

CableFAX Daily™

Friday — May 15, 2009

What the Industry Reads First

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Get It Right: Former FCC Heads Weigh In on Broadband Policy

No matter where they sit on the political spectrum, panelists at **Free Press**' "Changing Media" Summit in DC agreed that the country's broadband policy is a big deal. Putting together the plan, on which the **FCC** is taking comments until June 8, is another matter. "National broadband policy should be in the office of the President, not at the FCC," former FCC chmn *Michael Powell* said. His reasoning is that broadband will be key in solving national problems—health care, the economy, etc. Powell, a Republican and *Bush* nominee, argued that the previous administration never committed to a broadband policy. "I'm much more encouraged that our current president speaks of it, but I think it being developed inside a regulatory agency is fundamentally a mistake," he said, complaining that the FCC is saddled with a severe amount of regulatory restraint. Another former FCC chmn at the summit, *Clinton* appointee *Reed Hundt*, also stressed the significance of upcoming broadband decisions. "In my view, the biggest single impact on future communications in America consist of the choice made by Commerce and the Dept of Agriculture on spending of the broadband stimulus," he said. Meanwhile, Hundt called a myth the notion that the \$7.2bln in funds provided for broadband stimulus are insufficient. If the money is divided into tiny little grants with no coordinated purpose, then no, it doesn't go far, he said—but done right, "this is more than enough to completely alter the structure of broadband in America for 50 years." For example, if used for loan guarantees, the \$7.2bln would represent \$70bln, which would mean \$140bln in new cap ex, he said. Hundt also said nothing should be spent on anything unless it's economically viable. He didn't explain the comments, but it raises questions over whether expanding broadband to some rural, sparsely populated areas would fall in his definition. No DC summit is complete these days without some talk of the upcoming DTV transition. The quotable award goes to Powell for his comment that the country has "way over-invested spectrum-wise in broadcasting," given the "something like 90%" who subscribe to cable or satellite. He commended the current leaders for "finally" getting the DTV transition back on track. -- Also at the summit was acting FCC chmn *Michael Copps*, who once again said he'll push for a 5th Internet non-discrimination principal (similar to the conditions imposed on **AT&T** in the **BellSouth** merger). Copps made some news by suggesting that radio and TV broadcasters be required to renew their licenses every 3 years vs the current standard of 8. **NAB**, understandably, isn't a fan. A NAB rep said it would harm localism by "injecting greater uncertainty into a business model facing the worst advertising downturn in decades."

WiMAX: On the job just 2 months, **Clearwire** CEO *Bill Morrow* said he strongly believes that pent-up demand exists for the company's mobile broadband services, which will offer seamless integration with tech such as WiFi devices and laptops from numerous manufacturers. Still, he acknowledges that much work remains. "We need to build on this culture and continue to quickly scale our organization and capabilities so we can execute on [our] ambitious growth plan," said Morrow during a Wed conference call, noting plans to increase Clearwire's workforce by more than 50% this year. CFO *David Sach*, meanwhile, addressed possible financial constraints to success. "The ultimate scope and

CableFAX Daily will publish a special supplemental Mid-Day Report, June 11, profiling the winners of the Sales Executive of the Year Awards and the Sweet 16—with special mention of the 2009 Hall of Fame Inductees. For event information and list of Honorees go to: www.CableFAX.com/SEOY.

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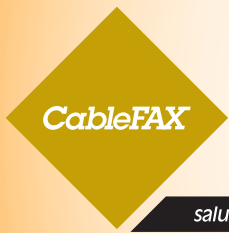
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Sales Executive
of the Year Awards

saluting cable sales leadership



Thursday, June 11, 2009

8:30 - 10:30 a.m.
Grand Hyatt, New York City

Event Registration:
www.CableFAX.com/SEOY

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Join Us in Two Celebrations Championing Cable's Top Sales Executives (Affiliate and Ad Sales), and Saluting 16 of the Top Agency and Advertising Executives

