

CableFAX Daily™

Wednesday — May 13, 2009

What the Industry Reads First

Volume 20 / No. 090

Turner Turnabout: Heller, Levy Get Big New Jobs

It seems every few years **Turner** can be counted on for a major restructuring among its top ranks, so Tues' announcement that *David Levy* will take on a larger role as head of **Turner Network Sales** is probably par for the course. Levy will direct ad sales strategy and ops, as well as all affiliate sales, marketing promotion, tech development for Turner's news, entertainment, animation and young adult businesses. Levy will continue oversight of **Turner Sports** and will continue to be "very hands on" during the upfront. Former distribution head *Andy Heller* was upped to vice chmn, **Turner Broadcasting**, where he'll play a big role in the coordination of the industry-wide "TV Everywhere" project (restricting online video to multichannel subs). He'll work with **Time Warner's** *Jeff Bewkes*, Turner chmn/CEO *Phil Kent* and other TW corporate execs on development, while also serving as Kent's sr adviser on various business and corporate-strategy issues. Also upped was *Coleman Breland* who becomes COO, **Turner Network Sales** with day-to-day leadership for the unit. The model will allow for a single point of accountability for all domestic revenue, Kent said during a conference call. One driver for the change is Time Warner's push for the **TV Everywhere** model. Heller spoke to **Cfax** about his new role, telling us he's passionate about developing a model that's good for consumers but protects business. He said Turner is very familiar with the concept, pointing to **CNN**, which has been in the Internet news biz for about 10 years. "We ran the election coverage wall-to-wall on the Internet and on the television screen, and we did not share any content. We did not simulcast 1 minute of CNN on dot-com that day," Heller said. "And we had the highest ratings we've had both on CNN.com and CNN for this kind of programming that we've ever had—all with differentiated content. We understand how to do this stuff, and we're pretty good at it." The biggest misconception out there, he said, is the idea that this is going to be extremely difficult to pull off. "It's not simple, but it's not as hard as people are making it sound," Heller said, noting it will take some money, commitment and thinking on how to make it easy for the consumer while protecting their privacy. Tests are planned for this year with at least 3 unnamed distributors (**Time Warner Cable** has said publicly it will trial the idea in '09). "Fundamentally, I think that more people are committed to the concept than have committed publicly," Heller said. "Because everybody's a little bit leery about getting too far out in front of it, they're either being quiet or they're saying things like, 'Gee, if we can get it to work, I'd be interested in looking at it.'"

Our talent takes the cake!

New Beta research says we're
#1 in on-air personalities



Duff Goldman
Ace of Cakes

Source: Beta Research, Brand Identity Study, 3/09,
Has hosts/on-air personalities I like, 62% of Adults 18+, 67% of Women 18+

Passionate Viewers Live Here

Scrippsnetworks

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Patrick Benko, 301/354-1789, pbenko@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist ● Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs: Carol Bray, 301/354-1763, cbray@accessintel.com

