

CableFAX Daily™

Tuesday — May 10, 2011

What the Industry Reads First

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Webisodes: DISH Preps Branded Bundle, Joins DirecTV in Ramping Web Ties

One of DISH's recent acquisitions has finally been assigned definitive plans, albeit a less-heralded one. Following its recent majority purchase of **Liberty-Bell Telecom**, the DBS op will launch **DISH Phone & Internet** next week in Colorado. Basically assuming Liberty-Bell's thrust as a CLEC, DISH P&I will feature a triple-play bundle that includes video and delivery of broadband and voice services via **CenturyLink's** network as part of a wholesale agreement. Pricing and other details are expected on May 18. A DISH spokesperson said rollout of the service will follow in **Qwest's** former 14-state local phone service territory in the West, with approval only needed and expected soon in AZ. **Comcast** and **Cablevision** failed to respond to inquires about possible promotions in CO to combat DISH's new bundles. The DBS op's home-state move comes at a time when *Charlie Ergen's* busy evaluating the ultimate uses and synergies for assets including **Blockbuster**, existing and acquired spectrum through **DBSD**, and soon **Hughes Comm** via **EchoStar**. DBSD is developing an advanced hybrid system that combines both satellite and terrestrial comm capabilities to support wireless voice, data and/or Internet services throughout the US. DISH continues to view connectivity of its set-tops to the Internet as an important initiative, and evp, sales, marketing and programming *Tom Cullen* said last week that DISH is "seeing connectivity rise nicely," with unique users and sessions/month for IP-based movies growing "rather quickly." **DirectTV** is pushing Web-connected boxes as well, and now counts more than 1mln. CFO *Pat Doyle* cited last week empirical data showing higher usage and more PPV activity through connected boxes. DTV said it wasn't surprised by 1Q softness in the telco sales channel because of continued access line losses, but that in June it will be able to sell bundles to customers without having to transfer calls to telcos. "I think it's an important element in our arsenal strategically, but for those consumers that want higher-speed bundles, that they have access to it," said pres/CEO *Mike White*.

In the States: Comcast Media Center unveiled a newly rebuilt origination and playout facility in Denver to handle all of **iN Demand's** live sports and PPV content. -- In partnership with **King Street Wireless**, **U.S. Cellular** announced plans to deliver **4G LTE** services and 4G-enabled devices to more than 25% of its customers across 2 dozen markets in time for the holiday season. -- **Knology** upped its residential and commercial broadband speeds

CableFAX Daily™
"What the Industry Reads First"

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4 Special Issues PRE-SHOW: JUNE 6 PLUS 3 DAYS: JUNE 14, 15, 16

Before the industry converges in Chicago for The Cable Show, CableFAX will give readers a comprehensive overview of all the hot issues, panels, speakers and parties that will dominate discussion for the much-anticipated event.

Then during the show, CableFAX will devote extra pages to capture the full essence of the show from the general sessions to breaking news and announcements. With our national distribution, your message will reach everyone on-site as well as those who can't make it to Chicago.

CABLE PRE-SHOW GUIDE AND INNOVATION ISSUE

Publication Date: June 6, Mid-Day with Bonus Distribution

CABLEFAX DAILY: THE CABLE SHOW DAILY ISSUES

Publication Dates: June 14, 15 & 16



CONTACT:

Debbie Vodenos at dvodenos@accessintel.com
or 301.354.1695

Amy Abbey at aabbey@accessintel.com or 301.354.1629

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OWN SD East is moving to AMC 10 Transponder 14.

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240-662-7537 before June 30.

The logo for OWN (Oprah Winfrey Network) features the letters 'OWN' in a large, 3D, sans-serif font. The 'O' is a gradient of red and orange, the 'W' is a gradient of green and yellow, and the 'N' is a gradient of purple and blue.

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in Knoxville at no extra charge through DOCSIS 3.0. The city joins 6 others, including Charleston, SC, that have access to the enhanced service.

Carriage: DISH launched **GSN HD** and said it's the 1st US pay TV provider to do so. -- **TV One** earned additional distribution in Chicago and Miami through area moves to **Comcast Xfinity TV's** Digital Starter tier from Digital Preferred.

