

CableFAX Daily™

Tuesday — May 11, 2010

What the Industry Reads First

Volume 21 / No. 090

ADVERTISEMENT

BEYOND LIBERATING.
THE BIG C

BEYOND COOL.
CALIFORNICATION

BEYOND ADDICTIVE.
NURSE JACKIE

BEYOND TELEVISION. SHOWTIME®

SHO.com

© 2010 Showtime Networks Inc. All rights reserved. SHOWTIME and related marks are trademarks of Showtime Networks Inc. CALIFORNICATION © Showtime Networks Inc. All rights reserved. NURSE JACKIE © Showtime Networks Inc. and Lions Gate Television Inc. All rights reserved.

[BRANDS WITH FANS.]



WE HAVE THE GAMES HE LIVES FOR.
BIG BRANDS ATTRACT BIG-TIME FANS.
FOX NETWORKS. BRANDS WITH FANS.

MEET FOX SPORTS TALENT
TROY AIKMAN, TERRY BRADSHAW, JIMMY JOHNSON, HOWIE LONG
AT THE CABLE SHOW TODAY 4:30-5:30PM

FOX
NETWORKS



CableFAX Daily™

Tuesday — May 11, 2010

What the Industry Reads First

Volume 21 / No. 090

Flip Side and an Albatross: DISH's 1Q Impresses Despite Concerns

DISH sprang to life in early '10 where customers are concerned, adding 237K net subs on better-than-expected gross adds (833K) and churn (1.40). The metric compared favorably to a net loss of 94K subs a year ago and DirecTV's 1Q net adds of 100K, stoking some enthusiasm at the DBS op. "We have the best value out there for customers," said chief *Charlie Ergen*. "We just need to make sure that people understand that." The latter comment, however, informs on a competitive environment that execs characterized as the most intense ever and underscores how DISH's recent aplomb with subs wasn't cost-free. Most notable was elevated SAC, which coupled with higher costs after 1-time adjustments "takes at least some of the sheen off what is otherwise a generally encouraging turnaround thesis," said **Sanford Bernstein's** *Craig Moffett*. Ergen noted ads aimed at service differentiation, ramping rollouts of MPEG-4 equipment and aggressive promos as the primary culprits of increased SAC, adding that "the return on a new customer is not what it was 5-6 years ago, particularly with all the discounts out there." Still, ARPU increased both YOY and sequentially, and Ergen said there's room for improvement on the pricing side while maintaining positive receipts from the co's well-known competitive campaigns against DirecTV (we offer more for less) and DirecTV/cable (think *Alex Trebek*). "We're glad to be in the conversation when consumers have satellite in mind," said Ergen, clearly pleased with the strides DISH has made vis a vis the "clear brand leader," DirecTV. "As we had expected, DirecTV is ceding much of the middle ground to DISH," wrote **Collins Stewart's** *Thomas Eagan*. Meanwhile, as the two-sides-to-every-coin adage was being applied to the sub adds/SAC data, Wall St remains wary of the albatross around DISH's neck, namely its ongoing litigation with **TiVo**. "With DVRs still a crucial component of the competitive strategy, we see lingering questions on potential impact of recent appeal court's adverse ruling in TiVo," wrote **S&P**, which maintained a "hold" on DISH. The DBS op doled out approx \$30mln in licensing fees to TiVo in the Q, with Ergen quick to note how TiVo would lose that rev stream should the pair be unable to reach a settlement. "We both need each other," said Ergen. "If we can't agree, they'll lose fees and we'll lose subscribers." DISH has submitted a work around of the TiVo patents in question to a TX court, but the presiding judge has yet to look at it. Collins Stewart continues to expect a license fee of \$3.50-4/DISH box/month as the litigation's end result, and believes that fee amount is already baked into DISH's stock price. Without an agreement, said Moffett, DISH would be forced to shut down more than 7mln DVRs in an action that could cost \$3bln.

We've Got Shows!

TV GUIDE NETWORK

Ugly Betty Saturdays 7/6c

TVGuide.com

TV GUIDE and the TV GUIDE logo are owned by TV Guide Entertainment Group LLC © 2010 TV Guide. All rights reserved. UGLY BETTY ©ABC Studios

Show Biz: Can't make it to L.A. this week? **NCTA** will provide live Webcasts of each of the 3 general sessions (www.thecableshows.com/cablelive). -- As you ooh and ahh over the **Cable Show's** "My World," here are a few facts to keep in mind. It took 10 days to build the 27K sq-foot exhibit, which includes a hotel, townhouse, sports bar, loft, house, transit station, park and more. About 50 companies are featured in My World, up from 20-something in last year's exhibit. There is also much more mobility than there was in '09's Broadband Nation exhibit. A theme you'll see in My World, and throughout the show, is a convening of cable, Hollywood and Silicon Valley. Given the success of Broadband Nation in DC last year, the initial thought was that there wouldn't be a similar exhibit this year, said **NCTA** svp, industry affairs *Barbara York*. "But then the committee met and set the mandate for trying to bring the 3 industries together, and then we realized we really did need to have something," she said. We're not sure how York & team will top this (My Universe, perhaps?), but they may opt to skip such an exhibit at next year's show in Chicago. -- **FCC** commish *Robert McDowell* won't be at the Show this week. He underwent successful emergency gallbladder surgery over the weekend. He was reportedly doing well Mon and expected to return to the office in a few days. McDowell had been scheduled to appear at a Public Policy lunch Wed.

