

CableFAX Daily™

Wednesday — May 12, 2010

What the Industry Reads First

Volume 21 / No. 091

ADVERTISEMENT

BEYOND ADDICTIVE.
NURSE JACKIE

BEYOND SMOKIN'.
WEEDS

BEYOND FRIENDS.
EPISODES

BEYOND TELEVISION. SHOWTIME®

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

[BRANDS WITH FANS.]

[]

**WE PUT HIM IN THE DRIVER'S SEAT.
BIG BRANDS ATTRACT BIG-TIME FANS.
FOX NETWORKS. BRANDS WITH FANS.**

MEET SPEED AND FOX SPORTS TALENT
CHRIS MYERS, MICHAEL WALTRIP
AT THE CABLE SHOW TODAY 11AM-NOON
JOE BUCK, JAY GLAZER, CURT MENEFFEE, MICHAEL STRAHAN
AT THE CABLE SHOW TODAY 2:30-3:30PM

MEET FX SONS OF ANARCHY STAR
CHARLIE HUNNAM
AT THE CABLE SHOW TODAY 4-5PM

FOX
NETWORKS



CableFAX Daily™

Wednesday — May 12, 2010

What the Industry Reads First

Volume 21 / No. 091

Game On: Execs Betting Gamers Will Move 3D Adoption

It's the video game obsessed teenager who may be the key to 3DTV adoption. At Tues' opening general session of **The Cable Show**, there was the usual banter about whether consumers are really ready to go out and buy new 3D sets. The panel was kind of split, but some execs are counting on 3D video games to be the game changer that drives adoption—not "Avatar"-like movies with spectacular effects. "I get the theatrical business model..., but I think young users of gaming could drive this much faster. Gaming could just explode," said **Cox** pres **Pat Esser**. **Discovery** pres/CEO **David Zaslav**, whose company is gearing up to launch its own 3D network, expects 3D gaming to move the needle as much as movies and content from his own net. Also backing up the video game point was **Keith Lee**, CEO of **Booyah**, the company behind the popular social iPhone app **MyTown** (for the record, he would be the one panelist in jeans and **Adidas**). As for consumers unwilling to buy a new TV so soon, it might not be that big of an issue, said **Warner Bros Home Ent Group** pres **Kevin Tsujihara**. "The replacement cycles for TVs are shortening quite a bit. It's not going to be as far away as one would have thought under prior cycles because people are replacing their sets faster," he said. **Time Warner Cable** pres/CEO **Glenn Britt** threw up the caution flag though. "I think we have to pay attention to the consumer," he said, noting that HD has been around or nearly 20 years and only really took off in the last 4-5 years. "CE companies are pushing it because they want something new to sell. It's been good for a couple movies...But I don't think it can be us pushing. It has to come from the consumer." One thing the panel does think consumers want is video on demand, with Tsujihara praising the \$30mln Movies On Demand campaign launched by several cable ops and Hollywood studios. His studios, along with some others, created a 28-day window for discount video rental kiosks and **Netflix**, giving VOD a window in advance of that. He said there's been a 35% increase in buy rates, on top of the 25% increase seen last year. No panel would be complete without feeling out programmer-operator relations. Zaslav and **Viacom** pres/CEO **Philippe Dauman** both said that most of their deals are done. "I think programmers and distributors have long had a successful symbiotic relationship," Dauman said. "Every once in awhile there's friction...By and large, negotiations will get resolved in a way that doesn't become public." Zaslav said his goal is to keep building on his channels so that if they're more important in 4 years, they'll be worth more. Britt repeated his call for retrans reform, while Esser warned that "if we disrupt consumers' lives, we invite others into this discussion."

If Only...: As **Comcast** closes in on **NBCU**, Comcast chmn/CEO **Brian Roberts** on Tues acknowledged regrets that he didn't jump on the content train sooner, passing up opportunities decades ago to buy stakes in then fledgling nets like **Discovery** and **Turner**. "Comcast would be a very different company today if we had done that 20 years ago," he said in a Q&A with former **News Corp** honcho **Peter Chernin**. But now that Comcast is making a big content play, Roberts said it won't try to impose its will on NBCU's content experts. "We're not going to Comcast-ize

we have more fun

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

Sunset Daze
The golden years just got more golden.

wednesdays
10:00PM/9:00C

we TV
Simply Fascinating
rainbowaffiliate.com

NBC Universal,” he said, noting an “expectation to invest” in the business beyond what **GE** might have deemed prudent. Interestingly, Roberts said “the most awesome asset that comes in this deal is NBC News” and vowed to put a focus on keeping its news gathering “right down the middle, whatever down the middle really means.” And while Roberts reiterated that cable has been “unappreciated for its contribution to society,” he said he’s working hard to change public perceptions with more VOD channels (Roberts’ appearance coincided with Comcast’s big announcement that it will expand its VOD offerings by more than 4 fold), better set-top navigation and continued broadband leadership. Among other tidbits: Roberts also said Comcast’s early authentication attempts were “too complicated” and promised a new, more user-friendly version within the next few weeks. He also admitted that set-tops need a major upgrade to exploit new navigation features. “Right now, you work with a clunky box and a clunky remote,” he said. “I think we have been and are working on liberating that navigation in 100,000 choice world.”

