

CableFAX Daily™

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What the Industry Reads First

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New One: Lucas Ready to Lead TV One

In the “that didn’t take long” category, **TV One** announced Mon that former **Discovery** and **Weather** exec *Wonya Lucas* will become pres/CEO of the net, effective Aug 8. Last week, TV One chief *Johnathan Rodgers* announced he would retire July 31. After 3 years at Discovery, most recently as evp, COO for **Discovery Channel** and **Science**, Lucas resigned a few weeks ago. “One of the things I loved about Discovery is that I got to work on both emerging networks as well as established networks,” Lucas told **Cfax**. “What’s exciting to me now is really the ability to work on a network that has been here for about 7 years. What they’ve been able to accomplish is nothing short of amazing.” Lucas met with TV One staffers Mon, but said she’s holding back on developing a full-fledged plan for the net until she starts the job. One thing she was clear on—there’s still tremendous growth opportunity for the net, both on the distribution (53mln HHs) and ratings side. On the programming side, Lucas said she believes the net is headed in the right direction. “I would just like to build on it, possibly accelerate it,” she said. “I think the African American audience is very diverse and rich in terms of the types of stories you can mine from our audience.” TV One launched its 1st original scripted series in Jan, “Love That Girl.” TV One chmn and **Radio One** pres/CEO *Alfred Liggins* called Lucas the perfect choice for the job. “Her expertise in marketing some of the best brands in television will also be a tremendous plus as we continue to define and strengthen TV One’s brand in a constantly evolving media marketplace.” **Comcast**, joint venture partner of TV One, has committed to launch 2 majority African American-owned nets by Jan 28, ’13 as part of its **NBCU** deal. Asked if she thought the channels might provide new competition to TV One, Lucas said there is always competition. “We compete not just against African American channels, but I would imagine we’re competing against every television network,” she said. “To me, it’s not niche channel vs niche channel or targeted channel vs targeted channel. We’re competing every day for eyeballs. I think we have healthy competition regardless of new entrants into the marketplace.”

Storm Damage: **Cable One** said Mon that all of its associates in Joplin, MO, are OK, although some have lost homes. Sun’s deadly tornado damaged fiber between Joplin and Miami, OK, affecting Cable One Internet service in Miami and Vinita, OK, areas. “We are evaluating the damage, and our crews are already working hard to restore services,” said a rep. “This is been devastating for the community. Our thoughts and prayers are with our customers and the entire community in Joplin and will do our best to assist in the rebuilding process.” Cable One’s Joplin headend and office were mostly unharmed.

TWC Playbook: Looks like **Time Warner Cable** has more than Lakers planned when it comes to sports. The MSO hired *David Rone* for the newly created post of TWC Sports pres. Rone, most recently with **Evolution Media Capital**, has served as co-head of **CAA Sports** and evp, **Fox Sports Net** and gm, **Fox College Sports**. He’ll report to programming chief *Melinda Witmer* and be responsible for strengthening the MSO’s position as a sports content provider. TWC’s new regional nets featuring the Lakers are set to debut in the ’12-’13 season.

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Inside the Beltway: A spokesman for *Meredith Attwell Baker* said the **FCC** commish “welcomes” House Oversight & Govt Reform chmn *Darrell Issa’s* (R-CA) interest and the “additional opportunity to set forth the facts regarding her decision to leave the Commission.” Last week, Issa sent a letter asking for more info on Baker’s decision to join **Comcast**. Issa wrote that it appeared she followed all ethics rules, but said her departure raised questions. -- Comcast evp *David Cohen* will host a “reelection campaign inaugural dinner and photo reception” for *President Obama* at his Philly home June 30, reports the *L.A. Times*. \$10K gets you dinner and a photo with Obama.


In the Courts: A US Intl Trade Commission judge threw out 4 of **Verizon’s** set-top patent claims against **Cablevision** Fri. A 5th Verizon patent claim against the MSO was thrown out earlier this month. “This is a significant victory for Cablevision, the judge rejected 4 of Verizon’s 5 claims in the case, and the 5th had already been invalidated by a VA court. We are obviously very pleased and will continue to defend ourselves vigorously as the process continues,” Cablevision said. The patent claims related to downloading operating system software, electronic program systems and navigation.

