

CableFAX Daily™

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What the Industry Reads First

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Dubuc Debut: History Head Officially to Take Lifetime Reins

The long expected announcement that *Nancy Dubuc* will head up **Lifetime Networks** finally came Tues. Her appointment and pres/gm takes effect May 1, but she will keep her title as pres/gm of History. "She's a terrific programmer, terrific marketer. What she's so good at is understanding her audience, using research and using multiple platforms to bring people to new programming to really focus on a specific demographic," **AETN** pres/CEO *Abbe Raven* said Tues. "While she's done that at History with men, she absolutely will do that looking at the female demographic at Lifetime. At Lifetime, she's in the sweet spot of that audience. She's a young mother herself." Asked if gms might be eventually brought in for History and Lifetime nets with Dubuc serving as pres, Raven called the question premature. While History's ratings have skyrocketed, Lifetime has struggled—its days as a Top 5 net well in the past. History has seen some shift in programming to more reality-driven series, but the AETN chief said she expects Lifetime's programming mix to stay about the same. Her goals are to keep Lifetime as the #1 net for women and LMN as the #2 net, but to grow ratings and be a top tier network. Dubuc won't just divide her time between 2 different brands, but she'll also split her time between L.A. and NY. "I am incredibly honored to now lead the Lifetime team," Dubuc said in a statement. "Lifetime and Lifetime Movie Network are two of the most powerful and evocative brands on the media landscape. I am excited for the challenge to explore the unlimited potential of programming for women." After AETN closed its purchase of Lifetime last fall, rumors began that *Andrea Wong* would relinquish her post as CEO of Lifetime, and Dubuc's name emerged as a likely successor. After helping integrate Lifetime into AETN, Wong announced in Feb that she was leaving.

Cable at Bat: Comcast opens 1Q earnings season for cable and DBS ops Wed, with Wall St consensus calling for a profit of 30 cents/share on rev of \$9.15bln. The MSO's FCF, a key metric for multichannel ops, should again rise impressively, but it's unclear how investors will treat its stock if, as expected, video adds are lighter than expected. Last week, **AT&T** and particularly **Verizon** were penalized for a continued slowing of growth across several services, including video. **Wells Fargo Securities** analyst *Marci Ryvicker* said Comcast, **Cablevision**, **Time Warner Cable** and **DirectTV** may all disappoint regarding video subs while **DISH** is expected to report the best YOY improvement in customer adds based on easy comps. However, she said video softness appears to be expected by investors. "All else should be strong—i.e.





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commercial segment, ARPU, RGUs (from digital video, HSD and/or phone), and advertising,” said Ryvicker in a research note, although she’s expecting YOY declines in RGUs across the cable board. **Barclay’s Capital’s James Radcliffe** lifted to \$20 from \$18 his price target on Comcast shares, owing mainly to multiple expansion in the cable/satellite sector, and **Kaufman Bros’ Todd Mitchell** did the same, from \$17, although both analysts remain neutral on the shares. Comcast chief **Brian Roberts** will discuss the MSO’s 1Q performance Wed morning (8am ET) on **Bloomberg**.

Net Neutrality: The DC Circuit Court of Appeals’ recent **Comcast** decision made reply comments on the **FCC’s** open Internet proceeding, due Mon, a little more interesting. Here’s a sampling... **NCTA** said “neither law nor sound public policy” warrant classifying broadband service under Title II and called on the FCC to expressly state that ISPs acting in good faith to manage their networks should be given the flexibility to do so. The **SavetheInternet.com Coalition**, which includes **Free Press, ACLU** and **MoveOn**, said it collected nearly 250K signatures urging the FCC to classify broadband under the more restrictive Title II section of the Communications Act. A filing from several public interest groups, including **Media Access Project** and **Consumers Union**, said the issue is when, not if, the FCC will make net neutrality rules. “The record developed during this proceeding is clear, and the need for the rules proposed by the commission becomes even more clear with each disclosure of additional broadband Internet access service provider misconduct,” they wrote, pointing to recent allegations that **Windstream** and **RCN** overstepped their bounds.

