

CableFAX Daily™

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What the Industry Reads First

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Getting Social: Letting Talent Tweet, Cultivating Super Fans and Finding New Sites

When it comes to using **Twitter** and **Facebook** to expand your brand, you may have to throw the rulebook out. “I try not to let publicity know what we’re doing because you can’t get into the process where we have to approve everything that goes out. If you sanitize everything through corporate publicity, you end up with something people don’t want to listen to,” **Fox** vp, online content *Hardie Tankersley* said at a **Streaming Media East** panel in NY Wed. Of course, that can backfire, with Tankersley admitting it can be “scary to have lost control of the message.” **Blip.tv** content dir *Eric Mortensen* believes that official brand/show accounts are needed, but “you can’t beat the actual people who work on the show,” he said. That was seconded by **USA’s** *Jessica Sutherland*, sr dir content dev, who extolled the Twitter following of “White Collar’s” exec producer *Jeff Eastin*. “We’re not telling him what to do. He’s just doing it on his own for fans. People just eat it up,” she said. Are all fans created equal? The panel definitely likes the idea of getting fans to share links and video with friends, but the verdict is out on the so-called “Super Fan.” Fox is trying to cultivate super fans through things like “Glee of the Week” in which a handle and pic appear on-air during “Glee” episodes, but Tankersley said he has yet to see any data that it’s any more effective in expanding reach. “The difficult thing for us is that super fans want us to tweet 24 hours a day,” said **Discovery’s** *HowStuffWorks.com* sr dir *Roxanne Reid*. “If we always played to the super fan, we would scare off 90% of the other people. So it’s finding a balance.” Facebook was extolled by the panel for the sheer number of people there, but there was grumbling over ever-changing rules. “Don’t count on Facebook to adhere to something they said a year ago,” Mortensen warned. **ABC Digital** vp prod dev *Isaac Josephson* said he saw the power of Facebook during the Nov ’10 election. ABC put its broadcast simulcast and a town hall online on various distribution partner platforms and on Facebook. Facebook got the most streams. “For the right live event done the right way, Facebook could be a knock out punch,” he said, estimating that 5-10% of ABC Digital’s video usage comes from people sharing video on Facebook and that the site is probably in the top 5 any given month in terms of traffic drivers. Are there any other sites to monitor besides Facebook and Twitter? Tankersley says yes, as he believes that there has been a real rebirth of independent video collection destinations on the Web in the past 3 months—due partly to iPad’s popularity. He rattled off a few such as iPhone/iPad app **ShowYou**, **Vodpod** and **VHX.tv**. “The people who live in these places are pacemakers,” he said. “The opportunity is to have things get caught up in a small little storm there, but then they can come out and get posted on Twitter, etc.”

Comcast’s Baker: Shortly after the *WSJ* reported Wed that she was joining **Comcast**, **FCC** commish *Meredith Attwell Baker* announced her June 3 departure from the agency. Minutes later, **Comcast** announced her hire as svp, govt affairs for **NBCU**—a post sure to raise the ire of some Comcast-NBCU jv critics given that the Republican voted in Jan to approve the transaction. “As recently as March, Commissioner Baker gave a speech lamenting that review of the Comcast-NBC deal ‘took too long.’ What we didn’t know then was that she was in such a rush to start picking out the drapes in her new corner office,” **Free Press** pres/CEO *Craig Aaron* said in a news release blasting the hire. Others, like **Media Access**

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Project, were much nicer. There are some restrictions that come with Baker's post given her FCC history. She cannot talk to the FCC about anything that has to do with the Comcast-NBCU transaction order (compliance, conditions, etc). Baker is also prevented from lobbying other people in the Administration (that means fellow commissioners) for as long as the administration lasts. It marks Comcast's 2nd high profile pick-up in the past 2 months, with former **NCTA** chief *Kyle McSarrow* joining the company in Apr as pres, Comcast/NBCU DC. Baker will report to McSarrow, working out of the Comcast/NBCU govt affairs office in DC. Comcast said she'll work closely with NBCU evp, gen counsel *Rick Cotton*, who will continue to set strategic policy direction for NBCU. NBCU's longtime head of govt affairs announced he was leaving last month to start his own govt affairs team. Baker was previously acting head of the **NTIA**, overseeing the govt's digital converter coupon program. "I am privileged to have had the opportunity to serve the country at a time of critical transformation in the telecommunications industry," said Baker, whose current FCC term expires at the end of June. "The continued deployment of our broadband infrastructures will meaningfully impact the lives of all Americans. I am happy to have played a small part in this success." Now comes the fun of guessing who will replace her at the FCC. She's not the only FCC post *President Obama* has to fill. Democratic commissioner *Michael Copps* is slated to leave by the end of the year.