Sales Hall of Fame Inductees

- Joe Abruzzese – Discovery Communications
- Janice Arouh – Hallmark Channel
- Bridget Baker – NBC Universal
- Sean Bratches – ESPN
- Dave Cassaro – Comcast Networks
- Sandra Simpson Chiles – HBO
- Billy Farina – Cox Communications
- Mark Garner – AETN
- Joan Gillman – Time Warner Cable
- Bill Goodwyn – Discovery Communications
- David Kline – Cablevision
- Walter Oden – MTV Networks
- Charles Thurston – Comcast Spotlight

Sales Executive of the Year Finalists

Affiliate Sales Person of the Year – VP and Above – Large Networks

Henry Ahn - NBC Universal
Lori Conkling - Lifetime Networks
Jennifer Dangar - Discovery Communications
Rebecca Glashow - Discovery Communications
Mary Murano - NBC Universal
Mark Quinn - Scripps Networks
Garrett P. Smith - Comcast Networks

Affiliate Sales Person of the Year – Mid-Size

Randy Brown - Outdoor Channel
Michelle Rice - TV One
Keno Thomas - Starz Entertainment

Affiliate Sales Person of the Year – Emerging

Betsy Brightman - Retirement Living TV
Wyatt Harris - CBS College Sports
Mark Kang - The Sportsman Channel
Nancy Pingitore - Tennis Channel

Affiliate Sales Team of the Year – Mid-Size and Large

Discovery Communications
Lifetime
Outdoor Channel
Rainbow Media

Affiliate Sales Team of the Year – Emerging

CBS College Sports
Gospel Music Channel
Retirement Living TV
The Sportsman Channel

Brand Integration Team of the Year

ESPN
Food Network
NBC Universal
Starz Entertainment
TNT

Most Creative Sales Pitch

Discovery Communications - Upfront
ESPN - Upfront
Sunflower Broadband - Just Blow it Up

Rookie of the Year

Tommy Bullough - Retirement Living TV
Zachary Reeves - Charter Communications

Sales Person of the Year – VP and Above – Local Ad Sales

Fran Mallace - Cox Media
Ted White - Bresnan Communications

Sales Person of the Year - VP and Above - National Ad Sales

Gig Barton - Retirement Living TV
Carol Hinnant - Rentrak
Susan Malfa - Bravo
Kevin McAuliffe - NBC Universal
Roy Seinfeld - Big Ten Network

Sales Person of the Year – Below VP Level

Rebecca Lamperski - Comcast Spotlight
Adam Ray - Charter Communications

Sales Team of the Year – National Ad Sales

Hallmark Channel
Scripps Networks

Sales Team of the Year – Local Ad Sales

Cablevision
Comcast Spotlight
Cox Communications
Sunflower Broadband Cable Advertising
Time Warner Cable

Sweet 16 Inductees

Terry Clark - UnitedHealthcare
Shari Cohen - Mindshare North America
Kathy Doyle - Universal McCann
Peggy Green - Zenith Media
Valerie Kravitz - Coca-Cola North America
Tia Lang - Burger King
Nancy Larkin - Horizon Media
Scott Lee - MediaVest/Publicis Media Groupe
Kris Magel - Initiative
Rob Master - Unilever
Tracy McMullen - MAXUS
Christine Olson - Starcom USA
Mitch Oscar - MPG
Steve Sturm - Toyota
Ted Ward - Geico
Craig Woerz - Media Storm

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timing of our network build-out will largely be driven by the company's market-by-market success and the availability of additional capital," he said. "We are prepared to change the rate of spending on network deployment if necessary, and we believe we can respond effectively to a changing capital environment over the coming quarters." VP/CTO John Saw said Clear customers in Portland receive speeds between 2-6Mbps with occasional bursts above 10Mbps, with no shortage of demand. "What we are seeing is that our customers on WiMAX are using more than two times the tonnage" than our customers in pre-WiMAX markets, said Saw, "which goes to show that when you have a faster network, the customers tend to use their services more for a lot of new applications."

Competition: At the **Streaming Media East** conference Wed, Verizon dir, product dev and mgmt, video services Joe Ambeault said the telco's working on a **FIOS TV** enhancement to give subs access to more than 7mln clips of Web video through their TVs, from partners including **Veoh Nets**. -- **DISH** added 30 HD channels in HI and AK, bringing to more than 65 the number of high-def nets it offers in those states.