On the Hill: During testimony on the Hill Tues, **ACA** chmn/**Wave Broadband** COO **Steve Friedman** made a plug for **NTIA** and **RUS** to use their \$7.2bln broadband subsidy funds for unserved areas and award funds in a competitively neutral manner. Friedman was among the witnesses at the **Senate Small Business Committee’s** hearing on federal efforts to expand small businesses Internet access. He also called for greater investment in middle-mile infrastructure, saying that middle-mile facilities are often owned by 3rd parties and are expensive and lack adequate capacity. **FCC** chmn **Julius Genachowski** also testified before the committee. He stressed the National Broadband Plan’s 2 priorities—reforming USF and reclaiming spectrum for mobile wireless—as being key to getting broadband to small businesses.

Snip Snip: Following **The Convergence Consulting Group’s** assertion that cord-cutting US homes will grow to 1.6mln by YE ’11, up from 800K in Dec, **Yankee Group** predicts that 1 in 8 consumers will forgo pay TV service over the next 12 months and instead rely on PCs, gaming consoles and other connected devices for access to video programming. Yankee said the trend will be dominated by 18-34s, citing connected TVs, rising pay TV prices and the advancing capabilities of gaming consoles as the primary reasons for its outlook. The co expects US pay TV subs to grow 6.9% from ’10-’13.

Competition: **Verizon** now allows qualified **FIOS TV** subs to search for and watch **YouTube** videos onscreen, and also added to the service a Internet radio option letting subs stream music from the PC to the TV. The telco said FIOS customers have viewed 15mln **Facebook** photos on their TV screen since it launched access to the social media site last July.

Carriage: **Cablevision** added as its 15th intl programming category **IO Greek**, featuring **Antenna TV** and **Mega Cosmos**. -- **Broadstripe** has launched a \$6/month sports/adventure package featuring **NHL Net, Big Ten Net, The Sportsman Channel** and 3 **Fox College Sports** feeds. It will also add **CNN HD** and **NHL Net HD** to its basic high-def lineup.

Change.TV: Evp, affil sales **Janice Arouh** is leaving **Hallmark Channel** to become pres, domestic distribution and marketing at **Byron Allen’s Entertainment Studios Networks**. Entertainment Studios’ name might not be terribly famil-

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iar, but **Verizon's FiOS TV** service has been carrying 6 of its 24/7 HD nets, **Cars.TV, Pets.TV, ES.TV, MyDestination.TV, Comedy.TV** and **Recipe.TV**, for about a year. Arouh will oversee domestic distribution and marketing for the 6 nets. "I love getting in on the ground floor," she said of the change. When she joined Hallmark, the net was in 50mln HHs. The latest **Nielsen** universe estimates put it in about 90mln.

Online: Serving as an appetizer of sorts to the return of "True Blood" (Jun 13), **HBO** bowed Tues at **TV.Yahoo.com** the 1st of 6 original minisodes written by show creator **Alan Ball**. Featuring entirely new scenes, the premier minisode will be available at **HBO.com** and **Facebook.com/trueblood** starting Wed, and on HBO beginning Sun.

Upfronts: Coming out of its most-watched Q ever in 1Q among 18-34s, 18-49s, men 18-34 and men 18-49, and fresh off a past year that included 70 new ad clients, **truTV** launched its 1st standalone upfront presentation. Returning series for '10 include "Conspiracy Theory with *Jesse Ventura*" and "Black Gold," and series in dev include the self-explanatory "Vegas Repo," *Ashton Kutcher* secret comedy project "Exposed!" and "Ma's Roadhouse," about a family-run saloon.