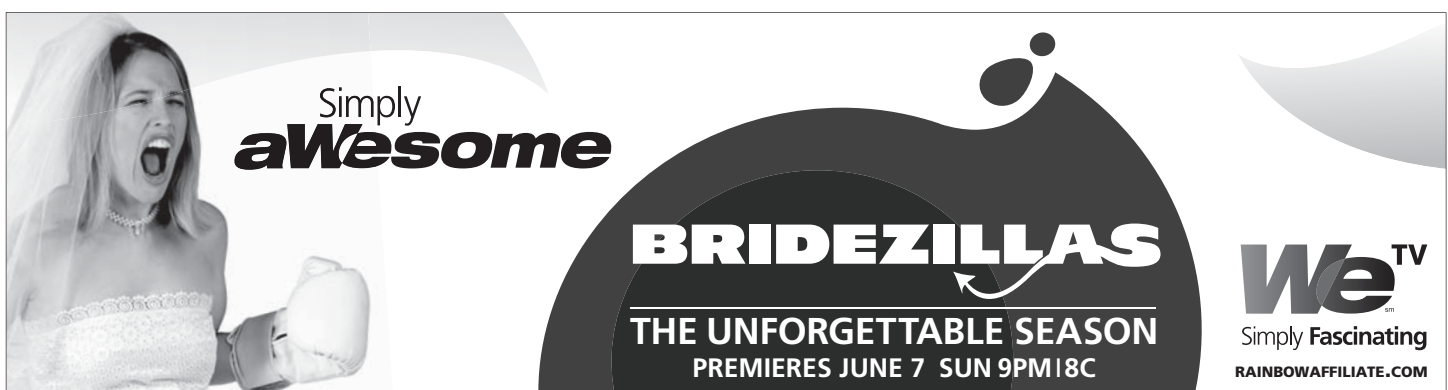
Southern Mobility: Mobile broadband service **Clear** is now available in Atlanta, seemingly ahead of summer rollout plans that include Las Vegas. Even as the market follows Portland and is another **Comcast** locale, the MSO declined to comment on Atlanta plans and reiterated its planned summer feature of Clear services in Portland. **Time Warner Cable** plans to launch a Clear product this year in at least 1 market, likely Dallas-Fort Worth or Charlotte. **NPRG** said Tues that Clearwire currently serves 72% of US wireless broadband customers, certainly a positive for cable. Still, although Clear's launch "timing is good since consumers increasingly value their ability to access the Net on-the-go," said **Forrester** analyst *Charles Golvin*, challenges remain. Golvin predicted Clear will need to spend hefty marketing dollars and will find it difficult to acquire existing broadband customers as its network speeds trail those of fixed lines.

CA Dealing: **Comcast SportsNet CA** offered area ops free access to the **Oakland A's** initial 25 games this season—the RSN's 1st carrying team telecasts—and following the offer **Comcast, DirectTV, AT&T** and **Wave Broadband** agreed to carry the remaining games while **DISH** declined. As such, A's games are now blacked out despite DISH carrying the net. The net countered by launching **IwantCSN.com**, which urges DISH subs to clamor for the contests. Interestingly, the *San Jose Mercury News* said its sports dept has received no calls about the impasse. DISH said it "pays a substantial amount of money for the privilege of carrying A's games," and "we think this is decidedly unfair to our subscribers." Meanwhile, arbitration is increasingly likely between **CSN Bay Area** and DirectTV, which is miffed it has been unable to reach a new carriage deal after Comcast moved the A's games to CSN CA.

More Changes: **Bresnan** pres *Jeff DeMond* announced a realignment of his execs, including bestowing evp, ops **Steve Brookstein** with the additional title of COO. The restructuring breaks down some of the product-specific silos and focuses the company under 5 specific areas: People/HR; Finance/Legal; Engineering/Tech; Products/Marketing; and Operations. "We've been in a really steep growth curve, and it's been wonderful and hopefully will continue to be wonderful, but we're all realistic about the recessionary environment that's a backdrop for our planning right now," DeMond said. "When you've been together a long time, you have some well-worn grooves. And it's easy to stay in the grooves. It's harder, but more productive to get yourself out of the groove and take a fresh look at everything you do once in a while."

Inside the Beltway: As many suspected, the *WSJ* reports that the reason for the delay of *Julius Genachowski's* nomination hearing for **FCC** chmn (originally slated for Tues) is because Republicans want him paired with a GOP FCC nominee. Problem is, there isn't one yet. Former **NTIA** head *Meredith Attwell Baker's* name continues to make the rounds, but there are questions because of the DTV coupon program that ran out of money—or didn't—depending on who you ask. New news to us in the *WSJ* piece is that senators are now considering whether to replace the lone Republican on the FCC, *Robert McDowell*, whose term expires in June. (Reporter's plea: With *Jonathan Adelstein* leaving and now possibly McDowell, please make sure one of the newbies is funny.) Meanwhile, **Sen Commerce** has slated a nomination hearing that includes **NTIA** nominee *Lawrence Strickling* for Tues, 11am. The hearing also includes *Aneesh Chopra*, who was nominated as CTO, Office of Science and Technology Policy at the Exec Office of the President. Somewhat related, the FCC said it will detail plans Wed for its 30-day push leading up to the transition.