Why Wireless: Wireless heads for top MSOs made the case for pushing into wireless during a Show panel Tues. “Our services shouldn’t stop at the front door,” said *Cathy Avgiris*, **Comcast’s** svp & gm, communications & data services. “We need to think about making all of our services mobile relevant.” While reps from Comcast, **Time Warner Cable**, **Cablevision**, and **BendBroadband** all talked up their wireless data offerings, **Cox** was the only MSO with a firm plan for wireless voice. Chalk some of that up to Cox being in a different place as a leader in its markets for home phone service. So far, it hasn’t made its rate plans or phones public, but wireless strategy & dev vp *Stephen Bye* said the initial interest has been strong. Other notable tidbits: **Cablevision** pres cable & communications *John Bickham* hinted that the MSO might up the speeds for its WiFi network in the “not too distant future” (it raised the speed to 3Mbps from 1.5Mbps in May); Comcast is months away from launching a Remote Scheduling DVR app for Blackberry.

Lifetime Feng Shui: Lifetime’s new boss *Nancy Dubuc* says the network is “a Tiffany brand whose furniture hasn’t been rearranged” in a long time. During a NCTA panel on original programming Dubuc implied she’d be rearranging the furniture soon. Dousing water on the strategy of using a strict brand filter to choose programming, Dubuc said she seeks quality shows, rather than exclusively focusing on whether they fit the brand. Successful series she greenlighted at History, like “Ice Road Truckers” and “Growing Up Gotti,” wouldn’t have made it if she’d used a strict brand filter, Dubuc said. In meetings, I hear “the Lifetime viewer” doesn’t want this or that type of show, Dubuc said. “Well, your Lifetime viewer is half the size” of what she used to be. So we need to “go back to basics” with Lifetime and “create hit shows,” she said. **Rainbow’s** *Ed Carroll* noted since studios make money on shows when they’re syndicated, that’s why “so many series look like ‘Law and Order.’” But that allowed cable networks to create different-looking dramas. He also warned that the erosion of the dual revenue stream by illegal downloading of TV series threatens the existence of quality shows. Without some sort of authentication regime shows like “West Wing” and “Mad Men” won’t be created, he said. **FX’s** *Nick Grad* confirmed “Sons of Anarchy” was intended to be “Hamlet” in a motorcycle gang. This richness has provided the series with strong plots for subsequent seasons, he said.

Movies Before They Hit Theaters

GEORGE A. ROMERO'S **SURVIVAL OF THE DEAD**

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

Bikini Destinations - 3D Theater

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

Meet George A. Romero TODAY 2pm - 5pm

Meet Maria Kanellis TOMORROW 10:30am - 12:30pm

magnolia
pictures
on demand

HDNet

Original. Provocative. Independent.



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

Cable Show Notebook: Several content execs on Tues expressed some skepticism that 3D ranks up there with the transition to color or HD—as many pundits have argued in recent months. **Scripps Networks** pres *John Lansing* said 3D doesn't represent “fundamental change” but rather more “splintering” of how people view video. “I just don't know how long we're sitting at home with the glasses,” said *Bridget Baker*, **NBCU** pres, TV networks distribution. *Rebecca Glashow*, **Discovery** svp, digital media distribution, said there's “a lot of programming you don't want to see in 3D” but agreed with Baker that certain content—like sports, movies and nature shows--“lend themselves to that experience.” **BET Networks** evp/CMO *Janet Rolle* said 3D could bode well for her net, noting that “the African-American community tends to over-index on new things that are hot.” Meanwhile, talk also turned to monetizing multiplatform, which **Fox TV Studios** pres *Emiliano Calemzuk* said can be tough. “It's a huge ocean out there,” he said, noting that companies need a “battleship” to cut through. But the group agreed that linear TV will be around a while, with Rolle noting that linear might even help “navigate the digital ocean out there.” -- Fun to see Show co-chairs *Matt Blank* and *Glenn Britt* co-star in a “Nurse Jackie” video spoof with *Edie Falco*. Of course, we particularly enjoyed the 2 execs pleading that they're “indispensable” and then the All Saints ER staff checking them with, “That's not what *CableFAX Daily* says.” Why were the 2 in the fictional ER? Blank fell off his roof after Britt made him climb up there and remove his satellite dish. -- Hand it to **Scripps Nets** chief *John Lansing* for saying what everyone at the **WICT** lunch Tues was thinking. Picking up his net's award for **PAR** excellence after **Cox's Pat Esser** and **Discovery's David Zaslav** had received similar awards for their company's achievements in promoting women in the workforce, Lansing remarked he looked forward to a time when more companies would be led by women and “a bunch of old white guys” aren't the only ones accepting awards. Earlier, journalist *Lisa Ling* challenged TV to be more responsible about the shows it runs and how women are portrayed in those shows. “We have the power to influence young minds, we should use it responsibly.” -- Props to the 200 **Cable Cares** volunteers who gathered at **A Place Called Home** youth center in LA Tues at 7am to paint, clean and catalogue. The bulk of volunteers were from **Time Warner Cable**, but there were reps from **SiTV**, **RLTV**, **The Cable Center**, **ACC** and others. LA Mayor *Antonio Villaraigosa* (D) and TW Cable chief *Glenn Britt* were on hand to salute the volunteers.