Optimum Launch: Thurs is launch day for **Cablevision's** Optimum brand in **Bresnan** systems. But don't look for a re-brand in which everything Bresnan suddenly becomes Cablevision. Instead, Cablevision will launch aggressive marketing (outdoor, print, radio, Web, TV and direct mail) aimed at getting folks to sign up for Optimum services. While existing customers can keep their Bresnan packages, new customers will only be able to take Optimum services. That also means there are no immediate changes planned for the Bresnan video package (meaning it will continue not to offer adult nets).

Daytime Emmys: Daytime ratings winner **Nick** led cable nets in Daytime Entertainment Emmy Award nominations, receiving 25. Some of Nick's nods went to popular pre-K shows "Yo Gabba Gabba" and "The Backyardigans." **PBS** received the most nominations at 57. **Food** had the 2nd most nods among cable nets (11), followed by newcomer **The Hub** (8), **Disney** (5), **A&E** (4), **Comedy Central** (4), **Disney XD** (3), **Nick Jr** (3), **Cartoon** (2), **Discovery** (2), **Hallmark** (2), **MTV** (2), **MTVU** (2) and **Style** (2). **Animal Planet**, **Travel**, **Fox** and **YouTube** each received 1 nomination.

CTHRA Notebook: As cable matures, the business structure will change, with implications for workforce and management, **Cablevision** chief *Tom Rutledge* told a **Cable and Telecommunications Human Resources Association (CTHRA)** symposium during a keynote in Philadelphia Wed. Workers will be more specialized than ever and systemic, he said. In addition, technologies will converge and "be transformative" for cable in "ways we can't always predict," Rutledge said. Cable is becoming more centralized, he said, with 2-way systems letting ops see an entire network on a computer screen. Eventually, Cablevision will be able to do disconnects electronically, Rutledge said. That will have implications for workforce levels as will customer self-service, he said. As for programmers, he said they'll not only need to be content creators, but will need to know how to integrate their content to the most suitable platforms. "It's a new art form," Rutledge said. -- As the economy continues to improve, cable should recruit more intelligently, using new techniques and looking outside the industry for talent, HR execs said during a CTHRA panel Wed. "Stealing talent from [other cable companies] does nothing to help the industry," said *Janet Manzullo*, vp, talent acquisition, **Time Warner Cable**. As the recession eases "we're re-recruiting" our employees, explaining the value proposition for employment at the MSO, she said. Panelists agreed an improving economy could see many cable employees moving to other

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industries. While cable is using social media to recruit talent, the panel was divided about checking candidates' Facebook pages. *Lisa Kaye* of greenlightjobs.com and **Carlsen Resources'** *svp Renee Hauch* said they do so and have disqualified candidates as a result of what they saw. *Manzullo* and **Bright House Networks'** *Linda Chambers* said they avoid doing so for legal reasons. On diversity, the panelists urged company execs to build relationships with minority associations first, making it easier to recruit diverse candidates later. "Very few in this industry have their act together" on diversity... "we're a long way off," *Kaye* said.

Carriage: **Bloomberg HD** is launching on **Time Warner Cable** systems in NYC and NJ. Other HD launches will take place throughout the year in major US markets, *Bloomberg* said.

People: *Catherine Dunleavy* was named evp, CFO for **NBCU Cable Ent** and **Cable Studios**. *Cheryl Rosenbloom* will become svp, HR for **NBCU Cable Ent** and **Cable Studios**. -- *Victoria Lowell*, svp, marketing and ops for **Animal Planet**, adds **Science Channel** to her title. It is one of several changes following *Marjorie Kaplan's* addition of **Science** to her portfolio. *Lauren Goodson* was upped to vp, research of **Animal Planet** and **Science Channel**, and *Noha Abdalla* was promoted to vp, marketing for **Animal Planet**.

