

# CableFAX Daily™

Friday — May 22, 2009

What the Industry Reads First

Volume 20 / No. 097

## Competition Report: Integration Ban, Retrans & Other Familiar Ground

NCTA told the FCC that the set-top integration ban has led to “perverse results.” As part of its 14th annual video competition report to Congress, the Commission seeks comment on the ban, which prevents operators from deploying set-tops with integrated security (basically meaning they must deploy CableCARD-enabled boxes). “In order to insure the ‘common reliance’ operation of 420K CableCARD-enabled retail devices, the cable industry has deployed more than 12.35mln operator-supplied set-top boxes with CableCARDS,” NCTA said in comments filed late Wed. “The requirement does not make sense, especially because consumer electronics companies are not obligated to deploy CableCARD devices.” Instead, the trade group pushed its 2-way agreement, which requires that 20% of MSOs’ new, interactive STBs use tru2way until there are 10mln such boxes in aggregate in market. NCTA’s filing also rehashes familiar arguments: video competition unquestionably exists, particularly with the onslaught of Internet video, and vertical integration is no longer a meaningful issue (especially following **Time Warner Cable’s** spinoff from **Time Warner**). NCTA referred to mandates such as rate regulation and program access from the ’92 Cable Act as “relics of a bygone era.” **ACA** traveled a well-worn path with its comments, calling again for retrans reform. The expected average payment in retrans fees to all broadcasters reported by ACA members surveyed was \$117,392 in ’09—up 271% from \$31,622 in ’08, the group said, citing a study conducted for it by **Clarus Research**. 88% of ACA members reported that they have already or plan to increase basic cable rates because of new retrans deals. Interestingly, **DirecTV** offered some support. “It does not serve the American public if broadcasters are allowed the unfettered ability to raise rates without any correlating benefit to consumers in the form of improved local content,” the DBS player said in its own filing. “Thus, the Commission should consider measures to ensure that broadcast programming (1) is available at a reasonable price and without interruption, and (2) includes sufficient local content to justify carriage.” DirecTV also reiterated its complaints about access to cable affiliated programming, specifically asking for the appeal of the terrestrial exemption that allows cable to withhold terrestrially delivered nets from rivals. **Verizon** made a similar plea, pointing to **Cablevision** putting satellite delivered MSG’s HD feed on fiber. “The cable incumbents’ attempt to evade the rules in this way is a transparent effort to handicap competitive providers and denies consumers the ability to take full advantage of the HD capabilities of their televisions,” Verizon said. The FCC’s last video competition report in ’06 wasn’t released until Jan of this year. Therefore, it’s combining 3 years of reports into 1 this time.

**Mosley’s Sprint:** After 8+ years as pres/CEO of **WICT**, *Benita Fitzgerald Mosley* will leave at the end of June to join **USA Track & Field** in the new position as chief of sports performance. The move makes sense not only because of her ’84 Olympic gold medal victory in the 100m hurdles, but because she was a member of the independent panel that put together a critical report of the US track field team’s performance after the ’08 Summer Games in Beijing. During her tenure, Mosley shepherded in WICT’s PAR Survey, which examines pay equity, advancement and resources for work/life (fyi, this year’s surveys are due June 5). “The PAR initiative really was one of those seminal ideas that came about in my 1st

Beta says we're  
**#2 in original programming**  
 with new shows like

Scripsnetworks  
*Passionate viewers live here*

Source: Beta Research, Brand Identity Study, 3/09. Has many original programs/series 67% of women 18+: #2 ranking is tied with Food Network.



**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](http://www.CableFAX.com/SEOY)

**Reserve Your Ad Space Now • CableFAX's Mid-Day Report**

## 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

*Congratulations*

**For all of your advertisement and sponsorship opportunities contact:**

Debbie Vodenos, Publisher  
301-354-1695; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)

Erica Gottlieb, Account Manager  
212-621-4612; [egottlieb@accessintel.com](mailto:egottlieb@accessintel.com)

[www.CableFAX.com](http://www.CableFAX.com)

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

month or 2 on the job that we really needed to have to progress," Mosley told us when we asked about how she left her stamp on the organization. "It's become a model for other organizations in other industries." Mosley said that with many of WICT's leadership programs being somewhat industry neutral, she would like to participate in a few. *Parthavi Das*, WICT's svp, strategy & initiatives, was named interim leader for WICT. *Jennifer Dangar*, **Discovery** svp, distribution and immediate past chair of WICT, will lead the search committee for Mosley's successor. "We are proud of Benita for taking on new challenges at USA Track & Field but will miss her energy and leadership," **NCTA** head *Kyle McStarrow* said. "Our entire industry owes her a debt of gratitude for her dedication to advancing the careers and aspirations of women in our industry."

