

CableFAX Daily™

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What the Industry Reads First

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Premiere Premieres: RCN TiVo Box Hits DC, NY is Next Up

RCN officially launched the **TiVo** Premiere box in the DC area this week. Billed as a one-shop box, it records programs, downloads and streams movies, has multi-room DVR capability, accesses music, photos and home movies from personal computers and more. The Premiere carries a monthly DVR fee of \$19.95 for the DC market (there can be additional fees for some configurations, including home networks). RCN's **Motorola** DVR box retails for \$14.95-\$17.95/mo, depending on market, according to execs. Existing customers can pay an upgrade fee and switch to the TiVo service, but only customers who have RCN's Internet service can get the Premiere box. "What's really exciting about this is that it's integrated with RCN's Video on Demand, and it's provided for and installed and supported by RCN," said *David Sandford*, TiVo's vp, gm of service provider business. "There's really no easier way to get the TiVo experience. One of the things that to date has been lacking in retail products is the offerings in the VOD library." But RCN's VOD (provisioned by **SeaChange**) isn't consumers only choice for movies, with the TiVo Premiere RCN box able to download movies from **Blockbuster**. The overbuilder is working on brokering relationships with other broadband content providers, such as **Netflix** and **Amazon**. RCN sr dir, video ops *Jason Nealis* said there isn't much of a concern about cannibalization because there are multiple applications and hardware sets in the home already that have these alternate providers on them. "We really do truly believe in the 1 box for all content here at RCN," he said. "And we do have an advantage over some of these broadband content providers. Our VOD is not delivered via the Internet. It's instantly delivered over the RF network. There's a quality issue there." NY is scheduled as the next RCN Premiere launch, with rollout planned in approximately 1 month, according to RCN COO *Joe Cecin*. Additional launches are slated for Boston, Chicago, Philly and Lehigh Valley, PA, with Cecin predicting deployments to the entire footprint by the beginning of 4Q. So far RCN is the only distributor that has signed on to deploy the Premiere, but Sandford noted interest from others. Future apps for the box include **Pandora Internet Radio**, **FrameChannel** and user-generated development opportunities.

On the Hill: Privacy continues to be hot, with **House Communications** subcmte chmn *Rick Boucher* (D-VA) and Ranking Member *Cliff Stearns* (R-FL) releasing a discussion draft on privacy legislation for Internet users. It would require companies to get an individual's opt-in consent to knowingly collect sensitive info, such as medical records,



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financial accounts, sexual orientation, precise geographic location info, etc. An opt-in also would be required for sharing info with 3rd parties. Under the draft, the **FTC** would adopt rules to implement and enforce the bill. Consumer groups criticized the bill Tues for not doing enough to protect individuals.

Earnings: News Corp's cable segment delivered healthy increases in total rev (+16%) op income (38%), affil rev (+16%) and ad rev (+19%), reflecting double-digit contribution increases from **Fox News, RSNs, FX, Fox Intl and STAR. Fox News**, which News Corp boss *Rupert Murdoch* called "unstoppable," achieved its highest quarterly profit ever while swelling op income by 31%, owing largely to boosts in affil and ad rev and a record audience level in the Q. The segment now accounts for approx half of News Corp's earnings. The TV segment's op income hit \$40mln, compared to \$9mln a year ago, helped by improvement at local stations and **MyNetworkTV** and partially offset by lower contributions from Fox.

Uptrend: History's on a roll of which only sports teams and gamblers would dare dream. Prime HH delivery jumped 15% YOY in Feb, 23% in Mar and 47% in Apr (now the net's best month ever), and YTD ratings are up 25% among 25-54s, 24% among 18-49s and men 25-54, and 22% among men 18-49. Now, History hopes to move into the top 5 among cable nets in key demos during the '10-'11 season, touting a slate of 13 new series and specials to help reach that goal. Greenlit series include "*Brad Meltzer's Decoded*" (4Q), featuring everyday codes and symbols that were uncovered during research by author Meltzer, and "*Chasing Mummies*" (3Q), which follows archeologist *Zahi Hawass*. Specials include presidential portrait "Reagan" (1Q11) and "President's Book of Secrets" (4Q), offering a look at top-secret info guarded by POTUS.

At the Portals: Net neutrality backers nervously took in the news Tues that *Colin Crowell* will leave his post as sr counselor to **FCC** chmn *Julius Genachowski* in June. "Chairman Genachowski has been a great friend and the decision to leave was not an easy one," Crowell said. "Yet after 22 years in public service, it's time for me to explore other professional opportunities." The former top aide to Rep *Ed Markey* (D-MA) was instrumental in the crafting of the FCC's National Broadband Plan and a proposed net neutrality rule. -- **Media Institute** piled on to the Title II fire, saying Tues that if the **FCC** reclassified broadband providers as common carriers, it would lower 1st Amendment protection for them. What's more, the FCC's current ability to do that "is quite limited, if not nonexistent," wrote atty *Robert Corn-Revere* in a paper published by the Institute. -- The **FCC** Media Bureau granted a must-carry complaint against **Comcast** from low-power station **WRTN-LD** of Alexandria, TN, provided the signal quality is strong.

Advertising: Rovi devised a set-top measurement methodology to assess the efficacy of ad campaigns on interactive TV guides through insights into live broadcasting, time-shifting and VOD viewing. The co inked agreements with more than 23 cable ops to grow its set-top sample size to tens of thousands. From Jan-Mar, Rovi said set-top guide users visited the guide an avg of 8 times/day for an avg daily use of 10min, and that one-third of viewing time resulted from choices made through guides. -- A partnership between **Bright House Media Strategies** and **Visible World** allows advertisers to customize a single local spot with hundreds of different tags for dealers, retail locations, agents, or franchises by zone to increase consumer relevance.

