

CableFAX Daily™

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What the Industry Reads First

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West Coast Beat: Drips and Drabs from L.A. Comcast-NBCU Hearing

The **House Judiciary's** field hearing in L.A. Mon on **Comcast-NBCU's** proposed transaction wasn't very public given that there was no Webcast of the event. Even **Twitter** updates were hard to come by, with a Comcast rep tweeting that wireless in the hearing room was non-existent and that she was "out in the main CA Science Center hall with 5th graders." Better luck next month when the FCC holds a public forum on the proposal in Chicago. The marathon hearing, scheduled from 1-8pm CT on July 13, will be Webcast, covered on Twitter by the FCC and includes 2 hours of public comment/questions. With Mon's hearing at the CA Science Center called with less than a week's notice, even securing witnesses wasn't easy. As of Fri, there was still a scramble, with a list provided to Cfax and other outlets changing as witnesses joined or dropped out. One of the biggest changes involved former **FCC** chmn/*Patton Boggs* partner *Kevin Martin*. While he was still listed as a hearing witness representing merger opponent **Bloomberg** Mon morning, sources at the event said he would be merely observing, not testifying. *The Washington Post* reported Mon that Martin said the committee invited him while he was out of town and that he declined the invitation Fri afternoon. Rep *Maxine Waters* (D-CA) chalked up some of the other no shows to fear. "It is very troublesome that many independent and minority programmers, producers, writers, and directors have been afraid to voice their concerns for fear of blacklisting, or other forms of retaliation within their industries," she said in her written statement. Waters, who has led the call for public hearings, said she does not oppose the merger, but has serious questions and believes it should not be rushed. At the hearing, Comcast-NBCU stepped up their minority commitment by pledging that at least 3 of the 6 indie nets that they've promised to add over the 3 years post-merger will have a substantial minority interest. "This is an open invitation to African American, Hispanic, Asian Pacific Islander and other communities to come up with their best programming ideas, step forward, and serve diverse audiences..." NBCU evp diversity Paula Madison said in prepared testimony, calling out fellow hearing participants *Alfred Liggins* (TV One/Radio One), *Will Griffin* (Hip Hop on Demand) and *Frank Washington* (Tower of Babel) for doing just that. Comcast's promise doesn't satisfy the **Natl Coalition of African American Owned Media**, which has retained Martin to help with its case and is calling for a boycott of Comcast. NCAAOM pres/CEO *Stanley Washington* testified that the merger shouldn't be approved without Comcast and NBCU agreeing to dedicate 10% of channel capacity (at least

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25 channels) to 100% African American-owned channels. It also wants 4 out of NBC's 22 hours of weekly prime programming dedicated to African American-owned media. *Magic Johnson* threw his voice into the mix, saying he believes NBCU is committed to diversity and will be able to expand its diversity and inclusion growth even more once combined with Comcast. He made the comments in a letter, saying he couldn't be at the hearing in person because of his son's graduation. Comcast-NBC also pledged that post-transaction they would establish 4 advisory councils made up of African Americans, Latinos, Asian Pacific Islanders and other diverse communities. The pair will increase philanthropic spending on minority-led efforts by 10% each year for the 3 years post merger, and they will jointly commit at least an additional \$7mln in spending on advertising with minority-owned media.

Competition: **DirectTV** bowed its Whole-Home DVR service, allowing customers to record and watch their favorite shows in up to 15 rooms in their home with a single HD DVR. A national print, broadcast and online ad campaign will tout the \$3/month service that also features DVR functionality in every room. -- **Verizon Wireless' V Cast Video** is now available on **Android** smartphones.

In the Courts: **MLB** asked the **NY Supreme Court** to issue a subpoena requiring **Charter's** aid in identifying people who have allegedly posted porn and other indecent content on MLB.com message boards, as the league determined that certain offenders are Charter Internet subs. The MSO said it has received and is reviewing MLB's request, but will "disclose subscriber information only as required by law, making certain that we comply with applicable law while respecting the privacy of our customers."

Technology: The **US Patent and Trademark Office** granted **Invidi Technologies** multiple patents covering functionality that underlies its addressable advertising system. One, for example, covers a selection process for the delivery of targeted content based on parameters such as age, gender, income, locale and personal interest. Invidi also owns patents covering the distribution of commercial messages to individually addressable subscriber terminals on a network where the delivery is based on household data, such as demographic information.

Mobile: Following **AT&T's** move away from all-you-can-consume data plans last week, **Clearwire's** trumpeting its unlimited 4G data plans, which it says can still be offered because of its "unrivaled spectrum position." While that's not particularly surprising, under the radar are the Clear-based mobile broadband plans with usage caps now offered by **Comcast** (High Speed2go) and **Time Warner Cable** (Road Runner Mobile). Comcast said it just launched 2 plans that have either a 2 GB or 4 GB monthly data usage allotment, over which customers would pay per MB. TWC failed to reply to inquiries. Keep in mind, though, that the MSOs still offer more expensive unlimited plans. -- **Netflix CEO Reed Hastings** intro'd a new **iPhone** app at Mon's **Apple** event that allows Netflix customers to start watching a movie on the TV and continue viewing it on an iPhone. The free service will bow this summer.