**Customer Care:** Perhaps cable has truly turned the corner in servicing customers. After the Univ of MI's **American Customer Satisfaction Index** featured notable improvement for **Comcast** and **Cox**, a new **Leichtman Research** study found that 62% of cable subs are very satisfied with their MSO, while 66% of satellite subs feel the same way about their DBS op. Sure, a gap still exists, but *Bruce Leichtman* said the difference is not statistically significant for the 1st time, and in fact has narrowed over the past several years. In '04, the corresponding percentages were 53% for cable and 70% for satellite. Bundles appear to help, as 66% of bundled cable subs are very satisfied while just 55% of video-only subs share the feeling. Based on a relatively small sample, 72% of telco subs are very satisfied with their provider.

**Competition:** **DISH** added **Fuel TV** to its Classic Gold 250 programming package. -- **DirectTV** serves more than 350 hours of interactive **French Open** coverage beginning Sun. Nearly half of all viewers of the DBS op's Australian Open coverage in Jan used a similar interactive app, and avg daily viewing time was more than 95% percent higher among app users. -- **AT&T U-verse** services are now available to more than 1mln homes in MI.

**In the States:** **WWE**'s streak of weekly "Monday Night RAW" telecasts on **USA** continues, as *Vince McMahon* said Thurs that the Staples Center in L.A. replaces Denver's Pepsi Center as the show's Mon venue. Pepsi Center had double-booked a **NBA Playoff** game and wrestling, and wanted to maintain the Nuggets schedule even as **WWE** had sold more than 80% of available tix as of Tues. Ticket holders will be reimbursed, and **WWE** will return to Denver for an Aug event—at the Denver Coliseum. Shockingly, McMahon's attempt to settle the dispute through a steel-cage match with Nuggets owner *Stan Kroenke* failed. -- **Comcast-Charter Sports SE** inked a 5-yr deal with **ESPN** for live SEC contests beginning later this year.

**VOD:** **Comcast** joined forces with the **CT State Police** to launch **Police Blotter On Demand**, which the pair hopes will help locate fugitives responsible for some of the state's unsolved crimes.

**Ratings:** **ESPN**'s coverage of the Nuggets-Lakers series 1st game garnered 8.09mln total viewers to become the net's most-viewed basketball game ever, usurping the record set last week by a Lakers-Rockets contest.

**Programming:** **ESPN**'s live coverage of the **UEFA Champions League Final** (Wed) will reach 169mln HHs in 115 countries and territories. -- **Cartoon Net** kicks off 4 new live-action series next month, including reality-adventure series "The Othersiders" (Jun 17) and "BrainRush" (Jun 20), a game show that takes place on a roller coaster. -- **Sprout** rolls out **The Wiggles** Aug 24, when the preschool entertainers begin hosting a 3-hr morning show block on the net. -- **C-SPAN** examines the \$787bln economic stimulus bill next week. Special guests for "Washington Journal" include *William Corr*, **HHS** dep sec (Fri). Reps from the White House, state govts and watchdog groups will discuss the programs receiving funds during a primetime call-in show, Thurs, 8pm ET. The net's also launched a stimulus-palooza at C-SPAN.org/stimulus.

## Value-Added Benefits

### for CableFAX Daily Subscribers Only

As part of your CableFAX Daily subscription, did you know that you can view the latest industry Datapoints from our partners including Nielsen, Rentrak, comScore and MediaBiz?

Plus as a subscriber, you also have access to an archive of CableFAX Daily stories and articles most relevant to your business needs. Browse articles by topic, keyword search, or download recent issues.



Log onto <http://www.cablefax.com/cfax/>

**CableFAX Daily™**

# BUSINESS & FINANCE

**Honors:** On Jun 3 at this year's **Gracie Awards Gala**, MTVN chmn/CEO *Judy McGrath* will receive the '09 **Foundation of AWRT Achievement Award** in recognition of her electronic media successes. **Style Net's Niecy Nash** hosts the NYC event.

**On the Circuit:** The deadline to register for **CTHRA's '09 Human Capital Metrics Survey** is June 19. Employers should contact *Pamela Williams*, 640.416.1166 ext. 23 or [pwilliams@wmrhq.com](mailto:pwilliams@wmrhq.com). In today's tough economy, the survey gives companies the opportunity to scrutinize their practices vs other industry employers.