DTV Doings: **Univision** will conduct at its owned and affiliated stations what it believes is the 1st national broadcast analog shutoff test Sat during "Sábado Gigante." The test will occur between 9:30-10pm ET and will be conducted by legendary host Don Francisco. **TeleFutura** will conduct a 3rd national analog shutoff test Mon between 6-7pm ET during "La Tijera." Additional tests are planned, and the nets will participate in the **FCC's** May 31 national test.

In the States: **Cablevision** expanded the NJ coverage area of its **Optimum WiFi** service to include Shore Points and high-traffic and commercial locations in Morris, Ocean and Monmouth Counties.

Upfronts: **Comedy Central's** '09-'10 development slate includes a 7-ep order for animated series "Ugly Americans." It takes place in an alternate universe NYC, where horror and sci-fi creatures live among ordinary citizens. Shows greenlit for pilot production and script development include a sketch-variety show from **Andy Dick**, an untitled show based on Ron White's "everyman," and "The Life," which follows a 1-hit wonder music star and is exec produced and written by **Ice Cube** and **DJ Pooh**. Animation in development includes a **Jamie Foxx** workplace comedy based on this **Sirius/XM** satellite radio program "The Foxxhole" and "Gypsy Cab" which star **Judah Friedlander** ("30 Rock") as a whacked-out cab driver.

Programming: **Nickelodeon** ordered 26 eps of "Kung Fu Panda: The Series," the net's 2nd co-prod with **Dreamworks** following "The Penguins of Madagascar." -- No strangers to more digs than most teams, the **Cincinnati Bengals** will be the focus of this year's iteration of **HBO Sports'** "Hard Knocks" franchise (Aug 12).

Honors: Not surprisingly, cable was trounced by broadcast in **Daytime Ent Emmy** nods, but several nets did quite well. **Nick** led cable with 13 nods, followed by **Disney** and **Food** with 10 each. Others: **Style Net** (5), **Discovery Kids**

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BUSINESS & FINANCE

(5), Cartoon (4), MTV (4), MTV Tr3s (2), A&E (2), Discovery Channel (2), Travel (2), Fox Reality, MTV U, Speed, Here! Nets and Noggin.

DirecTV also picked up a nom. -- Kudos to **Comcast's** Human Capital Mgmt Team and **C-SPAN** vp, admin & HR *Jack Jackson* for winning this year's **CTHRA** Excellence in Human Resources awards. CTHRA will recognize them at its Symposium in Silver Spring, MD, June 9.

On the Circuit: **WICT's** NY chapter has created a series of new networking events, an online book club and social networking groups to help members stay connected and informed. "Tuesday Schmooze-Day," a quarterly mixer focusing on a different sector of the industry, debuts May 19. More info at <http://nywict.org/>. --

Starz chmn/CEO *Robert Clasen* will serve as honorary chair for the **23rd Annual NAMIC Conference**, Oct 26-28 in Denver. -- Pres *Bill Clinton* will provide the keynote speech at the **MLB Beacon Awards Luncheon** (Jun 20), an event for which **CNN** anchor *Soledad O'Brien* will serve as Mistress of Ceremonies.

Oops: **History's** upcoming show about a family-owned pawn shop in Las Vegas is titled "Pawning History."

Business/Finance: Shareholders, including the **Key West Police & Fire Pension Fund**, have sued **DirecTV** claiming its planned combination with **Liberty Ent** undervalues shares.