Programming: **Disney Channel's** "Camp Rock 2 The Final Jam" (Sept 3) follows the original installment that garnered 10.1mln viewers in '08 and again features the *Jonas Brothers*, who will promote the franchise through a 3-continent summer concert tour. -- **Fuel TV's** set for live coverage of 2 events (Jun 5-6, Aug 4-8) of skateboarding series the **Maloo Money Cup presented by Vans**. Also, the net plus **Fox Sports** and **FSN** will feature 1-hr programs featuring event highlights and behind-the-scenes interviews. -- **WE tv's** "Sunset Daze" (Wed) takes viewers inside an AZ retirement community. -- **MTV** bows "Downtown Girls," young women on the NYC social scene, June 1, 11pm. -- New **Bravo** series "Bethenny Getting Married?," chronicling the "Real Housewives of NY" star's preparations for marriage and a baby, premieres June 10, 10pm. -- Blame tween girls. *Justin Bieber's* "Baby" video has set a new **Music Choice** record with 1mln+ viewers for 3 consecutive weeks. -- The 4th season bow of **Current TV's** "Vanguard" (May 19) will spotlight through fresh footage and personal interviews the forced North Korean captivity endured last year by the show's correspondent team of *Laura Ling* and *Euna Lee*. -- **TNT** renewed "Southland" (Jan) for a 3rd season. -- Sponsored by **Chevy Malibu**, **TBS** microseries "Gillian in Georgia" chronicles a hip New Yorker's trip to visit family in GA and will debut on the net Wed during *Tyler Perry's* "Meet the Browns." Eps will encore at **TBS.com**.

Help Wanted: Volunteers are still needed for the **Cable Show's CableCares** event Tues at the A Place Called Home youth center in south central L.A. Transportation will be provided from the convention center, and volunteers will be back in time for the opening general session. Contact *Melinda Schwartz* at MSchwartz@ncta.com or 301-482-1105.

Honors: **The National Coalition for Cancer Survivorship** on Wed will present **AETN** pres/CEO *Abbe Raven* with the Catherine Logan Award for Service to Survivorship for "taking bold steps in empowering those with a cancer diagnosis to live their lives to the fullest." The award comes after A&E greenlit original series "The Beast" with *Patrick Swayze* after he had already been diagnosed with cancer. The award will be presented by *Lisa Niemi*, wife of the late actor.-- The **SCTE** Chapter of the Year honor goes to the Great Lakes Chapter. *Markus Kofoid* of the AK Chapter was named SCTE Chapter Member of the Year. -- **HBO** again proved it excels in just about every programming genre

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BUSINESS & FINANCE

by taking home 9 Sports Emmy awards, its best haul ever and the top tally among nets. As 6 of the premium net's honors went to boxing-related content, 3 of **MLB Net's** 4 nods recognized its flagship program, "MLB Tonight." **NBC** also picked up 4 awards, including Outstanding Live Sports Special (Super Bowl) and Outstanding Live Sports Series (Sun Night Football). Other winners: **CBS** (4), **ESPN** (3), **ESPN2** (3), **Showtime** (2), **CBS Mobile**, **ESPN.com**, **Fox**, **FSN**, **NBCOlympics.com**, **NFL Net** and **Speed**.

On the Circuit: **SCTE** is seeking nominations for its '10 **Cable-Tec Expo Awards**, to be presented Oct 20 at the Expo. Noms for the Member of the Year, Hall of Fame and Excellence in Standards Awards are due by May 28, for the Safety Awards by July 30. Info at **SCTE.org**.

People: **iN Demand** promoted *John Vartanian* to CTO.

Business/Finance: **Cablevision** said an approx \$972mln principal amount of sr notes was tendered in connection with its cash tender offer for all of its 8% sr notes due '12. -- **SeaChange** completed the sale of its stake in **Casa Systems**, a private provider of network edge devices, for gross proceeds of \$34.1mln. -- **Turner** and Disney affil **Steamboat Ventures** are among the investors in a \$16.8mln round for **FreeWheel**, which specializes in optimizing interactive video ad placements online.