Over-the-Airheads: Is it the installment of *Gordon Smith* as CEO that made **NAB** whole again? Perhaps retrans played a part. Whatever the reason, **CBS** and **FOX** have rejoined the broadcast group. They withdrew from NAB in 2000 along with the other Big 4 nets over a disagreement surrounding the national ownership cap for broadcast stations (the big guys wanted to own more, the independents were worried about their power). NBC rejoined in '07 and ABC in '05. "The interests of our industry, our company and our viewers are best served by speaking with one voice on Capitol Hill, at the **FCC** and in the Courts," said Fox CEO *Jack Abernethy*.

Survey Says: A survey to be released Wed emphasizes what cable operators have long suspected: subs can have short fuses when it comes to poor customer service. After just 1 poor customer service experience, subs are likely to act, the survey of 260 consumers aged 24-49 from **CSG** and **Frost & Sullivan** says. Younger folks have even less patience, says F&S vp *Dan Colquhoun*. It takes just one bad experience for subs 24-29 to change their opinion of a provider and "broadcast that to their community," he says. And nearly 20% of all subs said they're likely to share a negative cable experience via social media. The major service culprits: being put on hold for long periods (68%); impolite CSRs (66%); and being told a problem is solved when it's not (63%). On the upside, cable's willingness to provide customer service on a variety of platforms is a good strategy, providing it's done well. Speed of response (37%), faster service changes (36%) and fast resolution of issues (35%) were the main reasons subs decided to use online customer care. "The importance of delivering a unified, positive customer experience" across platforms "is critical," says CSG vp *Rob Kunzler*. Other findings: 21% said they'd respond to promotional offers on a set-top box, and 16% would respond to social media site offers; subs prefer mail (65%) and email (46%) to learn about new products and services. Phone (41%), the Web (37%) and mail (37%) are the most preferred ways to buy new products/services.

Earnings: Insight is one of the few cable ops that bucked the trend of basic sub losses in 1Q, posting an impressive net gain of 6400. HSD subs increased by 14.7K and digital subs had a net gain of 18.5K. Phone added 1300

diy network

HEAVY DUTY HD NOW AVAILABLE

scrippsnetworks | Passionate Viewers Live Here

Contact your Scripps Networks affiliate representative or go to affiliate.scrippsnetworks.com

A photograph of Oprah Winfrey smiling broadly and pointing towards the viewer. She is wearing a yellow, white, and grey patterned top with a gold beaded necklace. The background is a warm, golden bokeh pattern.

OWN
the future

The biggest name in television is about to
launch her biggest endeavor yet.
Are you ready to tap into the
power of Oprah?

OWN™

THE OPRAH WINFREY NETWORK

Launching 1/1/11

subs. Total RGUs represented an increase of 6% (110,200). Insight posted a 10% YOY increase in revenue, with rev totaling \$261.4mln in 1Q. Adjusted OIBDA rose 19% to \$869mln, while free cash flow totaled \$40.7mln.

HD: **C-SPAN** is launching HD feeds of its channels, with **C-SPAN HD** and **C-SPAN 2 HD** to be available to affils on June 1. **C-SPAN 3 HD** will launch in July. -- **Go!TV HD** snagged **DirectTV** as its 1st affiliate. -- **Outdoor Channel HD** has launched across all **Comcast** systems in CO. The net, currently in 4mln+ homes, is slated to become 100% native HD by June 28. -- **Africa Channel** launches an HD version Aug 1. -- **U-verse TV** added **HLN HD**, **Discovery Kids HD**, **truTV HD** and **Turner Classic Movies HD** to its high-def lineup, which it says now includes more than 130 channels.

VOD: For the 1st time ever, **Discovery on Demand** is partnering with cable ops to offer a full season of premieres for a series. Each premiere ep of **Planet Green's** "The Fabulous Beekman Boys" will debut 1st on VOD this summer. The eps will appear on VOD 1 week before their net debut. -- **IFC Films** launched a new genre label, "IFC Midnight." It will feature films from around the world that include elements of horror, suspense, science fiction, or eroticism, or titles that have gained notoriety for controversial content or for their devoted "cult" followings. Select titles will be released theatrically and on VOD simultaneously, while others will be given exclusive VOD premieres.