CableFAX Daily Stockwatch

Company	05/14 Close	1-Day Ch	Company	05/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	28.45	0.86	AMPHENOL:	31.55	0.90
DIRECTV:	24.77	0.23	APPLE:	122.95	3.46
DISH:	15.84	0.09	ARRIS GROUP:	10.21	0.18
DISNEY:	23.48	(0.12)	AVID TECH:	12.31	(0.01)
GE:	13.04	0.13	BIGBAND:	5.27	0.15
HEARST-ARGYLE:	4.50	0.02	BLNDER TONGUE:	1.69	0.27
NEWS CORP:	10.22	0.31	BROADCOM:	20.98	0.45
MSOS					
CABLEVISION:	17.86	(0.03)	CISCO:	18.09	0.04
COMCAST:	14.86	(0.1)	CLEARWIRE:	4.94	(0.15)
COMCAST SPCL:	13.90	(0.19)	COMMSCOPE:	23.32	1.37
GCI:	7.01	0.11	CONCURRENT:	4.43	0.28
KNOLOGY:	8.03	0.13	CONVERGYS:	9.36	0.25
LIBERTY CAPITAL:	12.18	(0.13)	CSG SYSTEMS:	13.09	0.08
LIBERTY ENT:	24.40	(0.5)	EHOSTAR:	15.69	(0.07)
LIBERTY GLOBAL:	14.63	(0.19)	GOOGLE:	387.50	(2.04)
LIBERTY INT:	5.39	0.03	HARMONIC:	5.26	0.15
MEDIACOM:	5.20	(0.16)	INTEL:	15.54	0.41
SHAW COMM:	16.36	(0.15)	JDSU:	4.67	0.22
TIME WARNER CABLE:	30.95	(0.07)	LEVEL 3:	1.08	0.01
VIRGIN MEDIA:	6.88	(0.04)	MICROSOFT:	20.06	0.31
WASH POST:	363.40	(2.11)	MOTOROLA:	5.78	0.12
PROGRAMMING					
CBS:	6.84	0.32	NDS:	62.93	0.00
CROWN:	3.12	0.15	OPENTV:	1.51	0.01
DISCOVERY:	19.30	0.13	PHILIPS:	18.65	0.03
EW SCRIPPS:	1.82	0.16	RENTRAK:	10.10	(0.23)
GRUPO TELEVISA:	16.99	0.35	SEACHANGE:	6.36	0.30
HSN:	8.29	(0.28)	SONY:	26.26	0.41
INTERACTIVE CORP:	15.15	0.00	SPRINT NEXTEL:	5.22	0.25
LIBERTY:	26.22	0.57	THOMAS & BETTS:	29.97	0.59
LODGENET:	4.85	0.22	TIVO:	7.36	(0.21)
NEW FRONTIER:	2.10	(0.02)	TOLLGRADE:	5.30	0.13
OUTDOOR:	7.51	0.04	UNIVERSAL ELEC:	19.98	0.04
PLAYBOY:	2.86	0.35	VONAGE:	0.47	0.02
RHI:	3.24	0.23	YAHOO:	14.76	0.24
SCRIPPS INT:	28.26	0.26	TELCOS		
TIME WARNER:	24.09	(0.33)	AT&T:	24.98	(0.26)
VALUEVISION:	0.62	0.07	QWEST:	4.40	0.29
VIACOM:	20.96	0.34	VERIZON:	29.98	0.23
WWE:	11.35	0.31	MARKET INDICES		
TECHNOLOGY					
3COM:	4.12	0.18	DOW:	8331.32	46.43
ADC:	6.72	0.13	NASDAQ:	1689.21	25.02
ADVANTAGE:	1.75	0.17			
ALCATEL LUCENT:	2.28	0.07			
AMDOCS:	20.39	0.24			

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CORPORATE LICENSES



CableFAX Daily™

WHAT THE INDUSTRY READS FIRST.

