

CableFAX Daily™

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What the Industry Reads First

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Synergy Snippets: Comcast Talks Life After NBCU

Comcast has always been pretty careful using the s-word when talking about **NBCU** so as not to conjure up the ghosts of those lofty, but largely unrealized, **AOL** and **Time Warner** synergies. Now that we're 4 months in, it's opening up a little more about what it means to have NBCU in the fold. For example, NBC's well-received singing competition series "The Voice," is performing 41% better in Comcast markets than non-Comcast markets, Comcast CFO *Michael Angelakis* said during a **Barclays** media & technology conference Tues. "We're all part of 1 ecosystem," he said. "We've got lists of things that we're working on, a lot of it from the cross promotional side, a lot of it from the digital side where it benefits Comcast Cable, and it benefits NBCUniversal; VOD, SVOD, the whole kit and caboodle." Speaking just days after *Dick Ebersol's* high profile departure as NBC Sports chief, Angelakis said that NBC turnover has been "pretty much expected from our side." And he signaled that more changes could be coming, with the company still working through its structure. Angelakis also was quizzed on usage-based billing (he doesn't see a reason to change what's working now, but Comcast could do it if need be) and 3D (he's skeptical that it will be adopted as quickly as HD, but Comcast is prepared to provide the programming). The CFO said that Comcast is "testing and thinking through" different programming tiers, but said the real question is what happens with increasing programming costs. "We are now getting rights for online rights. We're getting rights for iPad-type rights—live, on-demand. So the multiplatform aspects of how we are utilizing rights is expanding," he said. "That's putting a bit of upward pressure on rights." And then, there's the challenge of sports rights. He stressed that Comcast would be financially disciplined acquiring sports rights, citing **ESPN** and **Fox's** recent PAC-12 deal. "We look at this as a business, and we're here to make money for our shareholders. If things like PAC-12 come and go, then we will find other areas where we can focus our resources." Angelakis said Comcast's scale should help it try to keep costs as low as possible, but he admitted it's a challenge. He thinks the market overreacted to news that Comcast will be investing \$300m in programming, saying it's not that much different than last year and that some of it will be for developing 10pm shows to fill the spot vacated by *Jay Leno*.

Thank You CableFAX 100 Million Times Over*

RLTV Wins Three CableFaxes

RLTV won this year's CableFAX Awards for:

- Prime Votes: Best Public Affairs Campaign
- Best Affiliate Sales Team for an Emerging Network
- Sales Executive 'Rookie of the Year': Sara Timmins

And in anticipation of the 2012 elections, **Prime Votes** will be returning in 2011. Don't miss your chance to reach your customers with this award-winning marketing campaign.



*Why so many thanks? Our audience is 100 Million 50+ Adults... and Growing!

To learn more about Prime Votes and how to launch RLTV, contact Betsy Brightman at bbrightman@rl.tv or 215.353.2847.

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6:00 p.m.

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For tickets and table information, please contact Jaime Reitz at 303.871.7473

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Cox Wireless: Big announcement out of **Cox** Tues. The MSO said it will “soon” begin to decommission its 3G network and rely solely on **Sprint Nextel’s** CDMA. Cox’s statement seems to indicate that its own network wasn’t up to its expectations. “We believe this approach is good for our customers, allowing us to take the necessary steps to fulfill our promise to deliver a Cox experience that customers expect from us,” the MSO said. While it didn’t detail the timing of the decommission, it said it will allow Cox Wireless to take the necessary steps to make its wireless service available to more than half its footprint by year-end. “In continuing with our successful wholesale model for 3G wireless services, we will accomplish speed to market while achieving greater operational efficiencies from a wholesale model that continues to improve,” Cox said. “We are proud of our initial success with wireless, already nearly doubling our projected subscriber forecast.” Cox’s latest wireless launch came just last week in RI and communities it serves in CT and Cleveland, OH. It already offers the service in Hampton Roads, VA; Omaha, NE; Orange County, CA; and Oklahoma City and Tulsa, OK.

Storm Stories: An emotional *Mike Bettles* of **Weather Channel** was the 1st on the scene in Joplin, MO, Sun, and anyone who has seen the footage will probably never forget it. The net’s primetime HH, total viewer and 25-54 delivery Sun was more than 3 times greater than Weather’s prime average in May to date. Mon’s total day HH average was 83% greater. Weather has created an online forum on weather.com—Tornado Disaster: Neighbors helping Neighbors—for people to share info and connect and try to find loved ones.