CableFAX Daily Stockwatch

Company	05/11 Close	1-Day Ch	Company	05/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.52	(0.22)	BLNDER TONGUE:	1.93	(0.07)
DISH:	29.31	(0.32)	BROADCOM:	33.90	0.01
DISNEY:	41.52	(2.39)	CISCO:	17.78	(0.01)
GE:	20.09	(0.21)	CLEARWIRE:	4.73	(0.01)
NEWS CORP:	18.30	(0.35)	CONCURRENT:	6.00	(0.02)
MSOS					
CABLEVISION:	35.23	0.15	CONVERGYS:	13.52	(0.2)
CHARTER:	58.67	0.34	CSG SYSTEMS:	19.34	(0.34)
COMCAST:	25.51	(0.31)	ECHOSTAR:	33.66	(0.42)
COMCAST SPCL:	24.04	(0.22)	GOOGLE:	535.45	(7.21)
GCI:	11.57	0.16	HARMONIC:	7.80	(0.12)
KNOLOGY:	15.36	(0.06)	INTEL:	23.41	0.38
LIBERTY CAPITAL:	88.61	(0.22)	JDSU:	21.29	(0.77)
LIBERTY GLOBAL:	46.65	(0.21)	LEVEL 3:	1.95	0.17
LIBERTY INT:	18.09	(0.41)	MICROSOFT:	25.36	(0.31)
SHAW COMM:	20.72	(0.15)	RENTRAK:	21.80	(0.25)
TIME WARNER CABLE:	78.45	(0.01)	SEACHANGE:	10.17	(0.4)
VIRGIN MEDIA:	32.16	0.05	SONY:	28.30	(0.69)
WASH POST:	422.78	1.83	SPRINT NEXTEL:	5.18	(0.12)
PROGRAMMING					
CBS:	26.89	(0.62)	THOMAS & BETTS:	58.02	0.34
CROWN:	2.10	(0.02)	TIVO:	9.57	(0.27)
DISCOVERY:	43.88	(0.83)	UNIVERSAL ELEC:	26.25	(0.61)
GRUPO TELEVISA:	23.39	(0.23)	VONAGE:	4.55	(0.27)
HSN:	33.83	(0.92)	YAHOO:	17.20	(1.35)
INTERACTIVE CORP:	35.51	(0.39)	TELCOS		
LIBERTY:	41.56	(0.61)	AT&T:	31.38	(0.31)
LIBERTY STARZ:	77.48	(0.47)	VERIZON:	37.26	(0.31)
LIONSGATE:	6.27	(0.09)	MARKET INDICES		
LODGENET:	3.45	(0.09)	DOW:	12630.03	(130.33)
NEW FRONTIER:	1.71	0.01	NASDAQ:	2845.06	(26.83)
OUTDOOR:	6.75	(0.31)	S&P 500:	1342.08	(15.08)
SCRIPPS INT:	51.17	(0.59)	TECHNOLOGY		
TIME WARNER:	35.73	(0.62)	ADDVANTAGE:	2.65	(0.05)
VALUEVISION:	6.49	(0.04)	ALCATEL LUCENT:	6.13	(0.19)
VIACOM:	59.42	(0.43)	AMDOCS:	29.94	0.06
WWE:	10.26	(0.25)	AMPHENOL:	55.55	(1.42)
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Think about that for a minute...

Spectrum

By Steve Effros

The more things change, the more they stay the same. That's certainly true in the recurring debates about appropriate use of the public spectrum. It was that use, after all, which resulted in the first Radio Act, and all the subsequent laws that have empowered the FCC to protect and control that spectrum for "...the public interest."

The fundamental original finding that the FCC had jurisdiction over the cable industry was not because we would become the preeminent broadband infrastructure we are today, but because we would have some "ancillary" impact on broadcasting, and broadcasters used the spectrum, and allegedly they did so under FCC rules that furthered "...the public interest." We can all debate how re-runs of Lassie does that, but that's where the FCC's jurisdiction over cable first came about, and the FCC's original job was to protect and promote the use of the spectrum.



They did that by licensing, because there was somewhat of a free-for-all in the early days with radio broadcasters using the same frequencies, or ones that were too close, and the effect was to destroy the usefulness of the broadcast spectrum for everyone. Those licenses—to make sure just one transmitter, in a given, defined market, operated on a set and protected frequencies—persist to this day.

I've argued for a long time that they no longer make any sense, that the public's use of the broadcasting frequencies for "over the air television" has declined to the point where that spectrum could be put to far better purpose. Note, here, that such an argument is not necessarily in the best interests of the cable industry, since those other purposes, in all likelihood, would include "wireless" services that would directly compete with us. Nevertheless,

the intellectual argument is sound; we are wasting the potential of the broadcast spectrum by continuing to use it for over-the-air television.

A quick knock-down of the most popular broadcaster arguments is in order. The original licenses were given away for free by the government. We know now that they are incredibly valuable, in part because of what the license holders created, and the prices they got for selling those frequencies to others. Yes, it may be that the "last one holding the bag" is in danger, but they always knew that they were buying and selling something that was never "theirs." They could be made "whole" in the process of reclaiming the frequencies, but giving them an additional profit, a share of money that would otherwise go to the federal treasury, which is in great need of it, doesn't make much sense.

You don't need emergency alerts on television. Radio is a far safer and easier technology to run to the basement with when the tornado is coming. Local news is important. There is very little of it on broadcast television. The Internet, as well as radio, works very well to inform the local citizenry of what is going on. More "local" news is now on Twitter and YouTube than on the evening newscasts.

So now the debate begins again about how to use the spectrum, and the TV broadcasters are fighting tooth and nail. It's time to say what so few seem willing to say out loud; the issue is not whether the current broadcasters are operating "...in the public interest." It's whether there are other uses of that spectrum that would do so better. I don't think there is much argument about that. It's not about "scarcity." It's about wise use of limited resources. Public resources. Our spectrum, not theirs.

Steve

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