**Editor's Note:** Your next issue of **CableFAX** will be dated Tues, May 26 in observance of Memorial Day.

**Business/Finance:** **DirecTV's** largest MDU partner **Multiband** reported 1Q rev of \$62m, a sequential increase of 340% and 989% YOY. CEO *James Mandel* cited strong DBS growth and said a "major RBOC" will use the company as exclusive MDU service provider. -- **Fitch** affirmed the 'BBB' Issuer Default Rating for *Time Warner Cable*, saying the MSO's "liquidity position and overall financial flexibility are strong and are supported by expected free cash flow generation." -- **Moody's** gave **Bresnan** a B2 corp family rating with a stable outlook, forecasting \$25m in positive free cash flow in fiscal 2009 "as EBITDA levels grow and both interest expense and capital expenditures decline." -- **Time Warner** will reportedly bid \$33m for **Midway Games**.

## CableFAX Daily Stockwatch

| Company                      | 05/21 Close | 1-Day Ch | Company               | 05/21 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| <b>BROADCASTERS/DBS/MMDS</b> |             |          |                       |             |          |
| BRITISH SKY:                 | 28.51       | (0.37)   | AMPHENOL:             | 32.01       | (1.53)   |
| DIRECTV:                     | 23.74       | (0.61)   | APPLE:                | 124.18      | (1.69)   |
| DISH:                        | 16.74       | (0.53)   | ARRIS GROUP:          | 10.90       | 0.02     |
| DISNEY:                      | 23.23       | (0.32)   | AVID TECH:            | 13.11       | (0.23)   |
| GE:                          | 13.24       | (0.53)   | BIGBAND:              | 5.03        | 0.00     |
| HEARST-ARGYLE:               | 4.48        | 0.00     | BLNDER TONGUE:        | 1.67        | (0.01)   |
| NEWS CORP:                   | 9.83        | (0.56)   | BROADCOM:             | 22.04       | (0.5)    |
| <b>MSOS</b>                  |             |          |                       |             |          |
| CABLEVISION:                 | 19.27       | (0.61)   | CISCO:                | 18.10       | (0.5)    |
| COMCAST:                     | 14.45       | (0.42)   | CLEARWIRE:            | 4.75        | 0.19     |
| COMCAST SPCL:                | 13.52       | (0.29)   | COMMSCOPE:            | 22.13       | (2.9)    |
| GCI:                         | 6.32        | (0.27)   | CONCURRENT:           | 4.29        | (0.16)   |
| KNOLOGY:                     | 7.67        | (0.38)   | CONVERGYS:            | 9.29        | 0.02     |
| LIBERTY CAPITAL:             | 13.15       | (0.09)   | CSG SYSTEMS:          | 13.05       | (0.24)   |
| LIBERTY ENT:                 | 23.83       | (0.33)   | EHOSTAR:              | 15.88       | (0.26)   |
| LIBERTY GLOBAL:              | 14.74       | (0.72)   | GOOGLE:               | 396.50      | (0.68)   |
| LIBERTY INT:                 | 5.67        | (0.34)   | HARMONIC:             | 5.17        | (0.17)   |
| MEDIACOM:                    | 6.16        | 0.02     | INTEL:                | 15.18       | (0.4)    |
| SHAW COMM:                   | 16.65       | (0.01)   | JDSU:                 | 4.83        | (0.16)   |
| TIME WARNER CABLE:           | 32.49       | (0.76)   | LEVEL 3:              | 1.21        | 0.00     |
| VIRGIN MEDIA:                | 7.27        | (0.2)    | MICROSOFT:            | 19.82       | (0.56)   |
| WASH POST:                   | 356.77      | (14.1)   | MOTOROLA:             | 5.89        | (0.2)    |
| <b>PROGRAMMING</b>           |             |          |                       |             |          |
| CBS:                         | 6.92        | (0.36)   | NDS:                  | 62.93       | 0.00     |
| CROWN:                       | 2.97        | (0.08)   | OPENTV:               | 1.55        | 0.00     |
| DISCOVERY:                   | 21.42       | (0.4)    | PHILIPS:              | 19.08       | (0.41)   |
| EW SCRIPPS:                  | 1.77        | (0.09)   | RENTRAK:              | 10.13       | (0.12)   |
| GRUPO TELEVISA:              | 17.25       | (0.42)   | SEACHANGE:            | 6.63        | (0.07)   |
| HSN:                         | 10.49       | 0.50     | SONY:                 | 25.78       | (0.33)   |
| INTERACTIVE CORP:            | 15.39       | (0.17)   | SPRINT NEXTEL:        | 5.27        | (0.31)   |
| LIBERTY:                     | 25.74       | (0.32)   | THOMAS & BETTS:       | 29.20       | (1.08)   |
| LODGENET:                    | 5.42        | 0.08     | TIVO:                 | 7.05        | (0.22)   |
| NEW FRONTIER:                | 2.10        | (0.04)   | TOLLGRADE:            | 5.09        | (0.16)   |
| OUTDOOR:                     | 6.69        | (0.05)   | UNIVERSAL ELEC:       | 19.99       | (0.15)   |
| PLAYBOY:                     | 2.53        | (0.05)   | VONAGE:               | 0.43        | (0.04)   |
| RHI:                         | 3.23        | (0.09)   | YAHOO:                | 14.87       | (0.09)   |
| SCRIPPS INT:                 | 27.78       | (1.01)   | <b>TELCOS</b>         |             |          |
| TIME WARNER:                 | 23.00       | (0.51)   | AT&T:                 | 23.67       | (0.46)   |
| VALUEVISION:                 | 0.70        | (0.03)   | QWEST:                | 4.07        | (0.15)   |
| VIACOM:                      | 22.05       | (0.36)   | VERIZON:              | 29.16       | (0.67)   |
| WWE:                         | 11.91       | 0.17     | <b>MARKET INDICES</b> |             |          |
| <b>TECHNOLOGY</b>            |             |          |                       |             |          |
| 3COM:                        | 4.11        | (0.1)    | DOW:                  | 8292.13     | (129.91) |
| ADC:                         | 6.50        | (0.23)   | NASDAQ:               | 1695.25     | (32.59)  |
| ADVANTAGE:                   | 1.85        | 0.13     |                       |             |          |
| ALCATEL LUCENT:              | 2.45        | (0.03)   |                       |             |          |
| AMDOCS:                      | 21.33       | (0.36)   |                       |             |          |