At the Portals: Calling the conclusions in the **FCC’s** most recent broadband progress report “regrettable and wrong,” **NCTA** pres/CEO *Michael Powell* said the group hopes the Commission will reconsider its conclusion and focus on areas where it can make a more constructive contribution to broadband progress. “The Commission’s own research shows that 95% of US homes have access to high-speed broadband service and more than 90% of consumers are satisfied with the speed of their service,” said Powell. “And while the Commission’s headline proclaims that 20mln Americans are denied access to broadband, by that measure private investment has fueled the build out of broadband networks to nearly 300mln consumers and is responsible for the jobs that flow from that investment.” The FCC’s report to Congress, released late Fri, found some 26mln mostly rural Americans are denied access to jobs and economic opportunity because they can’t get broadband. But even in areas with broadband access, the FCC found that approx one-third who could access it don’t subscribe, prompting the agency to conclude that high costs, low digital literacy and privacy concerns remain barriers to wider broadband adoption. Commissioner *Robert McDowell* dissented to the report, citing its exclusion of mobile broadband and flawed analyses. Also unimpressed was House Communications subcmte chmn *Greg Walden* (R-OR). “It is one thing to recognize that some areas of the country—typically rural—are difficult to serve; it is quite another to say that broadband is not being reasonably and timely deployed to all Americans. The former only requires the FCC to consider reform of the Universal Service Fund; the latter is a claimed excuse to impose network neutrality and to further regulate the Internet.”

Over-the-Airheads: **NBCU’s** Local Media Division wants apps from non-profit, locally focused news organizations for a co-op news gathering and reporting arrangement with NBC O&Os. It’s part of NBC and Comcast’s jv localism commitments.


Carriage: **Verizon** added 5 more channels to its Spanish-language packages: **CentroAmerica TV, Latele Novela Network, Pasiones, Teleamazonas Internacional** and **Vme Kids**.

Technology: Count cable in for World IPv6 Day (June 8). The Internet Society is coordinating a 24-hour test of IPv6, the next-gen Internet Protocol, around the world. **Charter, Comcast, Cox, GCI** and **Time Warner Cable** will be conducting limited subscriber tests of this news IPv6 connection technology to determine how subs will interact with their Websites and those of **Facebook, Google, Yahoo, Akamai** and others. **CableLabs** began updating its specs in '04 to account for IPv5 usage and their will be a 1-day IPv6 Summit during the Cable Show (June 14). -- **Comcast** updated its Xfinity TV app, with



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BUSINESS & FINANCE

nearly 6K hours of TV shows and movies to iPhone and iPod touch users.

Programming: Showtime picked up a 4th season of "Nurse Jackie." Season 3 has averaged 2.8mIn weekly viewers. -- **BBC America** signed comedian *Chris Hardwick* to host its new Sat night comedy block and has committed to a pilot/special based on Hardwick's hit "Nerdist" podcast. -- **MTV** announced pick up of docu-series, "Caged," chronicling recent high school grads in small-town America whose lives revolve around MMA fighting. -- **ABC Family** acquired the network TV premiere rights to "Pirates of the Caribbean: On Stranger Tides," with it slated to debut on the channel in '13.

People: *Cindy Freed* was named vp, sales marketing for **ESPN's** customer marketing and sales group. -- Former **ESPN** exec *Rick Alessandri* joined **Univision** as svp, business dev. -- **A&E** upped *Elaine Frontain Bryant* to svp, non-fiction & alternative programming.

Business/Finance: Liberty shareholders approved Mon a plan to split off Liberty Starz and Liberty Capital from Liberty Interactive. There also was talk from management at the meeting about Liberty's \$1bln offer for **Barnes & Noble**, with the potential for the Nook e-reader platform lauded. *John Malone* compared the deal to Liberty's 40% stake in **Sirius XM**, saying that bid was driven by possible synergies.