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Laugh Track-ing

Given the notable dearth of new sitcoms on TV—certainly compared to the '80s and '90s—it's no surprise that *Tyler Perry* earned approx \$125mIn last year. His shows deliver the laughs and the audiences, making **TBS'** long-term commitment to "House of Payne" and "Meet the Browns" a no-brainer. Unfortunately, Perry is an exception to the current small screen trend of recycling past hits. Sure, there are other examples in cable (and broadcast) of successful original sitcoms, including **FX's** "It's Always Sunny in Philadelphia," virtually anything on **Disney Channel** and the aforementioned "Brown," which according to **Turner** data joined a **Comedy Central** special as the only shows in the comedy genre to rank among the top 10 new cable series this season (it also led all new shows in 18-49 delivery). But the fresh sitcom remains a dying genus, albeit for understandable reasons. "As viewing options proliferate, and the shelf-life of a classic comedy expands by many years, it is far more difficult for new sitcoms to catch on," said **Magna** in a recent report. And as original dramas have become cable's calling card and myriad cable nets have found great success with syndicated sitcoms, asking why cable hasn't sunk big money into sitcom pilots becomes a nearly ludicrous question. Magna's roundup of syndies now featured on cable is staggering. Across 15 nets, the firm counts approx 100 different retread series, including 20 on **TV Land**, 19 on **TV One** and 17 on **TBS**. In short, the viewership is there, so why try to fix what ain't broke? Still, I miss the mass-market sitcoms of the past, as many current cable iterations such as Perry's shows and those on Disney target niche segments. I vividly remember attending as a tike the tapings of "Diff'rent Strokes" and "Silver Spoons" amid a sitcom boom. Now, economics have left many in TV to say of new sitcom projects, "whachoo talkin' about?" **CH**

Highlights: "Bizarre Foods with *Andrew Zimmern: Singapore*," Tues, 10pm, **Travel**. With its cultural mélange and spotless street stalls, this micro-state is Zimmern country. His best line, sucking on bone marrow, "It's like mainlining pure fat." Funniest bit: A food doctor prescribes deer penis for Andrew. The cost? Under a buck. **SA**

Worth a Look: "AMC's Storymakers," Fri, 10pm ET, **AMC**. If your subs liked the interviewing style of *Peter Bart* and *Peter Guber* on the "Shootout" series, they'll enjoy "Storymakers." While none of the interviews explore much in depth, the Peters potted big gets, with *Cameron Diaz*, *Tom Cruise* and *Judd Apatow* talking shop. -- "Kobe Doin' Work," Sat, 8pm, **ESPN**. It is what it is—30 of *Spike Lee's* cameras exhaustively following Bryant during one '08 game. Casual sports fans gain insight into Bryant as a floor general, the NBA's physicality and the importance of preparation. Still, the "execution" Bryant mentions constantly remains mostly a concept, as game plans aren't explored. **SA**

Notable: "The Wonder Pets!," season premiere, Mon, 10:30am, **Nick**. Let's admit it, "Wonder Pets" is an operetta disguised as an entertaining kids cartoon. For the season opener the late *Eartha Kitt* (as a cooing kitten, what else?) joins the regulars, along with jazz singer *Jon Hendricks*. **SA**

Basic Cable Rankings			
(5/04/09-5/10/09)			
Mon-Sun Prime			
1	TNT	2.6	2600
2	USA	2.1	2020
3	ESPN	1.6	1554
3	DSNY	1.6	1541
3	FOXN	1.6	1504
6	NAN	1.4	1400
7	TBSC	1.1	1080
8	DISC	0.9	918
8	A&E	0.9	890
8	FX	0.9	879
8	HGTV	0.9	862
8	HIST	0.9	848
8	TOON	0.9	837
14	LIFE	0.8	793
14	HALL	0.8	686
14	VS	0.8	591
17	FOOD	0.7	704
17	CMDY	0.7	701
17	SCIF	0.7	700
17	SPK	0.7	690
17	TRU	0.7	680
17	CNN	0.7	646
17	FAM	0.7	644
17	TLC	0.7	641
17	NOGG	0.7	469
26	AMC	0.6	613
26	TVLD	0.6	608
26	MSNB	0.6	590
26	VH1	0.6	566
26	BET	0.6	556
26	BRAV	0.6	506
26	LMN	0.6	444
33	MTV	0.5	503
34	APL	0.4	423
34	EN	0.4	413
34	HLN	0.4	401
34	NGC	0.4	289
34	OXYG	0.4	274
34	SOAP	0.4	273
40	ESP2	0.3	339
40	TRAV	0.3	323
40	CMT	0.3	310
40	DXD	0.3	249
40	WGNA	0.3	224
40	WE	0.3	202
40	GSN	0.3	196

*Nielsen data supplied by ABC/Disney



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