the **NFL-Comcast** dispute) by the afternoon, with *Gary Turner* of **The Media Group** testifying as an advertising expert for Wealth. WealthTV pres/co-founder *Charles Herring*, who had to reform his testimony in light of evidentiary rulings, may take the stand Wed.

Deals: Not everything that came out on the stand at last week's **Comcast-NFL** ALJ hearing involved **NFL Net**. In asking about nets that had recently gained distribution with the MSO, an NFL attorney asked if it was correct that Comcast had a stake in the recently launched **Retirement Living TV**. "Yes," said evp, content acquisitions *Matt Bond*. RLTV

To Summ-it Up, CableFAX Daily Takes You There

Announcing: Bonus distribution of CableFAX Daily at the 16th Annual American Cable Association Summit

Event Date: April 28
Location: Gaylord National Hotel,
 Washington, DC.
www.americancable.org

CableFAX Daily Issue Date:
 April 28
Ad Close Date: April 22
Artwork Deadline: April 23, noon

Make sure your new or existing ad is placed in the April 28 issue. For assistance contact Debbie Vodenos; 301-354-1695; dvodenos@accessintel.com or Erica Gottlieb; 212-621-4612; egottlieb@accessintel.com

BUSINESS & FINANCE

gm Patrick Baldwin tells *Cfax* it was neither a “standard” equity-for-distribution deal nor a hunting license. “In December, Comcast made a financial investment in us that afforded them the ability to work with RLTV as a strategic partner,” he said. “We are thrilled to have them in this capacity and are hoping we can add some more strategic partners to the mix.”

Carriage: Cablevision will have more than 100 channels of HD by June. It’s adding 30 channels of high-def this week in NYC, including **A&E HD** and **NBA TV HD**, as well as additional HD channels from the premium nets.

Upfronts: Lifetime announced the new date of “Project Runway’s” long-awaited debut on the net (Aug 20). It’s expanding its comedy lineup with projects in development with *Sherri Shepherd*, *Valerie Bertinelli* and *Cybill Shepherd*. Dramas in development include “Mystic Pizza: Another Slice,” based on the film. Unscripted shows in development include “Deadbeat Dads,” which follows National Child Support Founder *Jim Durham’s* personal crusade. The flagship net will bow 12 original movies this year, while **LMN** will debut 16.

People: Robin Schwartz is on her own, with an announcement made late Mon that she has resigned as pres, of **OWN: The Oprah Winfrey Network**. There are no plans to fill the post. Her departure comes shortly after ex-**MTV**er *Christina Norman* joined the net as CEO.

CableFAX Daily Stockwatch

Company	04/21 Close	1-Day Ch	Company	04/21 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	25.40	0.24	ADC:	5.76	0.23
DIRECTV:	25.44	0.72	ADVANTAGE:	1.71	0.07
DISH:	13.56	0.00	ALCATEL LUCENT:	2.30	0.18
DISNEY:	19.47	0.06	AMDOCS:	19.45	0.07
GE:	11.70	0.35	AMPHENOL:	31.44	1.20
HEARST-ARGYLE:	4.83	0.17	APPLE:	121.76	1.26
ION MEDIA:	1.44	0.00	ARRIS GROUP:	9.32	0.05
NEWS CORP:	8.70	0.17	AVID TECH:	10.64	0.01
MSOS					
CABLEVISION:	16.32	0.39	BIGBAND:	6.19	0.39
COMCAST:	14.27	0.34	BLNDER TONGUE:	0.95	0.10
COMCAST SPCL:	13.44	0.32	BROADCOM:	20.52	(1.27)
GCI:	7.44	0.47	C-COR:	11.00	0.00
KNOLOGY:	5.67	0.29	CISCO:	17.69	0.38
LIBERTY CAPITAL:	10.49	0.12	CLEARWIRE:	5.53	0.20
LIBERTY ENT:	24.04	1.19	COMMSCOPE:	18.75	0.38
LIBERTY GLOBAL:	17.22	0.51	CONCURRENT:	4.01	(0.14)
LIBERTY INT:	5.15	0.17	CONVERGYS:	9.75	0.38
MEDIACOM:	5.03	0.39	CSG SYSTEMS:	14.89	0.46
ROGERS COMM:	42.97	0.00	ECHOSTAR:	15.93	0.28
SHAW COMM:	14.64	(0.32)	GOOGLE:	381.47	2.17
TELEWEST:	24.20	0.00	HARMONIC:	6.67	0.41
TIME WARNER CABLE:	28.03	0.66	INTEL:	15.36	0.36
VIRGIN MEDIA:	6.81	0.08	JDSU:	4.84	0.16
WASH POST:	407.32	0.11	LEVEL 3:	1.08	(0.02)
PROGRAMMING					
CBS:	6.18	0.43	MICROSOFT:	18.97	0.36
CROWN:	2.72	0.08	MOTOROLA:	5.57	0.33
DISCOVERY:	18.30	0.63	NDS:	62.93	0.00
EW SCRIPPS:	1.77	0.14	OPENTV:	1.55	0.05
GRUPO TELEVISA:	16.06	0.32	PHILIPS:	16.47	0.37
HSN:	6.65	0.31	RENTRAK:	10.19	0.22
INTERACTIVE CORP:	16.30	0.11	SEACHANGE:	6.51	0.25
LIBERTY:	25.32	1.71	SONY:	26.23	0.53
LODGENET:	1.70	(0.02)	SPRINT NEXTEL:	4.25	0.38
NEW FRONTIER:	1.90	0.02	THOMAS & BETTS:	28.98	0.79
OUTDOOR:	7.37	0.14	TIVO:	7.57	0.10
PLAYBOY:	2.08	0.13	TOLLGRADE:	5.70	0.22
RHI:	2.76	(0.03)	UNIVERSAL ELEC:	18.97	1.03
SCRIPPS INT:	26.49	0.44	VONAGE:	0.38	0.00
TIME WARNER:	22.22	0.21	YAHOO:	14.38	0.72
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	0.71	0.01	AT&T:	25.28	(0.01)
VIACOM:	19.86	0.08	QWEST:	3.45	0.03
WWE:	10.86	0.41	VERIZON:	31.04	0.11
TECHNOLOGY					
3COM:	3.87	0.20	MARKET INDICES		
			DOW:	7969.56	127.83
			NASDAQ:	1643.85	35.64



CableFAX presents its annual salute to cable’s best marketing and PR, the CableFAXIES Awards, and its Leading Women in Cable issue honoring WICT’s 30th anniversary.

To read the web version of the magazine go to:
<http://www.cable360.net/cablefaxmag/>

To see photos from the event go to:
http://www.cablefax.com/cfp_gallery.htm

**Coming in July 2009:
 CableFAX “Top Ops” Issue**