New AETN: With **Lifetime** and **Lifetime Movie Networks** joining the **AETN** fold, **The Cable Show** “is our coming-out party,” says AETN distribution chief *David Zagin* in his first public comments since the acquisition was completed in Aug. Considering Lifetime's clout with women, **History's** male appeal and **A&E's** adult pull, “we've rounded out our portfolio nicely... it's a great story to talk about with our distributors,” he says. Under new Lifetime chief *Nancy Dubuc*, Zagin sees “an already strong” network “continuing to grow.” He's also high on LMN (77mln subs), **Biography** (59mln) and **History Intl** (58mln), which he sees surpassing 60mln subs “in the next couple of months.” To the casual observer, the AETN booth at **NCTA** will look like a happy family, with all 10 AETN networks represented. In truth, months of integration were required, Zagin says. “It was quite involved,” he admits. Some 100 positions were shed, about a 10% workforce cut (*Cfax*, 11/06/09). AETN decided to restructure distribution to “run bi-coastally,” with Lifetime's *Lori Conkling* overseeing national accounts and field operations and AETN's *Mark Garner* overseeing digi-

Sunny Anderson
Food Network

Ahmed Hassan
DIY Network

Vern Yip
HGTV

PASSIONATE PURCHASING POWER!

DIY Network, Food Network and HGTV are the top 3 networks
where viewers are more likely to buy advertised products.
We help drive ad sales revenue.

Passionate Viewers Live Here!

Source: Beta Research, Brand Identity Study, 3/10. Among viewers 25-54 DIY #1, Food Network #2, HGTV #3

scrippsnetworks | HGTV | diy | food | COOKING | Travel | GAC

100% HD

Nothing lends itself to HD like the beauty of the great outdoors. And, starting on June 28, 2010, Outdoor Channel will air 100% of our world class programming in HD. Every show. Every episode. In fact, we're the only full-time outdoor network with a robust HD offering, a unique strength that has led to over 270 HD launches this year. 100% HD from *America's Leader in Outdoor TV*.

outdoorchannel.com



OUTDOOR
CHANNEL **HD**

America's Leader In Outdoor TV

tal media. “We didn’t use this as an acquisition, with the A&E culture prevailing. We really tried to blend a nice mix,” Zagin says. In fact, Conkling’s style of managing national accounts has since been adopted by A&E, he notes. Oh, there’s one more reason for Zagin to look forward to L.A.—on Thurs he’ll be receiving a Vanguard for marketing.

On the Hill: Ranking **House Communications** subcmte member *Cliff Stearns* (R-FL) intro’d the **Internet Investment, Innovation, and Competition Preservation Act**, legislation that would require the **FCC** to prove any Internet network regulations are necessary through conduction of “a rigorous market analysis.” The bill outlines the steps the FCC should take in completing the analysis and requires the commission to report the findings to Congress before mandating any regulations, including reclassification of broadband as a regulated common-carrier service. “Net regulation will discourage investment and innovation precisely when we need it most, especially in light of our push to increase broadband deployment,” said Stearns. “...if there is ever a cause for regulation, it is a decision to be made by Congress—not the FCC.” **NCTA** applauded the measure. “This legislation recognizes that unprecedented government regulation of the Internet must be a measure of last resort and that our nation’s broadband future depends on continuing policies that promote private investment,” said pres/CEO *Kyle McSparrow*.

In the States: 2 weeks hence, delivery of cable programming across the US could face interference from an out-of-orbit **Intelsat** satellite that may drift into the path of **SES’ AMC 11** bird. Intelsat said it lost control of the satellite early last month, and projections point to May 23 as the potential interference date. According to reports, the co’s looking into whether it can shut down the rogue bird’s transmission to prevent disruption, and SES is mulling options such as using AMC 11’s propulsion system to shift it to a safer location.

