

# CableFAX Daily™

Tuesday — June 3, 2008

What the Industry Reads First

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## Remote DVR-ing: Where Is It?

In Jan, **DirectTV** launched a remote DVR feature that lets subs schedule their DVRs remotely via any broadband connection. At the time, **Pali's Rich Greenfield** put out a research note titled, "Why does it always feel like DirectTV is a step ahead?" Just a month before, **Cfax** had noted that the feature has been long talked about by cable, but still was unavailable for the most part. So, now that we're approaching the halfway mark for '08, where is cable on this front? The good news is that some subs do have it. **Charter** launched the feature in 4Q to subs with **Digeo** Moxi boxes who also take HSD in St Louis; Greenville, SC; Madison, WI; and Birmingham, AL. Charter's talking to other set-top providers about offering the service as well. The MSO's survey of customers found that those with remote DVR scheduling record with the DVR approximately 18 hours/week vs 16 hours/week for non-users. The service also got high marks in accuracy of recording the correct program, reliability and ease of use, a spokeswoman said. For the most part, however, cable subs don't have remote scheduling. **Comcast** still promises that the service is "coming soon" on its Fancast.com site. A spokeswoman said there are no updates on the feature at this time. **Time Warner Cable** has been quieter on the issue. But when contacted by **Cfax**, a TW rep said the MSO's currently developing a Web-based scheduling feature and hopes to have it ready by 1Q '09. **Cox** doesn't currently offer the feature, but a spokesman said it's "in the works." Similarly, **Cablevision** says it's looking at it. **Verizon**, which has promised to launch the feature this year, appears to be moving a little closer. Last week, it launched its **FiOS TV Central Website** ([www.verizon.com/fiostvcentral](http://www.verizon.com/fiostvcentral)), which will eventually allow remote DVR programming. Telco sister **AT&T** was the 1st to offer remote DVR scheduling for both **U-Verse** and **AT&T Homezone** customers, launching it for U-Verse in Apr '07. AT&T declined to provide any stats on usage, though a spokeswoman said customer use has "really even been beyond what we anticipated."

**Advertising:** **NBCU** and **Nielsen** are collaborating on sales metrics that measure ROI through Nielsen's "Fusion" product. Fusion joins data from Nielsen's TV ratings service, its VideoCensus service (streaming video over the Web metrics) and databases of consumer activity for overall product categories. The idea is to help advertisers understand what sort of return their getting on their ad buys.

**Competition:** **AT&T** has filed a motion with **CT's Dept of PUC** seeking clarification of certain requirements related to the PUC's ruling last week requiring the telco to obtain permission from landowners and municipalities before installing its **U-verse** utility boxes in the state. "Some aspects of the Department's ruling, however, are unclear and, based on media reports last week, are being interpreted by some in a way that could impede AT&T's ability to continue to roll out U-verse video service to consumers across Connecticut," said the telco in a release. AT&T said it will comply with the modified processes. -- **DirectTV's** original entertainment channel **The 101** debuts Thurs (8pm ET) "Odyssey: Driving Around the World," a 13-ep series chronicling 7 adventure seekers trying to raise money and awareness for Parkinson's disease.

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**In the Courts:** Voom amended its complaint against DISH last week, seeking damages in excess of \$1bln for alleged breach of contract, *SkyReport* reports. DISH booted the Rainbow-owned nets from its lineup last month. Voom sued earlier this year, claiming DISH has violated its multi-year contract and seeking a permanent injunction.

**In the States:** Cablevision COO Tom Rutledge was in Hoboken Mon for the official groundbreaking of Clearview Cinemas 5-screen theatre, slated to open next spring. "Cablevision's commitment to Hoboken started in 1994 when we began offering cable service. Now, with the help and support of the City of Hoboken and Hudson County, we will strengthen that relationship, which we look forward to continuing for years to come," he said. -- Bridgewater Systems has been selected as the network access control vendor for the Sprint/cable WiMAX jv.

**Online Ads:** Advertising is currently the only real revenue source on the Internet, which poses 2 problems for cable, said Time Warner Cable pres/CEO Glenn Britt at the Sanford Bernstein conference Fri. Big advertisers believe the Web is a more efficient ad medium than TV, he said, and the online ad pool available to cable "is not growing that much." Interestingly, market research firm IDC on Fri reported that Internet advertising is growing approx 8 times faster than overall advertising. And it predicted that Internet ad rev will double from \$25.5bln last year to \$51.1bln in '12, including a 49.4% CAGR in video advertising through '12 to \$3.8bln. IDC said growth rates will catapult the Web to the 2nd largest ad medium over the next 5 years, bigger than cable and broadcast and behind only direct marketing.