Online: Set for a June unveiling in beta is **Speed2**, an authenticated broadband net offering Speed subs access to on demand content in SD and HD. A wider consumer debut is targeted for July. Magazine shows, such as "Inside Grand Prix," will be featured on **SPEED2**, as well as more than a dozen intl racing series, including the Time Trial Xtreme Grand Prix.

Techies Unite: Courtesy of **SCTE**, **NCTA** and **CableLabs**, national show attendees will receive a host of valuable information at the event's inaugural **Spring Technical Forum**, which aims to discuss best practices, cost elements and other key issues surrounding topics du jour such as 3D, DOCSIS 3.0 and EBIF apps. And from SCTE pres/CEO *Mark Dzuban*, attendees can also expect to hear about the importance of industry collaboration in tackling these issues. "I'm in a racecar with a safety belt right now," said Dzuban in reference to the heady stage of tech advancements at which cable now finds itself. "Our path must be defined with consistency." Collaboration importantly leads to operational efficiencies that are critical to cost controls in a competitive environment, he said, noting that all Forum sessions have the ability to measurably impact bottom lines. "Gold just doesn't lay on the surface," said Dzuban. For example, the 3D session, he said, will spur discussion on potential industry standards for the tech and inform ops on how much bandwidth will be required for deployment; the energy conservation panel could easily help ops cut related costs by 10-30% over 3-5 years; the EBIF session is simply "critical to compete," and the DOCSIS 3.0 breakout will address the "huge economic issue of swapping out gear."

Research: Cable continues to dominate the pay TV industry in the top 10 US markets, according to data from **SNL Kagan** and **MediaBiz**. The industry enjoys its highest relative market share of 74.9% in Boston. DBS owns its highest share in Atlanta (43.4%), while telcos fare best in Dallas-Fort Worth (14.1%). Overall, the data show an expansion to 99.9mln video subs from YE08-YE09, up from 97mln, with cable shedding 500K subs as DBS added 1.4mln and telcos gained 2mln.

Carriage: **Ovation** scored further launches with **Comcast** in Jacksonville, FL, and various CO cities. Further roll-outs start later this month in Salt Lake City, UT; Tucson, AZ; Denver; and Fresno, Stockton and Sacramento, CA. -- **HDNet** and **NCTC** re-upped their carriage agreement. The multi-year deal also includes **HDNet Movies**.

5Qs with Fox Business anchor Liz Claman: Was it hard to leave an established net like **CNBC** to go to a start-up? It's in my genetics to take chances on different things. To me, this wasn't taking that big of a wild chance—to get an opportunity to go to a start-up that's attached to a proven sort-of formula. All you have to do is look at what *Rupert Murdoch* and *Roger Ailes* did with **Fox News** and their success with starting off as the 3rd one in, as the baby on the block. **Congrats on reaching your 500th show last week. I know you've had some big interviews, but has it been harder—at least**

“...‘Sunset Daze’ takes us where no other unscripted series has gone before...”
- Los Angeles Times

we **TV**
Simply Fascinating
rainbowaffiliate.com

wednesdays
10:00PM/9:00C

© The Travel Channel, L.L.C.



TRAVEL CHANNEL & SCRIPPS NETWORKS THE PERFECT FIT



With the travel bug, Andrew Zimmern is really cookin! Now that Travel Channel is part of Scripps Networks, we're dishing up entertainment that's better than ever. We're already tempting viewers with a menu of favorites like *Bizarre Foods* with Andrew Zimmern. Plus, returning series *Samantha Brown* and *Man v. Food*. And with new shows like *Bert the Conqueror* and *Three In a Bed*, you'll be seeing a lot more of us.



initially—to get big guests? It was harder. Oh, what a difference a year makes. We used to hear in the beginning, ‘Wait a minute, we don’t get you.’ Meaning, we don’t see you on our cable systems, but as we got more carriage it was, ‘Sure, I’ll put my guy on there.’ It was the real visionaries like *Warren Buffett* who came on for my 1st broadcast, who don’t look at something and say, ‘What is it,’ but ‘What can it be?’...In the beginning, we got some of the biggest names, but it was some of the midcap names that were a little hesitant. Now we don’t have any problem. **What’s your sense of cable’s business outlook?** Cable businesses are really in a good position, in my opinion. As long as they keep their costs down, they can capitalize on the way of the future, which is cable. **You’ve appeared on Comedy Central’s “Daily Show” a few times. What do you think of Jon Stewart’s missives on Wall St?** You can’t help but look at what he says and does, and say, ‘He’s not wrong in many respects.’...There’s a reason he’s so successful. He makes fun of all of us, but how else could we learn if we didn’t have someone like him being tough on us on occasion. I respect Jon Stewart for bringing on one of us to talk about what happened and if anything’s changed. He didn’t just bitch and moan. **What will you be doing at the Cable Show?** The minute I land, I have to get ready to throw out the 1st pitch at the CA Angel’s game (Mon). I am actually going to **MLB Network** to get coaching from *Mitch Williams*. The next day...they’re going to put my caricature up on the wall at the Palm restaurant, and then I’ll go to the floor, signing autographs and talking to cable operators. On Wed, I am going to broadcast live from the floor of the **NCTA**.