Carriage: **Comcast** added the HD version of **EWTN Global Catholic Network** in the Richmond area. -- **Sportsman Channel** earned distribution on Comcast’s digital preferred tier in the Denver area. -- **ION Media Nets’ ION Life** and **Qubo** diginets inked distribution deals with **Advanced Cable Comm** in Coral Springs and Weston, FL, and with **Comcast** in Colorado Springs, while **Blue Ridge Cable** agreed to carry Qubo in several NE markets.

Earnings: Of all **Disney’s** segments in F2Q, studio ent contributed the greatest YOY increase in op income while the co’s media nets delivered flat results in the metric. The media nets did increase rev by 6%, however, on cable nets’ 9% growth in rev and 3% growth in op income. **ESPN** led the group with higher affil rev and a mid single-digits increase in ad rev, although the net faced margin pressure due to elevated programming costs across the **NBA, NFL, NASCAR** and soccer. Pres/CEO *Bob Iger* said he’s particularly pleased by ESPN’s digital efforts—related rev rose by 30%—and noted how net execs are “extremely bullish about their upfront.” In the current Q, ESPN’s ad rev is on pace to deliver double digit growth. **Disney Channel, ABC Family** and **Disney XD** are faring “extraordinarily well,” said Iger, noting the latter net’s successful rebrand and forthcoming slate of **Marvel** programming bode “well for advertising and our ability to raise rates in the future.” The Mouse’s broadcast segment delivered a 1% uptick in rev but a 24% drop in op income, owing to decreased prime and news ad rev, and its overall digital rev jumped 20%. In part due to “a sharp recovery in key advertising categories that fuel growth at ESPN,” **BTIG** analyst *Richard Greenfield*

How original: USA wins 15th consecutive quarter.

Thanks to 6 of cable’s top 10 originals, quarterly victories are welcome.

characters welcome.



A Division of NBC Universal ©2010 NBC Universal Entertainment Cable Group. All Rights Reserved.

usanetwork.com

Source: The Nielsen Company, 15th Consecutive Quarter - 1Q10 (12/28/09-3/28/10) back to 3Q06 (6/26/06-9/24/06), M-Su 8p-11p, HH, P2+, A18-34, A18-49, A25-54, MC, (000) vs. All Ad Supported Cable. 6 of Top 10 - (12/28/08-12/27/09), L7, (000), P2+, A18-49, A25-54, vs. All scripted basic cable originals premiere trackage averages. Subject to qualifications available upon request.

initiated coverage of Disney shares with a 'buy' rating and \$42 price target.

Technology: Charter licensed itaas' TVWorks ETV platform to begin deployment of interactive ads and services across various digital set-tops. -- Rovi's demoing at The Cable Show its **TotalGuide Solution**, an advanced media guide enabling single-search access for subs to linear, DVR, VOD and Web-based content selected by cable ops. The open-architecture solution can align with different network architectures and serve targeted ads, and is due out next yr. -- Avail-TVN plans to launch by Dec a suite of 3D programming services offering ops transactional 3D-VOD content and a companion FVOD service, plus a transactional PPV channel offering movies, concerts, events, and sports programming. -- Motorola bowed a set-top offering an integrated **MoCA** home networking interface that serves as a multimedia hub for sharing content with other compatible devices in the home, creating an IP home network. -- SeaChange announced the availability of its **Intelligent Video Platform 2.0**, which now supports **Flash Player 10.1** software and **Flash Access 2.0** content protection, integrates Envivio's 4Caster C42 encoders and enables HTTP live and on-demand streaming to the **Apple iPad**.

Advertising/Marketing: HBO's sponsoring *Playboy's* 1st-ever 3D centerfold (Fri) to promote the 3rd season of "True Blood" (Jun 13). The centerfold will feature a 3D ad for the series, complimentary 3D glasses and a show-themed twist the mag's traditional playmate data sheet. -- TNT's prepping a 10-market "I Run This" health and wellness tour to promote the return of original series "Hawthorne" (Jun 22). The tour will include health screenings, exercise classes, fitness-related video games and a smoothie bar. -- **ActiveVideo Networks** and **This Technology** bowed a jv aimed at enabling cable ops and programmers to improve monetization of and control over advanced VOD advertising by replacing pre-coded ads including mid-rolls with new or different ads.

VOD/PPV: Comcast Media Center said **Mediacom** and 10 additional cable ops are using its VOD content distribution platform, which now counts a total footprint of approx 40mln homes. -- HBO touted rev of \$78.3mln and 1.4mln PPV buys (740K cable, 660K DBS/telco) from the May 1 *Mayweather-Moseley* bout, now the 2nd highest grossing non-heavyweight PPV event in boxing history. -- Comcast added nearly 9K movie titles to expand the number of VOD film choices it offers by 450%, to more than 11K, including 3K in HD.

