

CableFAX Daily™

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What the Industry Reads First

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Nuts & Bolts: A Closer Look At U-verse

Nothing earth-shattering came out of **AT&T's** investor conference presentation Tues, but it did provide more insight on just how **U-verse**, with its 30K subs, works. For example, the average truck roll time for all installs is 7-8 hours. That figure drops to the 4-5 range when counting only those techs who have been on the job for 6 months+ and have undergone training, *Ernie Carey*, vp, advanced network technologies, told a **Deutsche Bank** conference Tues. AT&T hopes to reduce that average further by using a remote gateway to move some maintenance outside the home. The telco is also trying to address its HD issue. Currently, only 1 HD stream and 3 SD streams can simultaneously play inside a home. But by late this year or early next year, AT&T plans to offer 2 HD and 2 SD streams simultaneously, said Carey, who acknowledged that it's "really, really critical." Still unclear are AT&T's rollout plans in the recently acquired **BellSouth** territories. AT&T has finished evaluating buildout plans but hasn't announced details yet, Carey said: "We're probably not far away from doing that. We see AT&T as being pretty aggressive in the 9 Southeast states." Conventional wisdom favors GA given its recent passage of state franchising legislation, whereas TN may be out because the sponsor of a similar bill recently withdrew it. A few other tidbits from his presentation: More than 80% of U-verse subs take higher-end video packages, and 65% of those are taking the highest broadband speeds.

HBO's New Boss: As predicted (*Cfax*, 5/23), **HBO** turned within to fill the chmn/CEO post abruptly vacated by *Chris Albrecht* after his arrest for allegedly assaulting his girlfriend last month. Parent **Time Warner** opted to crown COO *Bill Nelson*, who had already taken the interim reins. The other popular internal candidates—evp *Richard Plepler*, sales & marketing pres *Eric Kessler* and evp, gen counsel *Harold Akselrad*—all got bumped up as well, being named co-presidents. Akselrad will manage legal/biz affairs, film acquisition and HBO's technology groups, while continuing to serve as gen counsel. Kessler will oversee marketing and worldwide distribution. And Plepler will be responsible for HBO's programming and corporate comm. Nelson, a 23-year HBO vet, said he want to continue developing high quality content, while "digital technologies present endless opportunities for us to deliver HBO programming to new audiences around the world." HBO also promoted *Michael Lombardo* to pres, programming group and West Coast Operations, reporting to Plepler. (He'll also report to Akselrad on issues pertaining to legal and biz affairs). **Sopranos Ratings:** Sun's penultimate episode of "The Sopranos" scored 8mln viewers, the show's best performance of the season behind the premiere ep (8.2mln).

Retrans: **Cox** and **Sinclair** quietly worked out a new, 4-year retrans consent agreement that includes HD. Cox was the last major MSO with which Sinclair needed a deal, having reached agreements earlier this year with **Time Warner Cable**, **Mediacom**, **Comcast** and **Charter**. Terms, including whether cash was paid, were not released.

Grand Slam!
Cubs Baseball scores a home run with impressive demo delivery.

+14% M18-34 (2007=65)	+7% M18-49 (2007=122)	+17% A18-34 (2007=89)	+9% A18-49 (2007=180)
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Source: Nielsen Media Research; WGNC NHI data for Cubs Baseball; based on live audience projections (in 000s) comparing the telecast of April 2-May 30, 2007 vs. April 3 - May 31, 2006. Qualifying data available upon request.

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SUPERSTATION WGN

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"Our agreement with Cox, which includes mutually acceptable economic arrangements and an exchange of value, again demonstrates the value of broadcast television to alternative delivery systems," Sinclair pres/CEO *David Smith* said. Cox, like Charter, reached the deal with no public spats, even though the 2 had been talking for several months (*Cfax*, 4/16). **Mediacom** had the most acrimonious talks, with Sinclair yanking its stations from approx 700K subs for about a month. Cox's deal includes the launch of Sinclair HD signals in several markets for the 1st time, including OK City and Las Vegas. Cox will also add the HD signals for Sinclair's **My Network TV** affils on Feb 17, '09—the digital transition date.