Technology: **Itaas** is demoing an app that provides **Twitter** interactive capabilities on tru2way-enabled set-tops. Customers can view tweets on TV. **Bright House** is one of the company’s 1st expected deployments as the service currently being tested with employees. -- Cable bowed **SelectTV** as its on-screen brand to indicate the availability of iTV content across all major US cable systems. The brand will be managed by **Canoe Ventures** and licensed for use by certified cable TV providers, their programming partners and advertisers. **CableLabs, CTAM, CAB** and MSOs including **Comcast, Cox, Charter, Cablevision** and **Time Warner Cable** helped decide on the moniker. For more info, visit www.selectv.net. -- **Cablevision’s** using the **ActiveVideo CloudTV** platform to offer personalized TV content such as hyper-local sports and news, advertising showcases and mosaic programming. The MSO has already deployed approx 25 new interactive channel experiences using the tech, which allows MSOs to write Web-based content once for delivery as a single MPEG stream to any digital set-top.

Guide Me: **Cox** is gearing up to launch its Trio IPG in select Cox markets in 2Q and the rest by year-end. The advanced guide is part of what Cox is billing as its “Plus Package,” which includes whole home DVR service, additional DVR storage space and additional HD nets. Partnering with tech firm **NDS**, Cox focused the development of the user interface on personalization, while providing more opportunities for customers to see the range of On Demand options. “It’s good to expand content for customers, but not as great as giving them the ability to find that content,” *Steve Necessary*, Cox vp, strategy & prod mgmt, said during a demo. The system’s personalization allows up to 8 users to set favorite channels, programming and viewing settings. The comprehensive search allows users to search across linear, saved DVR and On Demand content. Running on a tru2way-based **Cisco** 8642 HD/DVR and 1642 HD receivers, the device has 500 gigs

PROVOCATIVELY ORIGINAL

Come Visit HDNet booth #2247 & check out our New Original Programs including 3D

Bikini Destinations - 3D Theater

***Meet Iris Bahr as Svetlana* TOMORROW 10:30am - 1pm**

***Meet George A. Romero* TOMORROW 2pm - 5pm**

***Meet Maria Kanellis* THURSDAY 10:30am - 12:30pm**

HDNet

Original. Provocative. Independent.



ION Media Networks



Entertain.



Educate.



Motivate.

NEW PROGRAMMING GREAT PRIZES & MORE!

VISIT ION MEDIA NETWORKS AT BOOTH #727



THE
EMERIL LAGASSE
SHOW

CRIMINAL
MINDS



THE
MAGIC SCHOOL BUS



THE
RIGHT FIT

Contact your ION Media Networks representatives at IONaffiliates@ionmedia.com for more information!

storage—3x the current system's capacity—and supports up to 3 recordings viewed simultaneously on different TVs throughout a home. It can be added to any level of Cox advanced service for an unspecified monthly fee. The Cisco boxes can tune to above 860 Mhz, where Cox will transmit the additional HD channels included with Plus Package.

Programming: **Syfy** acquired the rights to classic British detective series "Randall and Hopkirk" from **ITV Studios** for development as a pilot for a 2-hour scripted series to be produced by ITV. -- **John McEnroe** signed on to continue covering the French Open on **Tennis Channel** through '13. -- **SíTV** has begun production in NYC for Season 3 of "Model Latina," Aug 2 debut. -- **GMC** greenlit 2 new original music series: "Soul Train Gospel Express" (Aug 1) and "Robert Townsend's Musical Theater of Hope (Sep 12). -- **Inspiration Nets** signed a multi-year deal with **Grizzly Adams Productions** for faith-based and family-friendly specials and series, including "Ancient Secrets of the Bible." -- **WealthTV** inked with **Randall Dark Prod** a deal for a 3D travelogue to air this summer featuring destinations in 3 TN cities.