CableFAX Daily Stockwatch

Company	05/23 Close	1-Day Ch	Company	05/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	50.18	0.12	BLNDER TONGUE:	1.78	(0.06)
DISH:	29.42	(0.06)	BROADCOM:	32.96	(0.55)
DISNEY:	41.16	(0.34)	CISCO:	16.35	(0.18)
GE:	19.39	(0.23)	CLEARWIRE:	4.53	0.01
NEWS CORP:	17.98	(0.44)	CONCURRENT:	6.00	(0.06)
MSOS					
CABLEVISION:	34.10	(0.4)	CONVERGYS:	12.95	(0.32)
CHARTER:	55.79	(1.21)	CSG SYSTEMS:	18.64	(0.54)
COMCAST:	24.55	(0.57)	ECHOSTAR:	32.46	(0.98)
COMCAST SPCL:	23.15	(0.56)	GOOGLE:	518.39	(5.64)
GCI:	11.40	0.05	HARMONIC:	7.47	(0.09)
KNOLOGY:	14.80	(0.26)	INTEL:	22.86	(0.36)
LIBERTY CAPITAL:	88.32	0.82	JDSU:	19.59	(0.73)
LIBERTY GLOBAL:	43.99	(0.83)	LEVEL 3:	2.00	0.04
LIBERTY INT:	17.52	(0.18)	MICROSOFT:	24.17	(0.32)
SHAW COMM:	20.78	(0.39)	RENTRAK:	20.12	(0.3)
TIME WARNER CABLE:	77.64	(0.35)	SEACHANGE:	9.56	(0.22)
VIRGIN MEDIA:	31.56	(0.73)	SONY:	26.59	(0.46)
WASH POST:	413.37	(3.3)	SPRINT NEXTEL:	5.57	0.10
PROGRAMMING					
CBS:	26.71	(0.28)	THOMAS & BETTS:	53.74	(1.17)
CROWN:	1.93	0.04	TIVO:	9.36	(0.11)
DISCOVERY:	44.24	(0.49)	UNIVERSAL ELEC:	24.71	(1.12)
GRUPO TELEVISIA:	23.01	(0.55)	VONAGE:	4.56	(0.13)
HSN:	31.63	(0.74)	YAHOO:	16.06	(0.24)
INTERACTIVE CORP:	35.25	(0.71)	TELCOS		
LIBERTY:	41.57	(0.17)	AT&T:	31.08	(0.24)
LIBERTY STARZ:	75.79	0.81	VERIZON:	36.85	(0.3)
LIONSGATE:	5.90	(0.07)	MARKET INDICES		
LODGENET:	3.28	0.09	DOW:	12381.26	(130.78)
NEW FRONTIER:	1.59	(0.02)	NASDAQ:	2758.90	(44.42)
OUTDOOR:	5.88	(0.22)	S&P 500:	1317.37	(15.9)
SCRIPPS INT:	48.75	(1.23)	TECHNOLOGY		
TIME WARNER:	36.15	(0.64)	ADVANTAGE:	2.70	(0.01)
VALUEVISION:	6.37	(0.26)	ALCATEL LUCENT:	5.62	(0.18)
VIACOM:	59.57	(0.91)	AMDOCS:	30.00	(0.1)
WWE:	10.15	(0.17)	AMPHENOL:	53.61	(1.04)
MARKET INDICES					
			DOW:	12381.26	(130.78)
			NASDAQ:	2758.90	(44.42)
			S&P 500:	1317.37	(15.9)



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Being Smart

Smart nets know it's not enough to just offer smart phone apps. To best target your viewers, you need to understand the impact smart phones are having on their lives. That's why **Spike TV** commissioned a study late last year on the devices, which found that along with being a positive in people's lives—it also can be quite disruptive.

"It's disruptive on a personal level, social level, professional level. It has lots of benefits, but it also has drawbacks," said *Boaz Mourad*, co-CEO of **Insight Research**, which conducted the study for Spike. "Over time, I think society's going to have to confront these drawbacks because there really is an intrusion happening here."

Insight's study found that some people were better at creating boundaries with the technology—but others not so much.

"It's kind of like sugar," said Mourad. "As a species, we sought out sugar because there was not enough. But then when sugar became so prevalent, having too much of it is detrimental to us. It's almost the same on the mind level. We like information. We like having access to all the different sources, but having so much also creates a need to create rules and barriers and boundaries for where and when to engage with it. 90% of it is positive. But there is 10% that's getting in our way."

49% of men surveyed by Insight said their smart phone has led to work disruption. 41% admitted to "often" using their smart phones while driving. 45% said there was so much content, it can be overwhelming. And 40% said they often find themselves looking at their phones instead of interacting with someone right in front of them.

Their non-smart phone counterparts don't have the



same empowerment with their phones, but they also sleep better. 16% of non-smart phone male users said they check their phones before going to bed at night vs 58% of male smart phone users. And 32% of smart phone users said people in their life often get mad at them for using their phone too much. Only 10% of non-smart phone users said the same.

Insight identified 2 high-use smart phone groups: Empowered Lovers—men who are actually empowered by their phone and know how to set boundaries (avg age: 32, 46% single, \$71.3K avg income, 76% white) and Media Junkies—men who let their phones control them (avg age: 30.6, 52% single, \$75.3K avg income, 58% white, 31% Asian).

It turned out Media Junkies are more likely than other male smart phone users to watch Spike at least a few times a week (46% vs 35%). Those Media Junkies are also the most receptive to ads—with Insight recommending targeting them with fun video and games.

Other findings: women are using their smart phones just as much and are just as empowered by it as men (93% of women and 96% of men called their smart phone a powerful tool). And it's just as disruptive for women, with 49% (the same percentage as men) saying they often use it at work when they aren't supposed to. 37% of women admitted to using it while driving, while 28% said people in their lives get mad at them for using it too much. One interesting difference: women are using social tools more than men (ie, 63% access Facebook at least once a day vs 51% for men).

Mourad predicts that once the dusts settles, smart phone users will find better balance and boundaries. In the meantime, nets looking at apps should keep in mind the clutter affecting many users. Or maybe it's simply time for a "Boss Button" on you iPhone apps!

— Amy Maclean

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