In the Courts: **Charter** has filed in a MO court a lawsuit against **DirectTV**, claiming the DBS op's natl ad campaign creates a false impression that its financial restructuring will adversely affect subs. "We believe competition should be fair and truthful," said a spokesperson for the MSO, noting service enhancements and additions in recent months. DirectTV said it



Simply
aWesome

BRIDEZILLAS

THE UNFORGETTABLE SEASON

PREMIERES JUNE 7 SUN 9PM/8C

We TV
Simply Fascinating
RAINBOWAFFILIATE.COM

BUSINESS & FINANCE

hasn't seen the complaint but stands by "the accuracy of our advertising."

Upfronts: Fresh off a record '08 across all key demos and its best Q ever in 1Q, **A&E** announced the development of 8 new scripted originals, a mini-series in development from *Kevin Costner*, and 7 new non-fiction series. Among scripted series are 4 police-related shows, including "Central Division" (wt), featuring 2 female LAPD captains, and "The Lead Sheet" (wt), following the LAPD's tracking of the Hillside Strangler in '77-'78. Costner's 2-part mini-series will explore how the West was settled and fought for following the Civil War. The unscripted shows include separate looks at *Tony Danza* and *Steven Seagal*.

On the Circuit: We know **C-SPAN** does a slew of excellent things in schools, making linear, online and, ahem, bus-line contributions. Add the revival of the "Students and Leaders" series to that mix. All week, C-SPAN brings politicians and journalists to DC schools to speak with small groups of students. They tell the kids how they got where they are. Speakers Tues: Republican chief *Michael Steele* and "Wash Post" blogger *Chris Cillizza*. Both related well to the students, giving terrific advice. Added benefits: the kids get to ask questions, and it's all shown on C-SPAN later this month.

Business/Finance: **Pali** kept its "buy" on **Mediacom** shares, raising its target from \$5 to \$6.50. It cited the MSO's FCF generation and declining capex.