On The Floor: We expect **Turner** will have a hot booth for tchotchkes, with **TBS** distributing T-shirts for **Conan O'Brien's** upcoming show (#1023). On Wed, **HLN's Robin Meade** will sign autographs from 11am-12pm. -- Totally radical. Two-time Olympic Gold Medalist **Shaun White** will be at newbie net **Karmaloop's** booth (2055) Tues at 4pm. -- **HDNet** talent **Iris Bahr** will be distributing, er, stylized condoms at the net's booth Wed to tout the premiere of her series "Svetlana." -- **C-SPAN** is showing off its new "Digital Bus" at Booth 2339. The 45-ft customized Prevost includes hands-on demos of the C-SPAN Video Library and the net's social media offerings. After the show, C-SPAN will put on the finishing touches, including a full-color outer wrap. It officially hits DC in early June, then begins its 1st official tour in Chicago. -- **Veria TV**, available on **DISH** and **FIOS**, will host a massage/relaxation lounge on the show floor. -- Expect a crowd at **Fox's** booth Tues with **Troy Aikman, Terry Bradshaw, Jimmy Johnson** and **Howie Long** slated to make appearances for **Fox Sports** from 4:30-5:30pm (#1639). Other Fox talent scheduled to show during the show include "American Idol's" **Kara DioGuardi** and **NASCAR's Chris Myers**. -- Two of **ESPN's** "SportsCenter" anchors, **Stan Verrett** and **Neil Everett**, will be at **Time Warner Cable's** booth (Verrett on Tues at 3pm; Everett on Wed at 4pm).

5Qs with Entertainment Studios chmn/CEO Byron Allen: You actually have had a distribution deal for about a year with FIOS for your HD nets (Pets.TV, Recipe.TV, Comedy.TV, ES.TV, Cars.TV, MyDestination.TV), but you've been pretty quiet. Why is that? We wanted to do a soft launch—really perfect it and grow it and help find our voice and direction. Where are you now? I think we have a terrific team. These are the first 6 networks that can go on all 3 screens simultaneously around the world. You can watch the content on television, some of it on mobile and some of it online, simultaneously around the world. Are the nets made up primarily of your syndicated programming? Absolutely not. You couldn't feed 6 networks with our syndicated programming. A lot of our syndicated programming was shot in SD. We had to go and establish an HD infrastructure, which we're now migrating over to 3D. We'll be shooting everything in 3D and downgrading to HD. We're going to be launching a number of our networks in 3D in the 4Q of this year. There are established brands out there that cover some of the same genres, such as Food Net and Comedy Central. Do you feel its broad enough for you? Absolutely. No one comedy network can speak to all the comedians and talent that's out there. Travel, no pun intended, there's a whole world out there. Recipe.TV speaks for itself. No 10 networks could cover all the culinary talent that's available. You just hired Hallmark Channel distribution head Janice Arouh as pres distribution and marketing. What was the attraction? She did an amazing job over there, helping to get it distributed in nearly 90mln homes. I felt she was the right person for the launch of these networks. We're not a giant, multimedia company that can leverage networks. I wanted someone who wasn't use to working with that type of leverage.

Affiliate Relations: To support upcoming mini "Great Migrations," **Nat Geo Channel** and **Fox Nets** are launching the Great Migrations Education initiative with local cable providers. The program will provide local schools and after school

Tapping into the \$2.1 Trillion Evangelical Market

Attend a seminar sponsored by Mastermedia International on understanding and reaching this 80 million-strong community of media consumers.

"I trust the counsel of the Mastermedia team, and have for years."

Tom Halleen, Sr. VP of
Programming & Scheduling



"Masterful and insightful."

Norman Pearlstine,
Former Editor-in-Chief

Time Inc.

"We have a long and mutually respectful relationship . . . and found their presentation very instructive."

Richard Plepler, Co-President



THE CABLE SHOW 2010 | 11:00 AM-12:15 PM, WEDNESDAY, MAY 12

LOS ANGELES CONVENTION CENTER, ROOM 504

For information on hosting the seminar at your company please contact Dr. Larry Poland at lpoland@mastermediaintl.org or 909.335.7353 ext.40.

BUSINESS & FINANCE

programs with tools and resources based on the series. -- **WE tv** and **Wedding Central** will launch a 20-city Wedding Mall Tour. First stop is May 29 in Columbia, MD.

Business/Finance: Noted industry bull *Craig Moffett* of **Sanford Bernstein** downgraded the overall cable sector plus **Comcast**, **Time Warner Cable** and **Cablevision** to 'neutral' on the regulatory hullabaloo surrounding potential Internet regulation. "The bull case for cable stocks is a simple one... cable wins the broadband wars. But the prospect for broadband price regulation cuts to the heart of that thesis" wrote Moffett. "In light of the changes to regulatory outlook, and the proximity to target prices which we are now inclined to leave unchanged, we no longer see sufficient upside to current valuations to warrant an aggressively positive stance." Any broad **FCC** regulations on broadband rates would not only affect ARPU for the service going forward, but also "fundamentally undermine expectations for cable's adjacent businesses (video and voice)." -- The **British Columbia Court of Appeal** refused to hear **Lionsgate's** dispute of the **British Columbia Securities Commission's** decision against the co's shareholder rights plan that includes anti-takeover provisions drafted in an attempt to thwart *Carl Icahn's* acquisition offers. LGF shareholders will vote Wed on the plan and Icahn's most recent \$7/share offer.