5Qs with Bridget Baker, pres, TV networks distribution, NBC Universal: I know it's early, but do you have any sense what the Comcast-NBCU transaction could mean for you? It's premature. For me and for my team, it's really business as usual. Comcast has been a 20-year customer of ours and a partner in distribution. We are accordingly interacting with them along those lines. The transition meetings that are taking place between the 2 companies are ongoing. The word we have is that everyone is targeting year-end to try and close the deal. **What are you looking to get out of the show?** It seems like the industry is talking to us about a number of initiatives. Authentication and **TV Everywhere** conversations are ongoing. We have a lot of questions out there about 3D and the development of that content. NBC Universal has assets that seem to naturally feed into that. **SyFy** comes to mind immediately. I think the ongoing energy around how content gets delivered and where and when is a big topic.

We've Got Shows!

TV GUIDE NETWORK

Curb Your Enthusiasm
Coming June 2nd

TVGuide.com

Talk to be about the art of negotiation these days. It's dynamic. It's continually expanding beyond the conversation of linear distribution, which historically is more what this show tended to be about... Retrans is hotter than it has been, at least for the last few years. **Thoughts on where retrans is headed?** Historically, in NBCU's 2 decades in the cable industry, the value for retransmission consent has been something that we've looked at in the aggregate. As an example, launching a new network. Way back in the 90s it was MSNBC, but it's been other networks too, or our commitment to the **Olympics**, or emerging networks. All of these things for us are value in the aggregate for the portfolio. Where I think the conversation is headed is something more along the lines of a discreet value for NBC network in particular. **We haven't got to go to a theme park since Anaheim. Can you talk about how Wed's Night with NBCU came about?** When the Western Show went away, those old-style convention parties kind of disappeared with it. It really has been a long time since this convention traveled to L.A. and so much has changed in the entertainment. **Universal Studios** is right here. We raised our hands and said we're happy to do something.

Sports Content: Cox, U-verse TV and DirecTV signed on to feature ESPN's World Cup coverage in multiple languages, part of the sports giant's inaugural program allowing affils to offer select matches in the US in alternate tongues (Arabic, German, Japanese and Korean). Subs may access the programming through a simple set-top adjustment, an IPG option or online at **ESPN3.com**. --NY/NJ-area **FiOS TV** subs with 3DTVs will receive access to **YES'** 3D telecasts of the Yankees-Mariners games in Jul 10 and 11 (**Cfax**, 5/6). The telco's developing a formal 3D offering that will be available by Dec.

Research: TiVo partnered with brand research agency **Millward Brown** to pair the former's passively-observed TV viewing info with Brown's consumer segmentation info to provide brands with insights including which programs and nets their target segments are watching more frequently when compared to the average TV viewer.

Intl: Scripps said **Food Net** and **Fine Living** serve more than 15mln TV homes combined in more than 60 countries outside the US, and tapped *Nick Thorogood* as managing dir in charge of expanding Food's business activities across Europe, the Middle East and Africa.

On the Floor: Formerly of "Baywatch," actress *Nicole Eggert* will pose Thurs (10-11am) for photos at **Comcast Networks'** booth (#1821). -- Cast members from "Party Down" (Wed, 1-3pm) and "Spartacus: Blood and Sand" (Thurs, 10:30am-12:30pm) will offer photo and interview opportunities at the **Starz Ent** booth (#2639).

Programming: **Starz** has begun pre-prod on a 6-part prequel to "Spartacus: Blood and Sand" (Jan). -- **Ovation** announced a 2-week programming event in Jun paying tribute to Broadway, a 10-day event (Jun) looking at the influence of LGBT culture on film, literature, performance art and TV, and a month-long (Jul) homage to great American film directors such as *Oliver Stone*, *Quentin Tarantino* and *Steven Spielberg*. -- **Qubo's** summer/fall slate of kids programming includes the US premiere of "Vitaminix," a series of shorts encouraging good eating habits for kids, and a classic weekend animation block featuring acquired series ""He-Man and the Masters of the Universe" and "She-Ra, Princess of Power."

HOW TO FOLLOW WASHINGTON YOUR WAY:

Tip #2: See C-SPAN's NEW Video Library at Booth #2339.

Come by to learn about this new resource, including 160,000 hours of C-SPAN video. A quarter-century of political history featuring 115,000 people.

Cable's ^{latest} Gift to America.

C-SPAN[®]
c-span.org

BUSINESS & FINANCE

On the Circuit: The Cable Center and Bresnan Comm created the **Bresnan Ethics in Business Award** to honor the late *Bill Bresnan*. Recognizing members of the cable community who best represent the standards upheld by Bill Bresnan, the honor will be presented annually by The Cable Center at each **Cable Hall of Fame** celebration beginning in '11. -- **Veris Consulting** verified the attendance at this year's **CES** as 127K, a 12% YOY increase.