Conference Notebook: **Liberty Media** CEO *Greg Maffei* continued to talk up his company’s \$1bn offer for **Barnes & Noble**, saying he views them as a leader in traditional and college bookselling. “We like to take over established businesses,” he said, explaining that Liberty would have more of a supportive than an active mgmt role. Tues morning, Barnes & Noble unveiled the latest incarnation of its Nook e-reader, a touchscreen upgrade of the Classic that will be available June 10. “I think the device itself is very credible if not superior” to **Amazon’s** Kindle, Maffei said. He acknowledged that there will be a decline in CDs, DVDs, books, etc in the B&N store, but said he believes other things can be brought into that space. And in what may be a 1st for Liberty (ha ha), Maffei said this is NOT a tax transaction. -- “We’re cautiously optimistic everything’s going to work out,” **CBS** evp, CFO *Joe Ianniello* said about the potential of an **NFL** lockout. While he said he hopes football will hit the airwaves in the fall, he thinks CBS is well positioned to grab “a disproportionate amount” of those ad dollars that would have went to Sun Night Football and other shows. As for retrans revenue and CBS’ share of affiliates rev, Ianniello believes CBS can hit \$1bn in 5 years or so.

Ratings: **NBA** coverage again put **TNT** at the top of the primetime pack last week (2.4 HH rating/2.37mln HHs). Basketball playoffs also helped **ESPN** tie the week (2.0/1.97mln) with **USA** (2.0/1/98mln). **Disney** (1.9/1.86mln) and **Fox News** (1.4/1.42mln) round out the week’s top 5. **Brag Book:** **NASCAR’s** **Sprint** Cup scored a 3.5 HH rating for **Speed Sat**. -- Sun’s Bulls-Heat game on **TNT** was the highest-rated program of the week (7.4 HH rating), followed by Wed’s game between the 2 (7.1). **HBO’s** “Game of Thrones” was the highest non-sports programming of the week (5.7). **ESPN’s** Thunder-Mavericks matchup Tues scored a 5.0. -- Thurs’ ep of **MTV’s** “Randy Jackson Presents America’s Best Dance Crew” posted a season high 2.1 ratings among 12-34s.

In the States: **LIN** will carry **Bounce TV**, an over-the-air broadcast net designed for African Americans, in 5 markets when it launches this fall. Bounce will be available on LIN stations in Indianapolis, Hartford/New Haven, Norfolk, Dayton and Mobile/Pensacola. This is the 2nd major deal for Bounce, with **Raycom** the 1st broadcaster to sign on. LIN is currently in retrans negotiations with **Time Warner Cable**, with their contract set to expire June 1.

Carriage: **NCTC** signed a long-term affiliation deal with **MAVTV**, which includes HD, SD and VOD. MAV already has 40mln HHs and distribution with 7 of the top 10 distributors.

On the Hill: The House Communications subcmte will hold a hearing on “Promoting Broadband, Jobs and Economic Growth through Commercial Spectrum Auctions,” June 1, 9:30am. Witness list to be announced.

Programming: **HBO** and filmmaker *Peter Berg* are teaming for new primetime reality series “On Freddie Roach.” The 6-ep series focuses on the world famous boxing trainer who owns and operates Wildcard Boxing Club (debut early next year). -- **Alliance for Women in Media’s** annual Gracie Awards will air on **Hallmark Movie Channel** Aug 8 during prime and encore during the day on Aug 12. The awards gala, which takes place Tues at the Beverly Hilton, counts **ESPN’s** *Erin Andrews*, **Lifetime’s** *Kim Delaney* and **RLTV’s** “Taking Care with *Joan Lunden*” among

BUSINESS & FINANCE

a long list of winners.-- Former RNC chmn *Michael Steele* was named an **MSNBC** political analyst. -- **3net** will premiere an unprecedented number of original, native 3D programs in June, including nature series "African Wild" and action/adventure series "High Octane." -- *Tom Brokaw* will host **AMC's** Memorial Day "War Heroes" weekend, which includes original short doc series "A Path to Honor," video messages from soldiers overseas and iconic war films. -- "Flipping Foreclosures" joins **Spike's** lineup this fall.

Advertising/Marketing: *The New Yorker* is releasing a newsstand and iPad special issue with highlights from its Talk of the Town column, with **USA** as the sole advertiser.

People: **Oxygen Media** appointed *Sunil Chadda* as CFO.