CableFAX Daily Stockwatch

Company	05/10 Close	1-Day Ch	Company	05/10 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
AOL:	23.54	1.78	APPLE:	253.99	18.13
BRITISH SKY:	35.65	1.76	ARRIS GROUP:	11.80	0.30
DIRECTV:	37.45	1.56	AVID TECH:	14.41	0.63
DISH:	21.88	0.58	BIGBAND:	2.86	0.05
DISNEY:	35.29	1.88	BROADCOM:	33.88	1.89
GE:	18.04	1.16	CISCO:	26.13	1.42
NEWS CORP:	17.05	1.03	CLEARWIRE:	7.80	0.17
MSOS					
CABLEVISION:	24.05	(0.59)	COMMSCOPE:	29.33	1.46
COMCAST:	18.03	(0.33)	CONCURRY:	5.73	0.13
COMCAST SPCL:	17.12	(0.36)	CONVERGYS:	12.02	0.34
GCI:	5.93	0.05	CSG SYSTEMS:	21.81	0.47
KNOLOGY:	12.89	0.59	ECHOSTAR:	19.51	1.46
LIBERTY CAPITAL:	41.17	2.62	GOOGLE:	521.65	28.51
LIBERTY GLOBAL:	24.99	0.93	HARMONIC:	5.66	0.24
LIBERTY INT:	13.93	0.06	INTEL:	22.55	1.24
MEDIACOM:	5.68	0.41	JDSU:	11.68	1.23
RCN:	14.49	0.12	LEVEL 3:	1.26	0.03
SHAW COMM:	18.68	0.56	MICROSOFT:	28.94	0.73
TIME WARNER CABLE:	49.67	0.20	MOTOROLA:	6.94	0.34
VIRGIN MEDIA:	17.00	1.32	PHILIPS:	32.30	3.25
WASH POST:	499.49	22.97	RENTRAK:	23.56	1.03
PROGRAMMING					
CBS:	15.34	1.13	SEACHANGE:	8.28	0.48
CROWN:	1.83	0.03	SONY:	34.31	1.41
DISCOVERY:	37.75	2.50	SPRINT NEXTEL:	4.04	0.20
GRUPO TELEvisa:	19.25	1.02	THOMAS & BETTS:	40.80	1.93
HSN:	27.78	1.33	TIVO:	16.49	0.88
INTERACTIVE CORP:	21.47	0.86	TOLLGRADE:	6.35	(0.01)
LIBERTY:	34.98	1.38	UNIVERSAL ELEC:	21.44	1.01
LIBERTY STARZ:	54.24	2.64	VONAGE:	1.68	0.03
LIONSGATE:	6.91	0.35	YAHOO:	16.33	1.04
LODGENET:	5.63	0.49	TELCOS		
NEW FRONTIER:	1.95	(0.01)	AT&T:	25.67	0.57
OUTDOOR:	6.00	0.00	QWEST:	5.16	0.08
PLAYBOY:	4.05	0.19	VERIZON:	28.61	0.42
RHI:	0.23	-0.00	MARKET INDICES		
SCRIPPS INT:	46.20	2.11	DOW:	10785.14	404.71
TIME WARNER:	31.49	1.24	NASDAQ:	2374.67	109.03
VALUEVISION:	2.50	(0.02)			
VIACOM:	37.12	1.21			
WWE:	16.97	0.56			
TECHNOLOGY					
ADC:	7.90	0.28			
ADDVANTAGE:	2.56	(0.04)			
ALCATEL LUCENT:	2.61	0.09			
AMDOCS:	30.77	0.96			
AMPHENOL:	45.25	2.78			



LIVE

LIVE SPORTS is unscripted and engaging. LIVE SPORTS is cable's most valuable content. With more than 300 exclusive LIVE games, no one delivers a better audience. *

* #1 national sports network in mean HHI (MRI Spring 2009)

CBS COLLEGE SPORTS NETWORK
CBSCOLLEGESPORTS.COM

GUEST COLUMNIST

Cable Delivers Your World, Your Way

The Cable Show's return to Los Angeles for the first time since 1996 provides the perfect opportunity to reflect on the tremendous progress our industry has made since our last visit to Southern California. In fact, there may not be an industry in America that has so dramatically transformed itself so quickly.

In 1996, our distribution platform was a one-way analog system. Our platform today provides an interactive communications network that entertains and informs with tremendous award winning content, connects millions to an amazing broadband Internet experience, provides superior and affordable digital phone service and offers a growing array of interactive services that have changed the way we consume media and entertainment.