CableFAX Daily Stockwatch

Company	04/28 Close	1-Day Ch	Company	04/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
AOL:	28.01	(0.25)	APPLE:	262.04	(7.46)
BRITISH SKY:	37.09	(0.99)	ARRIS GROUP:	12.38	(0.36)
DIRECTV:	36.06	(0.95)	AVID TECH:	15.07	(0.03)
DISH:	22.01	(0.53)	BIGBAND:	3.35	(0.13)
DISNEY:	36.32	(0.72)	BLNDER TONGUE:	1.08	0.00
GE:	18.70	(0.6)	BROADCOM:	34.82	(1.21)
NEWS CORP:	17.98	(0.62)	CISCO:	27.01	(0.56)
MSOS					
CABLEVISION:	26.32	(0.58)	CLEARWIRE:	7.51	(0.32)
COMCAST:	18.46	(0.62)	COMMSCOPE:	31.15	(0.35)
COMCAST SPCL:	17.53	(0.66)	CONCURRENT:	5.93	(0.08)
GCI:	6.00	(0.11)	CONVERGYS:	13.21	(0.51)
KNOWLOGY:	13.47	(0.09)	CSG SYSTEMS:	22.54	(0.17)
LIBERTY CAPITAL:	42.34	(1.45)	ECHOSTAR:	19.15	(0.44)
LIBERTY GLOBAL:	27.41	(1.12)	GOOGLE:	529.06	(2.58)
LIBERTY INT:	15.41	(0.48)	HARMONIC:	6.89	(0.26)
MEDIACOM:	6.88	(0.09)	INTEL:	23.35	(0.47)
RCN:	14.68	0.00	JDSU:	13.21	(0.6)
SHAW COMM:	18.97	(0.43)	LEVEL 3:	1.51	(0.05)
TIME WARNER CABLE:	53.28	(1.85)	MICROSOFT:	30.84	(0.27)
VIRGIN MEDIA:	17.52	(1)	MOTOROLA:	6.91	(0.25)
WASH POST:	517.51	(14.76)	PHILIPS:	33.79	(2.11)
PROGRAMMING					
CBS:	15.85	(0.47)	RENTRAK:	22.26	(0.22)
CROWN:	1.83	(0.06)	SEACHANGE:	8.31	(0.18)
DISCOVERY:	36.09	(0.91)	SONY:	35.25	0.18
GRUPO TELEVISA:	19.75	(1.4)	SPRINT NEXTEL:	4.09	(0.14)
HSN:	31.04	(1.96)	THOMAS & BETTS:	41.37	(2.25)
INTERACTIVE CORP:	23.17	(0.27)	TIVO:	17.74	(0.79)
LIBERTY:	37.38	(1.12)	TOLLGRADE:	6.40	(0.15)
LIBERTY STARZ:	54.16	(0.55)	UNIVERSAL ELEC:	21.86	(0.56)
LIONSGATE:	6.62	(0.37)	VONAGE:	1.62	(0.06)
LODGENET:	6.37	(0.29)	YAHOO:	16.92	(0.47)
NEW FRONTIER:	2.00	(0.05)	TELCOS		
OUTDOOR:	6.93	(0.14)	AT&T:	25.95	(0.32)
PLAYBOY:	4.38	(0.23)	QWEST:	5.22	(0.09)
RHI:	0.40	(0.02)	VERIZON:	28.75	(0.19)
SCRIPPS INT:	44.19	(0.81)	MARKET INDICES		
TIME WARNER:	32.67	(0.84)	DOW:	10991.99	(213.04)
VALUEVISION:	3.09	(0.16)	NASDAQ:	2471.47	(51.48)
VIACOM:	38.94	(1.19)			
WWE:	18.77	(0.11)			
TECHNOLOGY					
ADC:	7.78	(0.44)			
ADDVANTAGE:	2.47	0.06			
ALCATEL LUCENT:	3.24	(0.19)			
AMDOCS:	31.25	(0.49)			
AMPHENOL:	45.91	(1.48)			

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