People: **Spike** upped *Sharon Levy* to evp, original series and animation. -- **Fuse** tapped *Sue Rasmussen* as vp, direct response ad sales. -- **EPIX** named *Tim Boell* group vp, sales and *Andy Hunter* chief marketing officer. -- Former **Sportsman Channel** distribution exec *Mark Kang* has clinched his self-described "dream job" as a talent agent and senior partner at **International Artist Agency**, whose clients range from *Marc Anthony* to *Wu Tang Clan*.

Business/Finance: **Suddenlink** agreed to acquire **Windjammer Comm's** cable system serving approx 8,200 customers in Greenwood, MS. -- *Carl Icahn's* bid to acquire up to all of **Lionsgate's** shares for \$7 per in cash failed to receive the minimum number of tendered shares for approval, but the offer was extended until May 21.

CableFAX Daily Stockwatch

Company	05/11 Close	1-Day Ch	Company	05/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
AOL:	24.09	0.55	APPLE:	256.52	2.53
BRITISH SKY:	35.43	(0.22)	ARRIS GROUP:	11.89	0.09
DIRECTV:	37.81	0.36	AVID TECH:	14.87	0.46
DISH:	21.79	(0.09)	BIGBAND:	2.86	0.00
DISNEY:	35.76	0.47	BLNDER TONGUE:	1.15	0.00
GE:	18.00	(0.04)	BROADCOM:	33.41	(0.47)
NEWS CORP:	16.86	(0.19)	CISCO:	25.96	(0.17)
MSOS					
CABLEVISION:	24.51	0.46	CLEARWIRE:	8.01	0.21
COMCAST:	18.08	0.05	COMMSCOPE:	29.31	(0.02)
COMCAST SPCL:	17.30	0.18	CONCURRENT:	5.63	(0.1)
GCI:	6.08	0.15	CONVERGYS:	11.94	(0.08)
KNOLOGY:	12.78	(0.11)	CSG SYSTEMS:	21.85	0.04
LIBERTY CAPITAL:	41.27	0.10	ECHOSTAR:	20.56	1.05
LIBERTY GLOBAL:	25.09	0.10	GOOGLE:	509.05	(12.6)
LIBERTY INT:	13.59	(0.34)	HARMONIC:	5.54	(0.12)
MEDIACOM:	5.66	(0.02)	INTEL:	22.28	(0.27)
RCN:	14.50	0.01	JDSU:	11.94	0.26
SHAW COMM:	18.92	0.24	LEVEL 3:	1.25	(0.01)
TIME WARNER CABLE:	50.05	0.38	MICROSOFT:	28.88	(0.06)
VIRGIN MEDIA:	16.83	(0.17)	MOTOROLA:	6.99	0.05
WASH POST:	498.13	(1.36)	PHILIPS:	31.94	(0.36)
PROGRAMMING					
CBS:	15.09	(0.25)	RENTRAK:	24.46	0.90
CROWN:	1.83	0.00	SEACHANGE:	8.54	0.26
DISCOVERY:	38.15	0.40	SONY:	33.57	(0.74)
GRUPO TELEvisa:	18.98	(0.27)	SPRINT NEXTEL:	4.13	0.10
HSN:	27.20	(0.58)	THOMAS & BETTS:	40.23	(0.57)
INTERACTIVE CORP:	21.70	0.23	TIVO:	16.88	0.39
LIBERTY:	34.92	(0.06)	TOLLGRADE:	6.36	0.01
LIBERTY STARZ:	53.57	(0.67)	UNIVERSAL ELEC:	21.68	0.24
LIONSGATE:	6.92	0.01	VONAGE:	1.85	0.17
LODGENET:	5.49	(0.14)	YAHOO:	16.41	0.08
NEW FRONTIER:	1.92	(0.03)	TELCOS		
OUTDOOR:	6.34	0.34	AT&T:	25.64	(0.03)
PLAYBOY:	4.34	0.29	QWEST:	5.16	0.00
RHI:	0.32	0.10	VERIZON:	28.40	(0.21)
SCRIPPS INT:	46.95	0.75	MARKET INDICES		
TIME WARNER:	31.48	(0.01)	DOW:	10748.26	(36.88)
VALUEVISION:	2.67	0.17	NASDAQ:	2375.31	0.64
VIACOM:	37.36	0.24			
WWE:	17.29	0.32			
TECHNOLOGY					
ADC:	7.89	(0.01)			
ADDVANTAGE:	3.14	0.58			
ALCATEL LUCENT:	2.65	0.04			
AMDOCS:	30.82	0.05			
AMPHENOL:	44.99	(0.26)			



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

A Future Glimpse...

The cable industry and its suppliers are putting on an impressive technology display at Cable Show 2010. A vast array of new products and services will be showcased in the My World and CableNET industry exhibits. In many cases, these applications come from cable operators, but in some cases the demonstrations will show what is yet to come. At CableLabs, we are focused on technology and ideas that will help drive the next revolution in consumer experience as cable MSOs continue to evolve their networks.