Our industry's transformation has benefitted consumers, our economy, and America's global competitiveness. Since 1996, our industry has invested \$185 billion to produce the most creative and widest variety of programming that is available; and, \$160 billion in massive infrastructure upgrades, maintenance and equipment that can deliver five gigabits per second of data. And, despite a challenging economy, we continue to invest and innovate.

We should probably stop talking about the "convergence" around the corner. It is here now. Cable service is no longer just video, and content is no longer just viewed through the TV. Broadband has become a "must have," and the Internet economy has exploded. Consumers are in the driver's seat



Kyle McStarrow

as they continue to witness more choice, new platforms, and optimization of their personal telecom services.

Words can hardly do justice to the myriad ways that our industry is now an integral part of life for millions of consumers. So, if you are one of the thousands joining us at The Cable Show, experience yourself cable's impact by visiting the centerpiece of the show's exhibit floor, My World—Powered by Cable. It's an inspiring, immersive journey into the new era of anytime, anywhere, anyway-you-want-it content and communication. Modeled after a Hollywood back-lot, My World leads visitors through a virtual world of buildings, neighborhoods and living spaces brought to life through the connective power of our services. It demonstrates

the full breadth of our industry's ability to provide media and communications experiences the way you want it. And throughout the show floor, you'll find more than 300 exhibitors displaying our industry's greatest content, services and technologies.

Right next to My World, CableNET highlights the latest emerging services, including ultrafast broadband, advanced advertising, interactive television, 3D TV and much more.

We've also got a great line-up of general sessions and panels that will tap into some of the most creative minds from our industry, Hollywood and Silicon Valley. And even though we are far from Washington, you'll find a robust public policy program featuring top officials from the federal government and the Obama Administration.

So, welcome to Los Angeles and your world.

(Kyle McStarrow is pres/CEO of NCTA)

HOW TO FOLLOW WASHINGTON YOUR WAY:

Tip #1: Preview C-SPAN's NEW Digital Bus at Booth #2339.

Come by to see C-SPAN's next-generation vehicle — a multimedia experience coming soon to your community.

Cable's ^{latest} Gift to America.

C-SPAN[®]
c-span.org

Join Us.

PATALIA TATE
Food Network

“By working with super smart people on various CTAM committees, I’ve expanded my strategic thinking.”

STEVE SCHIFFMAN
National Geographic Channel

“Share best practices at a time when economic pressures make every marketing dollar especially precious and the need for ROI greater.”



ERIC CLAYTOR
TV One

“CTAM offers strong professional growth programs and chapter leadership opportunities.”

DENISSE GOLDBARG
Time Warner Cable Business Class

“CTAM provides a community of industry executives who collaborate on projects that help grow the business.”

Because You Belong Here Too.

CTAM membership helps grow the cable industry and your place in it.

www.ctam.com/membership

CTAM

GUEST COLUMNIST

Women Are Smart Business

Women in Cable Telecommunications is taking time during Cable Connection Spring to recognize and celebrate the best companies for women in cable as determined by last year's PAR survey. Some might ask, "Why should I care?" For those of you who want your business to be more profitable, take note: you should care.

The research could not be clearer on the value women add to companies. According to the Harvard Business Review, companies with women in their top ranks are more profitable companies, with higher employee retention and greater overall staff morale. On the consumption side, we also learned last year in The Shriver Report that women control over \$20 trillion in annual consumer spending globally. Finally, according to a study of 506 U.S.-based businesses in the American Sociological Review, each 1% increase in the rate of gender diversity resulted in an approximately 3% increase in sales revenues, up to the rate represented in the relevant population. In addition, women are increasingly becoming the core cable customer. Businesses that ignore not only the purchasing power held by women but also the bottom line value of women employees may be doing so at their own risk.

WICT is in the enviable position of helping cable companies become more profitable, while simultaneously improving the careers of WICT members. The case for one's relation to the other is irrefutable. Not anecdotal—empirical.

Women are playing a role at the highest levels of the industry, and this is certainly attributable to enlightened top

level management. But I believe another reason exists: WICT. For over 30 years, WICT has been providing the resources to help women in cable reach greater professional heights. And since we started PAR in 2003, we have had hard data to help companies understand their own diversity records and the industry's at large. In addition, our members can see where they stand, where they want to go, and what kinds of policies are in place at the best companies in the field.

I believe cable has a great story to tell, not just from its humble beginnings but all the way to some of the most impressive stats it can tout in terms of diversity. But the story hasn't ended; it continues to unfold. WICT decided last year to conduct the PAR survey every other year. The intent was to give cable companies an extra year to absorb and enact the lessons gleaned from the study. We are using the gap year to provide tools and resources to cable employers to help them move the dial by the time we field the next survey in 2011, while simultaneously making the business case for the profitability that ensues inside an organization that is gender diverse.