**Marketing:** AMC and Bloomingdale's kick off Wed a promotional campaign for the 2nd season of the net's "Mad Men" (Jul 27) highlighted by a themed window display, store visuals and a dedicated shop at the retailer's NYC location. 13 additional Bloomie's will feature the series prominently in Jun and Jul. -- Nickelodeon's 9-city Slime Across America tour kicks off this weekend in Chicago featuring concerts, interactive games and a companion destination at Nick.com/slime.

**Online:** CBS.com and the CBS Audience Network will deploy over the next few months new video player features such as HD streaming, full-screen viewing and embeddable clips. -- Atlas Digital + Emerging Media has completed production of "The Vote, 101," a series of election-focused Webisodes to air on History.com. -- The NHL will use Signiant tech to provide fans with video content via NHL Net Online and arena Jumbotrons.

**Ratings:** New USA original "In Plain Sight" averaged a 3.97 and 5.25mlm total viewers during its Sun premiere, marking respective improvements of 21% and 32% over last year's freshman series "Burn Notice."

**Programming:** Sony Pictures TV and FX will bow Jun 24 the 1st of 10 5-min minisodes surrounding the net's "Rescue Me," the 5th season of which was delayed by the writer's strike until '09. The commercial-free minisodes hit FX beginning Jun 24 and will be available following the telecast at Crackle.com. -- Sept 8 will be 3-Mike night on ESPN, as ESPN Radio's Mike Greenburg and Mike Golic will join Mike Ditka in calling the 2nd game of the net's season-opening MNF doubleheader. -- TBS bows during "Sex and the City" Tues (Jun 2) "Commuter Confidential," a micro-series spotlighting the interaction of carpooling women presented by Match.com and Revlon. -- Season 2 of TV One's "Baisden After Dark" late night talker bows June 21.

**On the Circuit:** You have until June 17 to get your WICT Accolade nominations in for Woman of the Year and other honors (www.wict.org/WICT/Awards/Awards/). WICT PAR Initiative studies are due June 23. More info at www.wict.org.

## EXCLUSIVE MOVIES

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# BUSINESS & FINANCE

**Honors:** Gospel Music Channel founder/pres *Charles Humbard* was honored last week by the Intl Gospel Industry Retreat at its 1st "Service Honors Awards."

**People:** Oxygen appointed NBC's *Julie Rothman* vp, comm. -- Time Warner Cable tapped *Gail MacKinnon* as evp and chief govt relations officer. -- Cedar Point Comm promoted *John Murphy* to pres/CEO. -- Comcast SportsNet named *Princell Hair* svp, news operations. -- Former USA exec *Adam Ware* has been named pres of IA Media, which oversees *ImaginAsian TV*.

**Business/Finance:** *Mediacom* shares gained 2.25% Mon amid a widespread market sell-off, propelled by an upgrade to 'buy' by *Pali* analyst *Richard Greenfield*. Citing improving triple-play penetration and ebbing competition, *Greenfield* expects the MSO's "outperformance in Q1 '08 will continue throughout 2008." -- With an eye on continued global expansion, *ESPN* has renamed as the **Global X Events and Development** the department responsible for **X Games** events and related opportunities. *ESPN Films* svp *Ron Semiao* will continue as chief creative X officer; managing dir, X franchise *Rick Alessandri* will oversee the X Games expansion strategy and operations; *Chris Stiepoek* was promoted to vp/GM, X Franchise; and *Jack Wienert* will continue as exec dir, X Games.