Ratings: **Nickelodeon's** record-breaking Fri night included new "iCarly" TV movie "iPsycho," which drew 7.5mln total viewers to rank as basic cable's top ent telecast of 2Q, an ep of "Victorious" that set a series record with nearly 6mln total viewers and "Big Time Rush," which scored its best performance among total viewers (4.7mln) since it Jan launch. -- **Lifetime's** "Drop Dead Diva" returned for a 2nd season Sun night and averaged 3.1mln total viewers, 1.4mln 25-54s and 1.1mln women 25-54, marking respective improvements over the show's initial ep of +11%, +10% and +8%.

Programming: Very appropriate for a series whose motto is "things aren't always what they appear to be..." "Rubicon's" first ep will be snuck in by **AMC** after "Breaking Bad" completes its 3rd season this Sun night. Rubicon officially premieres Aug 1. That un-marketed sneak attack kicks off a multi-platform, distribution plan to offer consumer sampling via on-camera, online and on VOD. -- **Hallmark Channel's** *Martha Stewart*-powered "how-to" slate kicks off Sept 13 with airings of "The Martha Stewart Show" (weekdays, 10am), after which the net's set to run a talk show featuring **Sirius XM** hosts *Alexis Stewart* and *Jennifer Koppelman Hutt* and "Mad Hungry with Lucinda," featuring food writer/editor *Lucinda Scala Quinn*. -- **Fox Sports en Espanol's** using 8 shows to highlight the **World Cup**, with all of them to air throughout the event at various intervals. Included are "Tribuna Fox Sports—Sudafrica 2010," a daily interactive show featuring info, interviews and stats, and "Fox Sports Central," featuring info on all the key players with special emphasis on Mexico, US, Brazil, Chile and Argentine teams. -- **Starz Ent** picked up the US rights to **BBC** series "Torchwood" for air beginning in summer '11.

On the Circuit: **CTHRA** kicks off its symposium in Atlanta Tues, with a keynote by *Bob McIntyre*, CTO of **Cisco's** ser-

BUSINESS & FINANCE

vice provider business. More on the world of HR in CTHRA exec dir *Pam Williams'* guest column on page 4.

Honors: TLC pres/gm *Eileen O'Neill*, Time Warner Cable's evp *Joan Gillman* and OWN's chief marketing officer *Liz Dolan* were among "Advertising Age's" Women to Watch 2010. -- Disney/ABC will receive the Advertising Educational Foundation's 2010 Media Award, which recognizes outstanding accomplishments in promoting and supporting the ad industry.

People: Nice kick up the ladder for 23-year Discovery vet *Bill Goodwyn*, who was named pres, global distribution and CEO of Discovery Education. He was previously pres, domestic distribution and enterprises. Goodwyn will continue to lead all US distribution efforts. -- Remember when the grapevine chatter was that former FCC chmn *Kevin Martin* might run for Congress? Turns out that distinction belongs to his former gen counsel *Matthew Berry*, who faces off in VA's Republican Primary Tues against *Patrick Murray*. Berry is hoping to take on 10-term Democratic incumbent *Jim Moran*.

Business/Finance: Si TV has raised \$24mln in a combo of equity and debt financing transactions, the former from its existing investor group. CEO *Michael Schwimmer* said the deals will support growth initiatives such as further investment in programming.