On the Circuit: **CTAM's** Insights Conference added a panel featuring **Time Warner Cable** programming chief *Melinda Witmer*, **Disney/ESPN** svp, digital video distribution *Matt Murphy* and **Nielsen** evp, media audience measurement *Matt O'Grady*. -- **Telemundo's** *Jose Diaz-Balart* will host this year's **NAMIC** breakfast, June 16 during the Cable Show. -- **GMC** is the recipient of the **American Stroke Assoc's** annual National Strategic Alliance Award. The net partnered with the group on the "Most Powerful Voices" online gospel singing competition, raising awareness about strokes.

CableFAX Daily Stockwatch

Company	05/24 Close	1-Day Ch	Company	05/24 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.18	(1)	BLNDER TONGUE:	1.83	0.05
DISH:	29.14	(0.28)	BROADCOM:	32.98	0.02
DISNEY:	41.09	(0.07)	CISCO:	16.27	(0.08)
GE:	19.10	(0.29)	CLEARWIRE:	4.61	0.08
NEWS CORP:	17.92	(0.06)	CONCURRENT:	6.04	0.04
MSOS					
CABLEVISION:	33.89	(0.21)	CONVERGYS:	12.98	0.03
CHARTER:	55.99	0.20	CSG SYSTEMS:	18.63	(0.01)
COMCAST:	24.39	(0.16)	ECHOSTAR:	32.23	(0.23)
COMCAST SPCL:	22.95	(0.2)	GOOGLE:	518.26	(0.13)
GCI:	11.59	0.19	HARMONIC:	7.43	(0.04)
KNOLGY:	15.01	0.21	INTEL:	22.61	(0.25)
LIBERTY CAPITAL:	90.35	2.03	JDSU:	19.37	(0.22)
LIBERTY GLOBAL:	44.02	0.03	LEVEL 3:	2.19	0.19
LIBERTY INT:	17.21	(0.31)	MICROSOFT:	24.15	(0.02)
SHAW COMM:	20.99	0.21	RENTRAK:	19.70	(0.42)
TIME WARNER CABLE:	76.56	(1.08)	SEACHANGE:	9.41	(0.15)
VIRGIN MEDIA:	31.33	(0.23)	SONY:	27.90	1.31
WASH POST:	411.77	(1.6)	SPRINT NEXTEL:	5.84	0.27
PROGRAMMING					
CBS:	26.36	(0.35)	THOMAS & BETTS:	53.22	(0.52)
CROWN:	1.91	(0.02)	TIVO:	9.41	0.05
DISCOVERY:	43.64	(0.6)	UNIVERSAL ELEC:	26.16	1.45
GRUPO TELEVISA:	22.92	(0.09)	VONAGE:	4.61	0.05
HSN:	31.11	(0.52)	YAHOO:	16.14	0.07
INTERACTIVE CORP:	34.80	(0.45)	TELCOS		
LIBERTY:	41.57	UNCH	AT&T:	31.16	0.08
LIBERTY STARZ:	75.15	(0.64)	VERIZON:	36.90	0.05
LIONSGATE:	5.81	(0.09)	MARKET INDICES		
LODGENET:	3.13	(0.15)	DOW:	12356.21	(25.05)
NEW FRONTIER:	1.51	(0.08)	NASDAQ:	2746.16	(12.74)
OUTDOOR:	5.66	(0.22)	S&P 500:	1316.28	(1.09)
SCRIPPS INT:	49.79	1.04	TECHNOLOGY		
TIME WARNER:	35.73	(0.42)	ADVANTAGE:	2.66	(0.04)
VALUEVISION:	6.47	0.10	ALCATEL LUCENT:	5.53	(0.09)
VIACOM:	59.51	(0.06)	AMDOCS:	30.04	0.04
WWE:	10.01	(0.14)	AMPHENOL:	52.74	(0.87)
TECHNOLOGY					
AOL:	19.66	(0.19)	AOL:	19.66	(0.19)
APPLE:	332.19	(2.21)	APPLE:	332.19	(2.21)
ARRIS GROUP:	10.63	0.02	ARRIS GROUP:	10.63	0.02
AVID TECH:	17.00	UNCH	AVID TECH:	17.00	UNCH
BIGBAND:	2.17	(0.06)	BIGBAND:	2.17	(0.06)

CableFAX PROGRAM AWARDS

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Entry Questions: Mary Lou French at 301.354.1851 or mfrench@accessintel.com

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards honor the best in cable programming, content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's good on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners and honorable mentions in September and in the annual CableFAX Program Awards Issue.