At the Portals: Boston Mayor *Thomas Menino* filed with the **FCC** Mon a petition seeking authority to regulate the cost of basic cable in the city for the 1st time in a decade, according to the *Boston Globe*. A study commissioned by the city found that Comcast has hiked the cost of its basic service by 60% over the past 3 years, leading to substantially higher prices in Boston than those found in communities outside Boston. "Comcast faces a highly competitive environment across all its product lines, with significant video competition from numerous providers including satellite, RCN, free broadcast and other types of video options," said Comcast in a statement. "Comcast's Basic service in Boston continues to be nearly half the cost of any other provider's entry level service— and no other competitor offers a comparable level of service comprised of more than 35 channels of news, information, diversity and public access programming. We believe we continue to offer the most affordable options and best values for consumers."

New Premiere: Comcast and TiVo forged an agreement that will enable access to the MSO's **Xfinity TV On Demand** content through **TiVo Premiere** set-tops sold at retail. Comcast subs in San Francisco are expected to receive the access 1st, followed by additional markets in which Comcast and TiVo will also partner to promote the service in retail and other channels. The MSO will install the Premiere set-tops with its cable service at no additional charge. As part of the deal, Comcast and TiVo terminated their marketing and licensing pact dating back to May '05. TiVo retains ownership to and the right to use both the TiVo-branded software solution that TiVo developed for deployment on the MSO's DVR platforms and the TiVo advertising management system. Comcast retains the benefit of the intellectual property rights granted under the original agreement.

Advertising/Marketing: Discovery Comm inked a cross-platform ad partnership with **Maker's Mark** that launches Tues and marks the bourbon's 1st-ever entry into TV advertising. Also representing 100% of Maker's '11 TV and online ad budget, the partnership features 4, 30-sec custom content vignettes tied to Discovery Channel series "Swamp Brothers," "Man Vs. Wild," "Auction Kings" and "Gold Rush." -- **C-SPAN's** "LCV Cities Tour" kicks off this week in Tampa and through Dec will hit 1 southeastern city/month to highlight area history and literary life for features on **C-SPAN's BookTV** and **C-SPAN3's American History TV**. Affils including **Comcast, Bright House, Time Warner Cable** and **Cox** will join with the net in certain cities to visit schools, civic associations and other key community orgs to talk about cable's longtime commitment to public service through carriage of the C-SPAN channels. -- **TV Guide Net's** calling attention to new series "Nail Files" (June 21) with an 11-city branded mobile spa tour aimed at affils and viewers around the country. The show spotlights the owner of a Hollywood nail salon frequented by celebs, and will be touted 1st in Atlanta on Sat before the tour wraps up in Houston in early July.

Technology: Time Warner Cable, Bright House and FiOS TV subs who receive **ESPN, ESPN2, ESPNU** and **ESPN3.com** may access the nets via the **WatchESPN** app now available on Android phone and tablet devices. -- **MegaPhones Labs'** launched **DialPlay TV**, a real-time, cloud-based on-screen TV solution allowing programmers to add interactive overlays into shows as well as "inlays" that become an element of the programming itself. Including social media, Web browsing, polling and gaming, Dial requires any phone from landlines to smartphones. **The Weather Channel** and **NBC4 NY** already use the solution. -- IPTV platform **Roku** announced the delivery of 15mln channel downloads to its base of more than 1mln viewers, and expects to count 3mln customers by Jan. -- **Comcast** intro'd the **Xfinity Triple Play Self-Install Kit** that allows customers to set up and activate the bundle for the 1st time. Also, the MSO's 1- and 2-product kits have been improved.

Earnings: **Gray TV** reported a 1% decline in rev to \$69.7mln on dips in national (-7%) and political (-50%) advertising. Local ad rev increased 1%, retrans rev 9% to \$5mln and Internet ad rev 38%.

Programming: **History's** 4-yr initiative meant to honor and commemorate the Civil War kicks off with a week-long pro-

DUALITY IS THE NEW REALITY

Ours is a paradoxical world, where web-connected tvs, smart phones and interactive tablets are proliferating, while less than 20% of tv content is viewed in hd and only 2% have some type of ott device.

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BUSINESS & FINANCE

gramming event beginning Memorial Day and featuring doc "Gettysburg" from *Tony and Ridley Scott*, special "Lee & Grant" and special themed eps of "Pawn Stars" and "American Pickers." -- **Comedy Central's** continuing its loose focus on hair with its roast franchise, following a *Donald Trump*-focused jokefest with the "Comedy Central Roast of *Kid Rock*" (Aug 14). -- **BIO** ordered 10 eps of an untitled docu-series featuring *Bristol Palin* and the *Massey* brothers, who Palin befriended through her appearance on "Dancing with the Stars." -- **E!** welcomes the 6th season of "Keeping Up with the Kardashians" on June 12.