CableFAX Daily Stockwatch

Company	06/07 Close	1-Day Ch	Company	06/07 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	37.71	(0.19)	ARRIS GROUP:	10.27	(0.23)
DISH:	19.92	(0.42)	AVID TECH:	12.83	(0.32)
DISNEY:	33.04	(0.65)	BIGBAND:	2.93	0.03
GE:	15.41	(0.3)	BLNDER TONGUE:	1.29	(0.04)
NEWS CORP:	14.46	(0.3)	BROADCOM:	32.58	(1.01)
MSOS					
CABLEVISION:	23.62	(1.18)	CISCO:	22.76	(0.2)
COMCAST:	17.36	(0.43)	CLEARWIRE:	7.71	(0.25)
COMCAST SPCL:	16.46	(0.39)	COMMSCOPE:	24.99	(0.93)
GCI:	5.97	(0.02)	CONCURRENT:	5.10	(0.06)
KNOLOGY:	11.20	(0.3)	CONVERGYS:	10.03	(0.34)
LIBERTY CAPITAL:	39.48	(0.96)	CSG SYSTEMS:	19.09	(0.5)
LIBERTY GLOBAL:	24.37	(0.66)	ECHOSTAR:	20.27	(0.29)
LIBERTY INT:	12.40	(0.41)	GOOGLE:	485.52	(13.2)
MEDIACOM:	6.28	0.01	HARMONIC:	5.46	(0.05)
RCN:	14.50	0.05	INTEL:	20.31	(0.64)
SHAW COMM:	18.39	0.31	JDSU:	10.21	(0.41)
TIME WARNER CABLE:	52.42	(1.45)	LEVEL 3:	1.20	(0.06)
VIRGIN MEDIA:	15.53	(0.55)	MICROSOFT:	25.29	(0.5)
WASH POST:	442.70	(6.93)	MOTOROLA:	6.57	(0.13)
PROGRAMMING					
CBS:	13.41	(0.52)	PHILIPS:	28.09	(0.53)
CROWN:	1.76	0.01	RENTRAK:	21.93	(0.74)
DISCOVERY:	36.06	(0.89)	SEACHANGE:	7.45	(0.31)
GRUPO TELEVISA:	17.52	(0.52)	SONY:	28.29	(0.95)
HSN:	23.07	(1.55)	SPRINT NEXTEL:	4.66	(0.12)
INTERACTIVE CORP:	22.53	(0.44)	THOMAS & BETTS:	36.94	(1.03)
LIBERTY:	31.34	(0.26)	TIVO:	8.15	(0.2)
LIBERTY STARZ:	51.60	(0.07)	TOLLGRADE:	6.46	(0.16)
LIONSGATE:	6.94	(0.1)	UNIVERSAL ELEC:	18.22	(0.63)
LODGENET:	4.41	(0.44)	VONAGE:	1.92	0.00
NEW FRONTIER:	1.80	(0.02)	YAHOO:	14.94	(0.06)
OUTDOOR:	5.15	(0.25)	TELCOS		
PLAYBOY:	3.39	(0.14)	AT&T:	24.32	0.15
SCRIPPS INT:	43.14	(1.59)	QWEST:	5.15	(0.06)
TIME WARNER:	30.40	(0.06)	VERIZON:	27.08	(0.13)
VALUEVISION:	1.67	(0.12)	MARKET INDICES		
VIACOM:	35.95	0.03	DOW:	9816.49	(115.48)
WWE:	16.09	(0.2)	NASDAQ:	2173.90	(45.27)
TECHNOLOGY					
ADC:	7.27	(0.24)			
ADDVANTAGE:	2.77	(0.03)			
ALCATEL LUCENT:	2.42	(0.08)			
AMDOCS:	27.03	(0.58)			
AMPHENOL:	39.80	(0.99)			
AOL:	20.61	(0.67)			
APPLE:	250.94	(5.03)			

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Meeting Change Head On

From boardrooms to industry gatherings, one topic is dominating conversations: the far-reaching changes that are transforming how we do business. From advancing technologies to the convergence of services, massive mergers, globalization, and drastically changing consumer behaviors, there is no denying that the collective impact is far reaching.

“Our industry is currently experiencing a combination of market forces that will have a seismic impact on how our companies operate. As a result, employers are re-evaluating everything from hiring and training to organizational structure leveraging human capital analytics,” shared Tom Mathews, EVP of HR for Time Warner Cable.

Furthermore, most executives agree that the transformation isn’t going to end any time soon. In Tom’s words, “We all need to move faster as competition isn’t going to slow down. And we all need to understand that innovation needs to be constant and ongoing.”

In order to remain competitive, employers must implement change management processes that are thoroughly thought out and flawlessly executed. According to Amy Girdwood, EVP of HR management for Discovery Communications, clear, ongoing communication was a key component of her company’s success strategy. In the course of 18 months, her company reorganized 13 US networks; opened offices in Russia and Hungary; reorganized offices in Latin America, Mexico and Brazil; sold, launched, and acquired numerous brands; and implemented several HR initiatives. Despite the rapid and unprecedented change, she said employees responded positively and the company was named a top place to work by *Working Mother*, *Computer World*, and WICT.

“From the outset, HR was part of the strategic team that helped define the company’s future direction,” Amy said. “Our CEO and senior EVP of HR talked openly to

the employees about the strategy and vision for change through a combination of Town Hall meetings, small group lunches, and by simply walking the floors and conveying accessibility. This provided the employees with context for the changes underway.”

While companies update their strategies and processes amidst the changing tides, savvy employees are taking stock of a wave of new career opportunities. Three of the seven new job families included in CTHRA’s 2010 Compensation Surveys are technology focused: technical recruiting, technical training, and technology/IT management. Green jobs, including engineering positions with an environmental slant, and sales & marketing also rank highly on the growth list.



Pamela Williams

Savvy employees can take their careers in new directions or speed their advancement by ensuring their skills match the demands of emerging positions. According to Mike Butler, svp, compensation and benefits for Cablevision, “Bottom line: if there is an opportunity to learn...grab it! That could be a degree or certification, internal training, developmental assignments within or across departments or job functions, volunteering to work on a project or fill-in during staffing shortages or peak periods. Aside from the specific knowledge gained or skill acquired or honed, demonstrating curiosity, initiative and eagerness to improve is going to get you noticed.”

While industry employers and employees embrace the changes at hand, CTHRA has embarked on its own transformation to remain relevant. Earlier this year, our board created a comprehensive strategic plan to ensure our organization will meet the changing needs of the 100 companies and 1,600 HR professionals we serve. We’re hard at work developing new programs, engaging our members, and updating our logo, Web site and materials. Stay tuned!

*(Pamela Williams is exec dir of the **Cable and Telecommunications Human Resources Association**)*

CableFAX’s Customer Experience Management Guidebook Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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