WICT will be celebrating the achievements of last year's best companies for women in cable this week at our Signature Luncheon. More importantly, we will be learning from those companies that are doing things the right way. And we need to remember, these visionary companies do not need to promote gender diversity for altruistic reasons—but rather because it is the smart business decision.

(Maria E. Brennan is the pres/CEO of WICT)



Maria Brennan

PROFIT FROM THE CHANGING WORLD OF PAY-TV

SEE AMDPCS AT BOOTH #138 AND THE CABLENET AREA

DO MORE IN THE CONNECTED WORLD

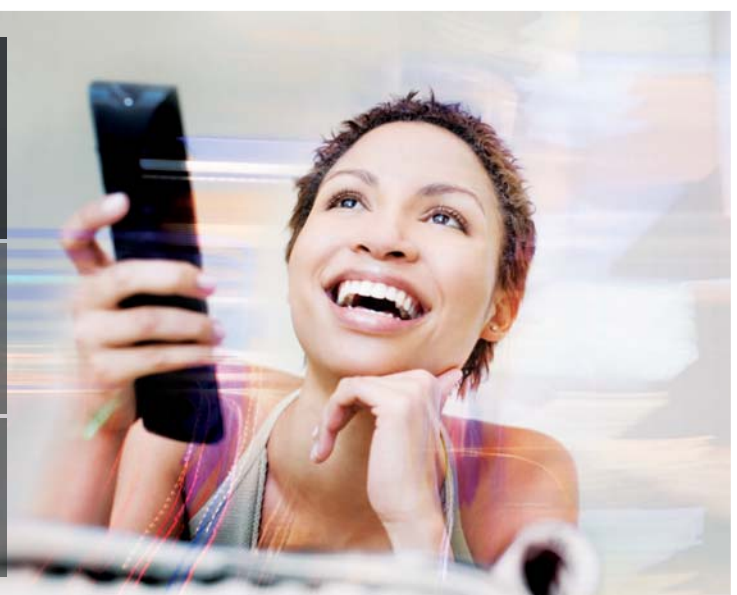
EXPAND QUICKER
DRIVE EXPERIENCE
RUN LEANER

amdocs

CUSTOMER EXPERIENCE SYSTEMS INNOVATION

www.amdocs.com

© 2010 Amdocs. All Rights Reserved.





everyone talks to

Liz
LIZ CLAMAN

EXPERIENCED. INTELLIGENT. SAVVY.

**DON'T FORGET
TO STOP BY
BOOTH
1639
& PICK UP YOUR
FREE
JOURNAL!**

EXCLUSIVELY ON

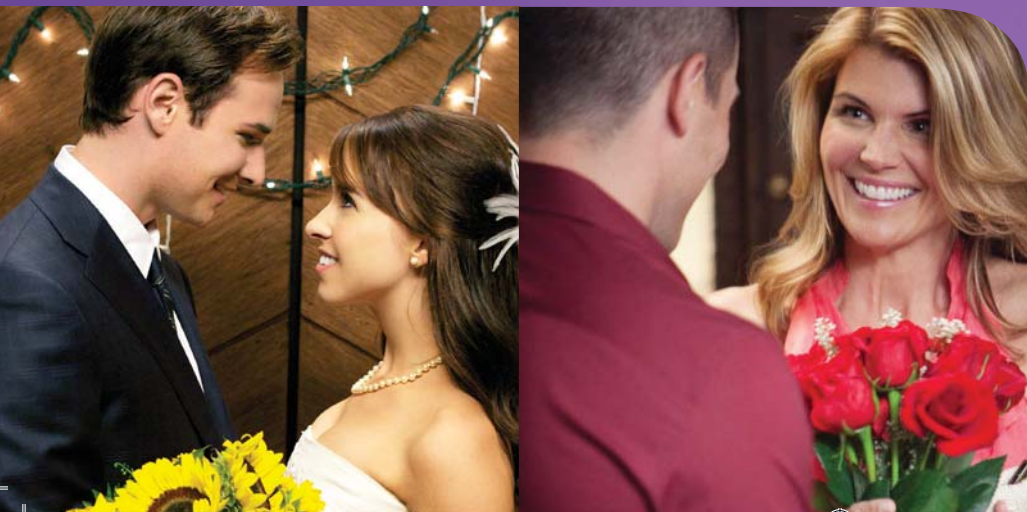
FOX
BUSINESS

IT'S NOT JUST BUSINESS, IT'S PERSONAL.

CELEBRATION IS OUR HALLMARK

We invite your brand to be a part of a bigger picture.
Join us in celebrating life's special moments every day in HD.

Call 818.755.2476 to launch.




available in HD