Ratings: *LeBron, Kobe* and co drove **TNT** to its ending of **USA's** prime dominance this year, at least for a week. The net delivered a 2.5/2.47mln last week, owing to its NBA playoff action that produced the week's top telecast (Cavs-Celtics, 3.9/3.88mln) and 4 of the top 13. Also, a league tilt on **ESPN** hit the top 5. USA couldn't quite muster

CableFAX PROGRAM AWARDS

Sponsorship Opportunities: Debbie Vodenos at 301.354.1695 or dvodenos@accessintel.com
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enough offense to defend its title, garnering a 2.4/2.38mln to lead **Disney Channel** (1.7/1.66mln) and **Nick at Nite** (1.5/1.52mln). **Fox News** (1.3/1.32mln) and **History** (1.3/1.29mln) tied in 5th.

Rumor Mill: We've heard this before, but could sagging ratings at the cable newser be what finally brings around a **CBS News-CNN** deal? *NY Magazine* claims the 2 are in "advanced negotiations" for a news-gathering partnership.

People: **Current Media** tapped *Courtney Menzel* as evp, distribution. -- **Ascent Media Group** appointed *David Walters* svp, global technical ops and infrastructure and *Eric Denna* to svp, global process design.

Business/Finance: **Scripps Nets** ended with **NDTV Group** discussions that would have established a strategic partnership to operate lifestyle TV nets in India. The plans were announced in Nov, but Scripps said the pair couldn't agree on specific terms. -- Noted investor *Mario Gabelli's* new "Focus Five" stocks for the period ending Jul 30 includes **TiVo** and **HSN**, with **Cablevision** pushed off the list. TiVo's on, in part, because its intellectual property could lead to a takeover by firms such as **Cisco**, **DISH** and **DirecTV**, said Gabelli's **Gamco Investors**, while HSN makes the grade based on belief that multichannel retail is in the early stages of secular growth, meaning potentially substantial margin improvements for the net.

CableFAX Daily Stockwatch

Company	05/04 Close	1-Day Ch	Company	05/04 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	35.59	(1.03)	BIGBAND:	3.51	(0.09)
DISH:	22.16	(0.75)	BLNDER TONGUE:	1.20	0.00
DISNEY:	36.59	(0.97)	BROADCOM:	33.65	(1.76)
GE:	18.58	(0.68)	CISCO:	26.56	(0.98)
NEWS CORP:	17.68	(0.7)	CLEARWIRE:	7.71	(0.17)
MSOS					
CABLEVISION:	27.22	(0.56)	COMMSCOPE:	30.60	(2.08)
COMCAST:	19.87	(0.52)	CONCURRENT:	5.65	(0.1)
COMCAST SPCL:	18.91	(0.42)	CONVERGYS:	12.54	(0.2)
GCI:	6.09	(0.1)	CSG SYSTEMS:	22.79	(0.1)
KNOLOGY:	13.12	(0.51)	ECHOSTAR:	18.76	(0.48)
LIBERTY CAPITAL:	44.88	(0.95)	GOOGLE:	506.37	(24.23)
LIBERTY GLOBAL:	27.41	(0.57)	HARMONIC:	6.98	(0.11)
LIBERTY INT:	15.36	(0.5)	INTEL:	22.56	(0.7)
MEDIACOM:	6.60	(0.26)	JDSU:	13.59	(0.16)
RCN:	14.68	(0.1)	LEVEL 3:	1.45	(0.08)
SHAW COMM:	18.66	0.11	MICROSOFT:	30.13	(0.73)
TIME WARNER CABLE:	56.06	(1.31)	MOTOROLA:	6.96	(0.14)
VIRGIN MEDIA:	18.10	(0.26)	PHILIPS:	31.92	(1.95)
PROGRAMMING					
CBS:	16.20	(0.51)	RENTRAK:	21.98	(0.22)
CROWN:	1.82	0.00	SEACHANGE:	8.31	(0.33)
DISCOVERY:	38.87	(0.49)	SPRINT NEXTEL:	4.10	(0.21)
GRUPO TELEVISA:	19.59	(1.16)	TIVO:	17.14	(0.99)
HSN:	30.76	(0.78)	TOLLGRADE:	6.35	(0.02)
INTERACTIVE CORP:	22.14	(0.71)	UNIVERSAL ELEC:	21.40	(0.54)
LIBERTY:	36.06	(1.38)	VONAGE:	1.58	(0.12)
LIBERTY STARZ:	55.39	(0.9)	YAHOO:	16.32	(0.63)
LIONSGATE:	7.00	(0.01)	TELCOS		
LODGENET:	6.11	(0.36)	AT&T:	25.90	(0.38)
NEW FRONTIER:	1.99	(0.02)	QWEST:	5.25	(0.06)
OUTDOOR:	6.77	(0.23)	VERIZON:	28.75	(0.54)
RHI:	0.28	(0.02)	MARKET INDICES		
SCRIPPS INT:	46.05	(0.44)	DOW:	10926.77	(225.06)
TIME WARNER:	32.67	(1.21)	NASDAQ:	2424.25	(74.49)
VALUEVISION:	3.03	(0.02)	TECHNOLOGY		
WWE:	18.22	(0.18)	ADC:	8.03	(0.26)
TECHNOLOGY					
ADDVANTAGE:	2.52	(0.1)	ALCATEL LUCENT:	3.01	(0.11)
AMDOCS:	31.48	(0.3)	AMPHENOL:	44.77	(2.34)
AOL:	21.25	(0.54)	ARRIS GROUP:	12.24	(0.28)
APPLE:	258.68	(7.67)	AVID TECH:	14.69	(0.37)

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