For group subscriptions to **CableFAX Daily** or company-wide access contact *Carol Bray* at [cbray@accessintel.com](mailto:cbray@accessintel.com)

# CORPORATE LICENSES



CableFAX Daily™

# WHAT THE INDUSTRY READS FIRST.

**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Boob Tube**

Don't be shocked if the near future holds a substantial turnover in the **CableFAX** team. No, we're not disgruntled, and we're handling the difficult economy relatively well, thank you. But given some genre surfeit on TV today and the mostly chaff rolling out on broadcast TV this fall, we may head to L.A. to write pilots. Certainly cable has some questionable new shows on tap, but the forthcoming schedules of all 4 broadcast nets appear wispy, uninventive and about as compelling as a Somali pirate with Swine Flu. It's tempting to deem **CBS'** lineup as the most promising, if only because the net greenlit just 4 new shows. Spinoff "NCIS: Los Angeles" (what a surprise) should have some content legs, but I'm wildly skeptical of *Chris O'Donnell* and *LL Cool J* as leads. The remainder—including a medical drama (we sure do need more of these) and a comedy about an accidental pregnancy (what an ideal!) are throw-outs. **Fox's** 9 new projects include a medical show that should be called "House 2," a series based on a comic book and an inane comedy about young pranksters, fascinating all. But we should find a healthy pulse in "Family Guy" spinoff "The Cleveland Show," and comedy "Brothers" starring *Michael Strahan* and the underrated *Daryl Mitchell* may work. **ABC's** schedule must've been conceived while execs napped, as it's pocked with recycled ideas: "Cougar Town" starring *Courteney Cox* as a nubile divorcee, *John Updike* adaptation "Eastwick," '80s update "V" and reality series "Shark Tank," featuring aspiring entrepreneurs. ZZZZZZ. Keep an eye, though, on "Hank" with the talented *Kelsey Grammer*, and potentially "Flash Forward." **NBC** looks forward to not 1, but 2 medical dramas, a series with an apocalyptic bent and a TV version of *Steve Martin* classic "Parenthood"—the creativity astounds. Still, "Community" is a compelling comedy and I believe *Jay Leno's* move to 10pm will prove successful. If this column's blank next week, look me up in L.A. *CH*