Editor's Note: Does your cable show deserve recognition? Don't be shy. Enter our Program Awards by Jun 6 for consideration. More info: <http://www.cablefax.com/cfp/awards/Program2011/>

People: **AMC** tapped *Marnie Black* as svp, public relations. -- *Jon Kropp* assumed the new role of vp, business ops for **Turner Sports'** golf portfolio. -- **ESPN** consolidated its digital and print media ops under *John Kosner*, who as svp, **ESPN Digital and Print Media** will oversee *espnW*, *ESPN the Magazine* and the *ESPN Rise* pubs.

Business/Finance: **Broadcom** signed a definitive agreement to acquire Israeli security software dev **SC Square** for approx \$41.9mln, net of cash assumed.

CableFAX Daily Stockwatch

Company	05/09 Close	1-Day Ch	Company	05/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.04	0.47	BLNDER TONGUE:	2.01	(0.11)
DISH:	29.05	(0.16)	BROADCOM:	33.86	(0.28)
DISNEY:	43.10	0.04	CISCO:	17.60	0.04
GE:	20.07	0.06	CLEARWIRE:	4.90	0.04
NEWS CORP:	18.39	(0.07)	CONCURRENT:	6.07	(0.06)
MSOS					
CABLEVISION:	34.11	(0.27)	CONVERGYS:	13.58	(0.03)
CHARTER:	57.85	(0.15)	CSG SYSTEMS:	19.22	0.08
COMCAST:	25.28	(0.16)	ECHOSTAR:	34.23	0.75
COMCAST SPCL:	23.77	(0.18)	GOOGLE:	537.68	2.38
GCI:	11.06	UNCH	HARMONIC:	7.81	0.02
KNOWLOGY:	15.43	0.48	INTEL:	22.76	(0.49)
LIBERTY CAPITAL:	86.48	(0.48)	JDSU:	21.45	(0.1)
LIBERTY GLOBAL:	45.75	(0.15)	LEVEL 3:	1.69	0.04
LIBERTY INT:	18.40	0.06	MICROSOFT:	25.83	(0.04)
SHAW COMM:	20.81	0.05	RENTRAK:	22.06	0.08
TIME WARNER CABLE:	76.99	0.28	SEACHANGE:	10.37	0.12
VIRGIN MEDIA:	31.65	(0.37)	SONY:	28.68	0.62
WASH POST:	415.73	3.48	SPRINT NEXTEL:	5.29	0.09
PROGRAMMING					
CBS:	26.61	0.04	THOMAS & BETTS:	56.97	0.40
CROWN:	2.13	(0.03)	TIVO:	9.54	(0.02)
DISCOVERY:	44.24	(0.42)	TOLLGRADE:	10.08	0.01
GRUPO TELEVISA:	22.95	(0.06)	UNIVERSAL ELEC:	26.04	0.04
HSN:	33.77	0.03	VONAGE:	4.68	(0.1)
INTERACTIVE CORP:	35.25	(0.19)	YAHOO:	18.56	(0.09)
LIBERTY:	41.81	0.09	TELCOS		
LIBERTY STARZ:	77.81	0.32	AT&T:	31.35	0.09
LIONSGATE:	6.30	0.03	VERIZON:	37.24	(0.04)
LODGENET:	3.52	(0.02)	MARKET INDICES		
NEW FRONTIER:	1.70	0.01	DOW:	12684.68	45.94
OUTDOOR:	6.72	0.08	NASDAQ:	2843.25	15.69
SCRIPPS INT:	51.04	0.36	S&P 500:	1346.29	6.09
TIME WARNER:	36.09	(0.16)			
VALUEVISION:	6.42	0.20			
VIACOM:	58.89	0.54			
WWE:	10.48	(0.24)			
TECHNOLOGY					
ADDVANTAGE:	3.13	0.02			
ALCATEL LUCENT:	6.35	0.28			
AMDOCS:	29.55	(0.17)			
AMPHENOL:	55.89	0.25			
AOL:	19.35	(0.23)			
APPLE:	347.60	0.94			
ARRIS GROUP:	11.13	(0.11)			
AVID TECH:	17.76	0.45			
BIGBAND:	2.35	(0.03)			





CableFAX Webinar

Wednesday, May 25 | 1:30 – 3:00pm ET

Monetizing Alternative Platforms: The Evolution of Advanced Advertising

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- The best near-term and long-term strategies to take full advantage of advertising model changes.

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