## CableFAX Daily Stockwatch

Company	06/02 Close	1-Day Ch	Company	06/02 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
ARRIS GROUP:	9.32	(0.04)	ARRIS GROUP:	9.32	(0.04)
BRITISH SKY:	42.00	(0.84)	AVID TECH:	21.09	(0.37)
DIRECTV:	28.39	0.29	BIGBAND:	5.19	(0.11)
DISNEY:	33.30	(0.3)	BLNDER TONGUE:	1.25	0.03
ECHOSTAR:	35.28	0.17	BROADCOM:	28.08	(0.61)
GE:	30.41	(0.31)	C-COR:	11.00	0.00
HEARST-ARGYLE:	21.12	(0.15)	CISCO:	26.35	(0.37)
ION MEDIA:	1.45	0.00	COMMSCOPE:	54.81	(0.04)
NEWS CORP:	18.44	(0.16)	CONCURRENT:	0.69	0.00
<b>MSOS</b>					
CABLEVISION:	27.04	(0.07)	CONVERGYS:	15.89	(0.24)
CHARTER:	1.51	(0.08)	CSG SYSTEMS:	13.05	(0.23)
COMCAST:	22.52	0.02	ECHOSTAR HOLDING:	36.90	(0.44)
COMCAST SPCL:	22.27	(0.02)	GOOGLE:	575.00	(10.8)
GCI:	7.10	(0.26)	HARMONIC:	9.26	(0.36)
KNOLGY:	14.67	(0.16)	JDSU:	12.10	(0.27)
LIBERTY CAPITAL:	14.88	0.06	LEVEL 3:	3.46	0.03
LIBERTY ENTERTAINMENT:	26.92	(0.08)	MICROSOFT:	27.80	(0.52)
LIBERTY GLOBAL:	35.99	0.14	MOTOROLA:	9.13	(0.2)
LIBERTY INTERACTIVE:	17.01	0.02	NDS:	52.13	(0.14)
MEDIACOM:	6.35	0.14	NORTEL:	8.10	(0.14)
SHAW COMM:	20.58	(0.14)	OPENTV:	1.40	(0.07)
TIME WARNER CABLE:	29.74	(0.16)	PHILIPS:	37.90	(0.53)
VIRGIN MEDIA:	15.94	0.25	RENTRAK:	13.98	0.03
WASH POST:	604.05	(24.37)	SEACHANGE:	7.92	0.06
<b>PROGRAMMING</b>					
CBS:	21.74	0.16	SONY:	51.37	0.98
CROWN:	4.93	(0.09)	SPRINT NEXTEL:	9.42	0.06
DISCOVERY:	25.96	(0.23)	THOMAS & BETTS:	41.66	(0.81)
EW SCRIPPS:	47.05	(0.05)	TIVO:	7.63	(0.78)
GRUPO TELEVISA:	25.97	(0.23)	TOLLGRADE:	5.26	(0.06)
INTERACTIVE CORP:	22.09	(0.46)	UNIVERSAL ELEC:	24.91	(0.51)
LODGENET:	6.41	(0.1)	VONAGE:	1.92	(0.08)
NEW FRONTIER:	5.22	0.13	WEBB SYS:	0.05	0.00
OUTDOOR:	8.00	0.09	WORLDGATE:	0.30	0.00
PLAYBOY:	5.79	(0.2)	YAHOO:	26.40	(0.36)
TIME WARNER:	15.61	(0.27)	<b>TELCOS</b>		
VALUEVISION:	4.18	(0.23)	AT&T:	39.35	(0.55)
VIACOM:	35.79	(0.29)	QWEST:	4.82	(0.03)
WWE:	16.34	(0.31)	VERIZON:	37.86	(0.61)
<b>TECHNOLOGY</b>					
3COM:	2.46	(0.06)	<b>MARKET INDICES</b>		
ADC:	15.38	(0.36)	DOW:	12503.82	(134.5)
ADVANTAGE:	3.61	(0.07)	NASDAQ:	2491.53	(31.13)
ALCATEL LUCENT:	7.38	(0.13)			
AMDOCS:	31.74	(0.57)			
AMPHENOL:	47.26	0.63			
APPLE:	186.10	(2.65)			

## CALL FOR ENTRIES

## Top Places to Work in Cable

Deadline for nominations: June 9

### What are the best companies to work for in the cable industry?

Help CableFAX: The Magazine decide by nominating the companies you think should be on our list of the Top 10 Places to Work in Cable by completing our online nomination form now.

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

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# Call for Nominations

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## 2008 Most Influential Minorities in Cable

Who are cable's most influential minority executives? Help us decide by nominating the executives you think should be included in our annual list of the Most Influential Minorities in Cable. We will rank the top 50 minorities, and run a list of the second 50, in the September issue of CableFAX: The Magazine. Nominations are open to all cable operators, programmers, vendors and trade associations

**Deadline for nominations:  
July 3, 2008**

Nomination form can be found at:

**[www.CableFaxMag.com](http://www.CableFaxMag.com)**