**Highlights:** "The Tudors," season finale, Sun, 9pm, **Showtime**. Lords and ladies, Showtime is making a royal mess of English history. Yet it's making bloody good TV, and providing business lessons. In the finale, Cromwell emphasizes "execution" and King Henry doesn't "cleave" to a loser. The lesson that it's good to be the king is underscored when Henry's teen mistress arrives. -- "Students and Leaders," Mon, 7pm ET, **C-SPAN**. It's not about politics. It's life lessons for teens with Republican chief *Michael Steele*, and he's a terrific teacher. -- "Science of the Movies," pilot, Tues, 9pm, **Science**. Strong piece from the new Science Channel about special effects. *SA*

**Worth a Look:** "The Oprah Effect," Thurs, 9pm ET, 10PT, **CNBC**. Oprah means \$ for businesses she anoints. Ya think? (Stop licking your chops, *David Zaslav*.) -- "Operation Links," Mon, 8:30pm ET, **Golf**. A good look at military life as Golf visits troops in Iraq. *SA*

**Notable:** "The World Over Live," Fri, 8pm, **EWTN**. A big get for host *Raymond Arroyo*, who netted Bishop *John D'Arcy* to mull *Pres Obama's* controversial Notre Dame visit. -- "French Open," begins Sun, **Tennis Channel**, **ESPN2**. Serious stuff—Tennis starts (80 hours live) from *Roland Garros* at 5am ET; **ESPN2** (56 hrs live) starts sanely at noon ET. *SA*

| Basic Cable Rankings |      |     |      |
|----------------------|------|-----|------|
| (5/11/09-5/17/09)    |      |     |      |
| Mon-Sun Prime        |      |     |      |
| 1                    | TNT  | 2.7 | 2693 |
| 2                    | USA  | 2.1 | 2030 |
| 3                    | DSNY | 1.7 | 1652 |
| 4                    | FOXN | 1.6 | 1524 |
| 5                    | ESPN | 1.4 | 1360 |
| 6                    | NAN  | 1.3 | 1277 |
| 7                    | TBSC | 1.1 | 1080 |
| 8                    | A&E  | 1   | 938  |
| 9                    | TOON | 0.9 | 843  |
| 9                    | HIST | 0.9 | 841  |
| 9                    | SPD  | 0.9 | 645  |
| 12                   | LIFE | 0.8 | 827  |
| 12                   | HGTV | 0.8 | 820  |
| 12                   | DISC | 0.8 | 788  |
| 12                   | FX   | 0.8 | 784  |
| 12                   | CMDY | 0.8 | 754  |
| 12                   | SCIF | 0.8 | 725  |
| 12                   | TRU  | 0.8 | 715  |
| 12                   | HALL | 0.8 | 646  |
| 20                   | AMC  | 0.7 | 687  |
| 20                   | SPK  | 0.7 | 682  |
| 20                   | FAM  | 0.7 | 675  |
| 20                   | LMN  | 0.7 | 503  |
| 20                   | NOGG | 0.7 | 470  |
| 25                   | FOOD | 0.6 | 636  |
| 25                   | TLC  | 0.6 | 622  |
| 25                   | VH1  | 0.6 | 601  |
| 25                   | CNN  | 0.6 | 588  |
| 25                   | TVLD | 0.6 | 569  |
| 25                   | BRAV | 0.6 | 559  |
| 25                   | MSNB | 0.6 | 550  |
| 25                   | BET  | 0.6 | 544  |
| 25                   | VS   | 0.6 | 436  |
| 34                   | MTV  | 0.5 | 475  |
| 34                   | HLN  | 0.5 | 445  |
| 36                   | APL  | 0.4 | 422  |
| 36                   | EN   | 0.4 | 420  |
| 36                   | NGC  | 0.4 | 283  |
| 36                   | SOAP | 0.4 | 283  |
| 36                   | OXYG | 0.4 | 278  |
| 41                   | TTC  | 0.3 | 316  |
| 41                   | ESP2 | 0.3 | 297  |
| 41                   | CMT  | 0.3 | 269  |
| 41                   | WGNA | 0.3 | 248  |
| 41                   | GSN  | 0.3 | 221  |
| 41                   | DXD  | 0.3 | 211  |

\*Nielsen data supplied by ABC/Disney

**Reach Out, Educate, Engage**  
**CableFAX Contests are "Win-Win"**

Want a fun and effective way to reach out to your prospects and create new business alliances?  
 Let CableFAX host your next contest. You create the branding message and determine the prize(s) and we'll draw in contestants through web, email, and print.

For more information, visit <http://www.cablefax.com/cfp/advertise/>  
 or contact [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com) / Tel: 301-354-1695.