Competition: **EchoStar** evp, gen counsel *David Moskowitz* will retire July 1, according to an SEC filing. He will assume the role of sr adviser to EchoStar and remain on the board. His retirement comes as EchoStar is appealing its patent loss to TiVo. -- **Verizon** on Tues launched **FiOS TV** service in 16 more NJ communities, bringing to 196 the number of state communities who receive the service. The telco is promoting in the area a triple-play bundle for as low as \$95/month. -- **RCN** rolled out a new program aimed at luring small and medium-sized businesses into its service fold. It includes new product offerings, re-priced rate plans, service enhancements and a dedicated customer support group.

We Object: **Comcast** on Mon filed a false advertising lawsuit against **Qwest**. The MSO disputes the validity of a TV, online and newspaper ad campaign launched last month by the telco claiming that a blind side-by-side survey showed that 72% of Internet users found Qwest's Internet service to be as fast or faster than Comcast's service. The MSO is attempting to block Qwest from making the claim and also seeks "corrective" ads. This after Comcast employed a similar gambit in ads claiming that DBS subs believe cable's HD picture quality is better than satellite's. **DirecTV** took offense and is now locked in a legal battle with Comcast over those spots.

Deal: **LodgeNet** inked a deal with **NBCU** to distribute some Universal films using LodgeNet's in-room HD technology.

Ratings: Both **USA** and **Lifetime** came out blazing last week with original series "The Starter Wife" and "Army Wives." USA's series earned a 4.3/4.08m (4th on the weekly telecast list) and established historical net bests for Thurs prime deliveries among the 25-54 (2.8m) and 18-49 (2.9m) demos. Lifetime's show garnered a 2.9/2.71m, notching 13th on the telecast list, and became the most-watched series premiere in net history by averaging 3.5m viewers. -- *LeBron James'* ascendance to *Michael Jordan* air during the Cavs-Pistons series helped **TNT** (2.7/2.50m) retain the week's top prime ratings spot, as 3 tilts between the squads earned top billing for the week. USA (2.5/2.31m) took 2nd, followed by **Disney** (1.9/1.75m), **ESPN** (1.7/1.65m) and Lifetime (1.4/1.31m).

Programming: **Hallmark Channel** dubbed upcoming original flick "You've Got a Friend" as its 1st on-air "Watch With Me" event—the net's initiative to encourage family co-viewing. -- Broadband/VOD channel **FEARnet** on Wed launches "Devil's Trade," an all-new short-form miniseries produced by **Ghost House Pictures**. 3- to 5-min episodes will be released on a weekly basis. -- **Spike** will fire out a pair of original series in July, "The Kill Point" (Jul 22, 9pm), in which *John Leguizamo* and *Donnie Wahlberg* face a botched bank heist, and "Murder" (10pm), featuring amateur sleuths attempting to solve a real homicide. -- *Dennis Miller* signed on to host **GSN**'s "Grand Slam" (Aug 7, 8pm ET), featuring 16 game show contestants competing for top billing.

On the Circuit: Fri is the early bird deadline for **CTAM Summit** (DC, July 23-25) registration—register before then and

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BUSINESS & FINANCE

get \$75 off. Among the confab's general speakers is **Streative Branding** founder/CEO *Shari Swan*, who will talk about next-generation marketing. -- **Cable in the Classroom's** Leaders in Learning award winners broke bread Tues afternoon with **Time Warner Cable's** National Teacher Award winners. The result? A lot of educators talking about what can be done to improve the high percentage of new teachers who leave the field each year. One idea: a cable series "that celebrates the world of teachers."

Affiliate Relations: **NBCU** is offering affils local ad sales promotions surrounding the 2nd season of **Sci Fi's** "Eureka," premiering Jul 10. The 1st 30 to sign up may win a **Nintendo** Wii gaming console. Info is available at **Nbcunetworks.com**.

People: **MTVN** promoted *Dan Hart* to svp/GM, **MTV Digital**, and upped *Paul DeBenedittis* to vp, operations and *Colin Helms* vp, programming within the same segment.

Business/Finance: **New Frontier** reported a 35% surge in revenue to \$63.3mln and a 9% increase in net income to \$12.3mln for the full year ended Mar 31, although quarterly rev for its pay TV group remained flat at \$11.2mln and PPV rev declined 4% to \$5.5mln. VOD rev for the Q rose 10% to \$5.3mln.