CableFAX Daily Stockwatch

Company	05/12 Close	1-Day Ch	Company	05/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	29.16	0.30	AMPHENOL:	31.30	0.23
DIRECTV:	24.13	(0.55)	APPLE:	124.42	(5.15)
DISH:	17.14	(0.78)	ARRIS GROUP:	10.21	(0.2)
DISNEY:	24.32	(0.39)	AVID TECH:	12.94	0.11
GE:	13.68	(0.51)	BIGBAND:	5.36	(0.14)
HEARST-ARGYLE:	4.50	0.00	BLNDER TONGUE:	1.32	(0.07)
NEWS CORP:	10.66	(0.06)	BROADCOM:	21.39	(0.5)
MSOS					
CABLEVISION:	18.71	(0.64)	CISCO:	18.72	0.11
COMCAST:	15.20	(0.21)	CLEARWIRE:	5.69	(0.26)
COMCAST SPCL:	14.22	(0.28)	COMMSCOPE:	23.70	(0.75)
GCI:	7.24	(0.47)	CONCURRENT:	4.31	(0.27)
KNOLOGY:	7.95	(0.27)	CONVERGYS:	9.87	0.16
LIBERTY CAPITAL:	13.13	(0.81)	CSG SYSTEMS:	13.52	0.25
LIBERTY ENT:	25.05	(0.88)	EHOSTAR:	16.61	(0.68)
LIBERTY GLOBAL:	15.87	(0.96)	GOOGLE:	399.01	(8.97)
LIBERTY INT:	5.98	(0.73)	HARMONIC:	5.43	(0.11)
MEDIACOM:	5.54	0.03	INTEL:	15.21	(0.16)
SHAW COMM:	16.63	0.07	JDSU:	4.76	(0.17)
TIME WARNER CABLE:	31.66	(2.14)	LEVEL 3:	1.15	0.00
VIRGIN MEDIA:	7.33	(0.1)	MICROSOFT:	19.89	0.57
WASH POST:	364.11	(5.62)	MOTOROLA:	6.07	(0.2)
PROGRAMMING					
CBS:	7.05	(0.57)	NDS:	62.93	0.00
CROWN:	2.99	(0.07)	OPENTV:	1.50	0.03
DISCOVERY:	19.56	(0.69)	PHILIPS:	19.20	0.39
EW SCRIPPS:	1.90	(0.06)	RENTRAK:	10.01	(0.15)
GRUPO TELEVISA:	16.81	(0.4)	SEACHANGE:	6.25	(0.1)
HSN:	8.60	(0.2)	SONY:	26.84	(0.11)
INTERACTIVE CORP:	15.65	(0.2)	SPRINT NEXTEL:	5.33	(0.08)
LIBERTY:	26.82	0.01	THOMAS & BETTS:	30.71	(0.91)
LODGENET:	4.99	0.33	TIVO:	7.94	(0.17)
NEW FRONTIER:	2.10	0.02	TOLLGRADE:	5.33	0.03
OUTDOOR:	7.52	0.15	UNIVERSAL ELEC:	21.20	(0.69)
PLAYBOY:	2.76	(0.45)	VONAGE:	0.50	0.02
RHI:	3.02	0.06	YAHOO:	15.10	(0.44)
SCRIPPS INT:	28.96	(0.87)	TELCOS		
TIME WARNER:	23.62	(0.75)	AT&T:	25.73	0.37
VALUEVISION:	0.60	(0.01)	QWEST:	4.33	(0.03)
VIACOM:	21.94	(1.16)	VERIZON:	30.40	0.58
WWE:	11.28	0.00	MARKET INDICES		
TECHNOLOGY					
3COM:	4.09	0.05	DOW:	8469.11	50.34
ADC:	6.64	(0.36)	NASDAQ:	1715.92	(15.32)
ADVANTAGE:	1.75	(0.15)			
ALCATEL LUCENT:	2.52	0.05			
AMDOCS:	20.58	(0.12)			

HALLMARK MOVIE CHANNEL

The #1 Network Operators want to launch in 2009

Call 818.755.2510 to launch

insidehallmarkchannel.com





CableFAX: The Magazine Top Operators Award Program

It's that time of the year when CableFAX salutes the top operators (MSO's and Independents). Don't miss this opportunity to be honored!

www.CableFAX.com/TopOps

Entry Form
Entry Deadline: May 15, 2009

MSO AWARDS

- MSO of the Year
- Best Community Service (By An Individual System)
- Best Tech Innovation or Innovator (By Individual System or System-Wide)
- Best Customer Service Innovation (By An Individual System or MSO-Wide)
- Best Commercial Sales Team of the Year
- Project Launch of the Year (could be in sales, technology, community service, customer service, employee relations or anything else; the project must have been launched in calendar year 2008)
- Regional Executive of the Year
- Lifetime Achievement

INDEPENDENT OPERATOR AWARDS

- Independent Operator of the Year
- Marketer of the Year
- System Executive of the Year
- Strategic Thinker of the Year
- Best Community Service
- Customer Service Innovation or Innovator
- Project Launch of the Year
- Lifetime Achievement

Category details available at
www.CableFAX.com/TopOps

How To Enter: There is no fee to enter. Use this form or visit www.CableFAX.com/TopOps for entry form copies, additional category information, and to view the 2008 Winners. Fax or Mail your entries and supporting materials by May 15, 2009 to:

Fax: 301-309-3847 or Mail Entries to:
Mary Lou French
CableFAX Top Operators Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

What to Enter: You should submit an essay of not longer than 500 words explaining, with as much specificity as possible, why the candidate or team should be considered. You can supplement your essay with news clips, photos or other materials. When submitting multiple entries please use a separate entry form for each.

Category: _____
Title of Entry: _____
Company: _____

Contact Information *(All Required)*

Name: _____
Company or Agency/Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____
Fax: _____
E-Mail Address: _____

www.CableFAX.com/TopOps

Winners will be honored in the July 2009 issue of CableFAX: The Magazine Top Operators Issue