Personally, I'm proud to be part of CableLabs, whose technical leadership supported the cable industry during the past two decades. Together with our industry partners, we changed the cable industry's ability to serve its subscribers—first with the introduction of hybrid fiber/coax plant. HFC enables two-way services such as high speed broadband access provided by DOCSIS technology, which in turn drove the industry's move into digital voice, and is part of its steady ongoing march into interactive digital services like advertising and commerce.

When I look at this year's cable show, I see a glimpse of cable's future. As in previous years, CableNET is a showcase for what is to come for cable operators. Years before DOCSIS was deployed commercially, CableNET had inter-operating modems on display. The same is true for HDTV, for digital voice over cable, for EBIF and for tru2way. In the interactive video applications area, CableNET will host a wide variety of tru2way and EBIF demonstrations, as well as some of the latest interactive applications by a number of CableLabs member companies such as Bright House and



Paul Liao

Cox. Bright House will show a tru2way application that enables users to log in to their existing Twitter account and view tweets on their TV screen. Cox will demo a product concept from Cox Business leveraging tru2way to provide advanced video and interactive guest solutions for the Hospitality sector. Content providers such as Starz (Enteract Now) and C-SPAN (with Ball State) are demonstrating applications to raise viewer engagement.

In addition, some of the industry's leading interactive application developers are showing their latest work. Many of these companies attended Interoperability Lab Events at CableLabs where we worked together to develop their Proofs of Concept to the point where they are showcasing their results with you at CableNET. Dreamer, RCDb, and sofatronic are exhibiting tru2way applications. Fourth-Wall Media, S&T, Softel-USA, Unisoft Corporation, Zodiac Interactive and Zap on Demand will be part of the EBIF Awareness Ecosystem focus area. CableLabs staff also will demonstrate some of our work in support of tru2way application development and cable operators' EBIF deployments.

On advanced advertising, CableLabs will demo an interface that our industry can use to capture usage and reporting data, while Canoe Ventures will unveil publicly its Innovation Laboratory and technology to enable dynamic insertion of ads into video on demand content. And today, no exhibit of emerging services would be complete without 3D. There will be 3DTV demonstrations from a number of companies, including NDS, Sisvel Technologies and THX Ltd.

I hope to see you at CableNET and together we will get another glimpse of what's next.

**"OFFENSE" AND "DEFENSE"
ENABLERS FOR NEXT-GEN CABLE**

SEE AMDOCS 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.



GUEST COLUMNIST

The Heart of a City: It's People... As it is in Business

At the approach of Cable Connection-Spring, I began to reflect on Los Angeles—the City of Angels. A montage of images depicting the sprawling metropolis' vast ethnic, cultural, and even geographic diversity crossed my mind. As I contemplated L.A.'s dynamic mélange of attributes, my thoughts expanded to globalization as the driver for broadening the focus on diversity and inclusion.

Over the last century, U. S. demographics have experienced an ongoing shift. This phenomenon, combined with the globalization of many of our companies and social media's role in transcending geographic boundaries, has resulted in a markedly diverse consumer base. Early indicators of the changing landscape of our customer base can be traced back to the 2000 Census, which included the first-ever survey option for respondents to self-identify with two or more races. In 2000, multiracial Americans comprised 6.8 million, or 2.4%, of the population, and that number is anticipated to be significantly higher in the 2010 survey. Recent Census projections put racial and ethnic minorities in the majority in the U.S. by the year 2050. It is evident that our industry's sustainability in the competitive marketplace will depend, to a large extent, on the diversity of our workforce.

In basic terms, diversity means the inclusion of everyone. As an organization celebrating 30 years of service, NAMIC strives to broaden the focus on diversity through the facilitation of a dialogue that speaks to all people—regardless of ethnicity. So in Aug 2010, NAMIC will launch its latest



Kathy Johnson

education program, Maximizing 21st Century Multicultural Teams. Designed to assist all industry professionals in fostering and nurturing environments where team members are valued for their unique contributions, the two-day workshop builds upon the research about team effectiveness

that is at the heart of NAMIC's flagship educational initiatives, notably the Executive Leadership Development Program and the Leadership Seminar for middle managers. Led by knowledgeable professionals, the two-day workshop will teach participants new skills for leading teams toward common goals in a systematic, unifying fashion.

Diversity is about utilizing everyone's strengths and perspectives to produce the high level of innovation, creativity and strategic insight required to service the full-spectrum of consumers, while delivering the best possible products and services. Moving forward, diversity and inclusion practices must surpass the status quo with innovative programs that interconnect all professionals. Skills derived through participation in progressive forums will ensure that there is intersection between the shifting customer base and the industry as a whole.