-- **Motorola** invested an undisclosed amount in **Vocel**, a wireless push tech firm and developer of the **INCA** wake-up mobile marketing service.

CableFAX Daily Stockwatch

Company	06/05 Close	1-Day Ch	Company	06/05 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	52.52	(0.47)	AMPHENOL:	35.37	(0.73)
DIRECTV:	23.08	(0.21)	APPLE:	122.67	1.34
DISNEY:	35.27	(0.43)	ARRIS GROUP:	15.93	(0.35)
ECHOSTAR:	45.94	(1.15)	AVID TECH:	33.50	(0.04)
GE:	37.40	(0.41)	BLNDER TONGUE:	1.54	(0.03)
HEARST-ARGYLE:	26.82	0.30	BROADCOM:	31.08	0.44
ION MEDIA:	1.45	(0.01)	C-COR:	14.51	(0.17)
NEWS CORP:	24.15	0.05	CISCO:	27.20	0.19
TRIBUNE:	31.85	(0.39)	COMMSCOPE:	54.11	0.31
MSOS					
CABLEVISION:	36.17	(0.15)	CONCURRENT:	1.81	0.07
CHARTER:	4.04	0.12	CONVERGYS:	25.91	0.13
COMCAST:	27.11	0.07	CSG SYSTEMS:	27.38	(0.45)
COMCAST SPCL:	26.86	0.00	GEMSTAR TVG:	4.58	(0.1)
GCI:	13.13	(0.15)	GOOGLE:	518.84	11.77
KNOLOGY:	18.75	(0.07)	HARMONIC:	8.64	(0.16)
LIBERTY CAPITAL:	113.50	(0.15)	JDSU:	12.85	(0.23)
LIBERTY GLOBAL:	38.69	(0.63)	LEVEL 3:	5.82	(0.05)
LIBERTY INTERACTIVE:	24.03	(0.37)	MICROSOFT:	30.58	(0.14)
MEDIACOM:	9.95	(0.08)	MOTOROLA:	18.31	0.01
NTL:	28.22	0.00	NDS:	50.10	(0.85)
ROGERS COMM:	41.39	(0.26)	NORTEL:	26.29	(0.01)
SHAW COMM:	43.08	(0.21)	OPENTV:	2.31	0.01
TIME WARNER CABLE:	38.25	(0.2)	PHILIPS:	42.50	0.10
WASH POST:	768.00	(6.52)	RENTRAK:	15.71	(0.2)
PROGRAMMING					
CBS:	33.53	(0.13)	SEACHANGE:	9.15	(0.04)
CROWN:	7.50	(0.3)	SONY:	55.96	(0.74)
DISCOVERY:	23.71	(0.11)	SPRINT NEXTEL:	22.90	(0.44)
EW SCRIPPS:	46.33	(0.5)	THOMAS & BETTS:	58.01	(0.67)
GRUPO TELEVISA:	28.15	(0.58)	TIVO:	6.20	(0.06)
INTERACTIVE CORP:	34.80	0.00	TOLLGRADE:	11.45	(0.43)
LODGENET:	33.89	(0.31)	UNIVERSAL ELEC:	32.74	(0.73)
NEW FRONTIER:	8.93	(0.3)	VONAGE:	3.05	(0.04)
OUTDOOR:	9.99	(0.18)	VYYO:	6.14	(0.04)
PLAYBOY:	11.00	(0.24)	WEBB SYS:	0.06	0.01
TIME WARNER:	21.10	(0.13)	WORLDGATE:	0.55	0.05
UNIVISION:	36.23	0.00	YAHOO:	28.23	(0.36)
VALUEVISION:	11.31	0.08	TELCOS		
VIACOM:	43.55	(0.48)	AT&T:	40.49	(0.41)
WWE:	17.89	(0.15)	QWEST:	10.20	(0.08)
TECHNOLOGY					
3COM:	4.73	0.03	VERIZON:	42.76	(0.19)
ADC:	17.10	0.09	MARKET INDICES		
ADVANTAGE:	4.95	(0.08)	DOW:	13595.46	(80.86)
ALCATEL LUCENT:	13.79	0.18	NASDAQ:	2611.23	(7.06)
AMDOCS:	38.74	(0.37)			

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