Just as the heart of a city is its people, the heart of our industry is our customers and the workforce that serves them. The curriculum presented as part of Maximizing 21st Century Multicultural Teams will give business leaders the tools to encourage a keener sense of oneness with all team members. As business becomes more global, companies will experience the impact that this invaluable interconnectedness makes on the bottom line.

(Kathy Johnson is pres of NAMIC).

**RECLAIM
YOUR TV.**

KARMALOOPTV
MULTI-PLATFORM
BOOTH#2055

**Karma
TV LOOP** KARMALOOPTV.COM

Think about that for a minute...

Take a Deep Breath

Let's review the bidding, and see where we actually are instead of all the hyperventilating that's going on. We're in the middle of the National Show at a time when the industry's largest company has just won a jurisdictional challenge against the FCC, and the response has been for the regulators to quickly seek new avenues to assert their powers.

The legal maneuvering is exceeded only by the breathless commentary, endless blog battles and almost limitless number of panels, breakfasts, speeches, filings and general babble. But no one seems to be looking at what's actually going on in the real world while all this Kabuki theatre plays out.



Steve Effros

Remember where all this started. It was many years ago, and the question was whether cable should be a common carrier. The decision was no. It's still no. The legislation relating

to cable television says that in just those simple terms; cable shall not be regulated as a common carrier.

So unless Congress gets into the act and changes that specific conclusion, Cable cannot be regulated as a common carrier, no matter what "Title" the Commission chooses to claim as authority for its actions. But wait, the Commission isn't really saying it wants to regulate cable as a common carrier! Indeed, the Chairman has already said that. Wall Street has its doubts, because legally if the "camel" gets its nose under the "tent" of Title II, then theoretically it could, but for the aforementioned specific admonition of Congress.

So everyone has to take a deep breath and slow down. How do you even define "cable" and "Internet" and "broadband"? Can they be separated for the purpose of regulation but not have impacts when they are all using the same facility? These are all very complicated, very tough issues, and no one really has the answers. What folks

CLAIM they want to do is assure a "free, open Internet." But as I have noted in recent columns, we already have that, and there is no indication it's going away!

We also have an industry that is gaining customers, doing better and better in terms of quarterly reports, increasing capacity and capability to deliver things like 50 or 100Mbps broadband service, and doing it at a far faster pace than any government regulation even considers requiring.

We also have a programming market that's continuing to grow and get better all the time (witness where all the viewers and the Emmys are going) and the ad market is picking up too.

Consumers are watching video on the Web as well as in MVPD bundles, and both delivery mechanisms seem to be liked. Look at the uptake of delivery services like Netflix—and the fact that the CE industry expects close to a majority of new television sets, Blu-ray players and video game consoles will be designed with direct connectivity to the Internet in the next few years—and you can see that competition is alive and well, and consumers are benefiting from it.

So while all the yelling and screaming will take up the headlines, I think the folks at the Show can feel pretty darn good about where we are, and where we're going. The fights will continue about who can do what to whom in terms of regulations. The industry, meantime, is doing most of the things everyone is calling for on its own, and being very successful doing them. Regulatory uncertainty may slow things down, but we're already clearly heading in the right direction. Just keep taking slow, deep breaths.

Steve

T: 703-631-2099
steve@effros.com

**LEADERSHIP
FELLOWSHIP
SPONSORSHIP
MENTORSHIP
PARTNERSHIP**

It all adds up to **MEMBERSHIP**

30 years
NAMIC
EMBRACE DIVERSITY.
EMBRACE SUCCESS.

The National Association for Multiethnicity in Communications educates, advocates and empowers for multi-ethnic diversity in the communications industry.

You may be asking yourself, "What's in **NAMIC** for **ME**?" | Join Today. Lead Tomorrow. Visit **NAMIC.com**

ion[®]
TELEVISION
POSITIVELY ENTERTAINING

ION TELEVISION CELEBRATES
ITS HIGHEST RATED
QUARTER EVER!

+ UP 69% IN ADULTS 25-54
VS. LAST YEAR



NCIS

**GHOST
WHISPERER**

**CRIMINAL
MINDS**

ION Media Networks

ion
TELEVISION

qubo

ion
LIFE

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

Nielsen Galaxy, 1Q2010 vs. 1Q 2009, M-Sun 8-11p, Live+SD, Strict Daypart, A25-54(000);
Best Quarter Ever: 4Q06 - 1Q10; M-Sun 8p-11pm, Live + SD, Strict Daypart, A25-54(000); Subject to qualifications

QUALITY IS OUR HALLMARK

The #1 network subscribers describe as "high quality."
Join us in celebrating life's special moments every day in HD.

Call 818.755.2476 to launch.

2010 BETA Brand Identity Study, Among viewers who "Very Much" describe network.
Ranked among major broadcast and Top 10 Nielsen HH rated Cable Entertainment nets in 2009.




available in HD