

# CableFAX Daily™

Wednesday — June 10, 2009

What the Industry Reads First

Volume 20 / No. 109

## Tapping Talent: CTHRA Mulls HR's Role as Economy Falters

In bad economies, corporate cost-cutting can brighten otherwise moribund bottom lines. Trouble is, many industries including relatively well positioned cable often pare employment ranks and costs while belt-tightening, which can lead to myriad HR problems. "Retaining and developing talent," for example, is a big challenge currently, said **Discovery Comm** svp, HR *Adria Alpert Romm* Tues at **CTHRA's** annual symposium. Meanwhile, cable faces complex issues because of its relative health and status as a key place for media professionals. Enter then "rotational movement" of workers among cable nets, another challenge cited by Romm, who gamely addressed a prime example: **Investigation Discovery's** hiring of pres/gm *Henry Schleiff*, most recently of **Crown Media**. Discovery "went after experience" in hiring Schleiff, she said, believing the **Court TV** veteran can help grow the net's audience. Wolzien pres *Tom Wolzien* said the battle for cable talent may intensify as the viewership transfer potential from broadcast to cable ebbs. **Time Warner Cable** evp, HR *Tom Mathews* sees trouble in another area: keeping media sales people motivated during this slow period. Of course, now's "a very good time to find advertising talent," he said, but HR pros should "be careful not to over-stereotype" the desires of various employee age groups. Other HR opportunities include cost cutting and taking risks in areas such as new media and commercial services where Mathews sees "significant upside." Discovery, for example, slashes \$1mln in health costs annually through its on-site medical center. Plans call for expansion of the program to NY and Miami. "It's important as a deliverable to employees and as a cost-cutting measure... and it creates a great sales incentive," said Romm. On the corporate side, said Wolzien, HR departments can act as an "early warning system," as they "may be the only unbiased [corporate] parts for strategic input."

**At the Portals:** It looks like *Julius Genachowski* will finally get his nomination hearing for the **FCC** chmn post, with **Sen Commerce** pairing his nomination and Republican commish *Robert McDowell's* renomination for June 16. That leaves Dem nominee *Mignon Clyburn* and the other Republican nominee (rumored to be former **NTIA** head *Meredith Attwell Baker*). The Senate must approve all of *Obama's* picks.

**Inspector Schleiff:** Just 9 days after departing **Crown**, *Henry Schleiff* announced that he's joining **Discovery** to serve as pres, gm of **Investigation Discovery**. The move feels like a return to his **Court TV** roots. "I have known Henry for more

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Source: Beta Research, Brand Identity Study, 3/09. One of my favorite channels, 58% of Women 18+ (Ranked 1st). Ranking excludes networks carried almost entirely in digital cable packages.



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than 20 years, and he is an accomplished and seasoned programming leader with an unparalleled track record in the investigative genre,” said Discovery pres/CEO *David Zaslav*. Schleiff, who most recently headed **Hallmark Channel** as pres/CEO Crown, will be based out of NYC and report to *Clark Bunting*, pres/gm **Discovery Emerging Nets**. He starts the newly created gig Aug 1. “If my experience in this industry has proven anything, it’s that the combination of an imaginative and passionate team plus a distinctive brand supported by compelling and well produced programming leads inevitably to growth, success and, certainly, some fun,” said Schleiff. At Court, he helped grow distribution from 30mln homes to 85mln. At Crown, he launched **Hallmark Movie Network** and helped grow the flagship channel to 86mln+ homes.

**In the States: Comcast** is launching wideband in metro DC, offering speeds of up to 50Mbps. Comcast also will double speeds for most existing high-speed subs at no additional cost. The entire DC market is expected to have wideband by year-end. Comcast is launching 2 new speed tiers: “Extreme 50,” up to 50Mbps down/10Mbps up for \$100/month if taken with another Comcast service; and “Ultra,” 22Mbps down/5 up (\$62.95). -- **BendBroadband** is gearing up to launch free WiFi this summer to HSD subs in selected areas within Bend, Redmond and Sisters, according to its Website. -- Search firm **Russell Reynolds Assoc** was hired to help **NAB** find its next pres/CEO. *David Rehr* resigned from the broadcast trade last month.

**DTV Doings: Consumers Union** take note. **Comcast** is giving away free antennas to consumers who have over-the-air digital convert boxes, reports the *Houston Business Journal*. A CU rep complained at this month’s **FCC** hearing that some cable ops were taking advantage of the DTV transition to push their products. The antennas are available at **Comcast** service centers through June 13, the paper reports.

**At the Portals:** More ideas for the national broadband plan trickled into the **FCC** late Mon. Among them was **Cox’s** suggestion to enhance broadband access with 10 broadband adoption projects for at-risk, low-income students and their families in ‘10 and using that experience to launch a national program by ‘12. By ‘12, Cox proposes cutting the number of unserved American homes in half. **AT&T** recommended the FCC strive for 100% broadband access by ‘14. “A successful national broadband plan should aim for an Internet that is universal, open, private and safe,” said *Robert Quinn*, AT&T’s svp, federal regulatory. The telco’s suggestions include embracing all platforms and providing govt support for areas of the nation where the private sector alone will not be able to shoulder the costs of deploying broadband. **NCTA** used its filing to repeat a familiar refrain—focus on unserved areas, then reach out to those who have broadband but aren’t using it.

**VOD: TVN** entered into a long-term deal with **Time Warner Cable** to support its VOD platform. TVN will provide the MSO with VOD content delivery services and advanced asset management tools, including TVN’s ADONISS interactive system. -- **Comcast Media Center’s** national VOD platform is offering a “C3 VOD” service for delivering programming that can be counted in time-shifted measurement using **Nielsen’s** C3 commercial ratings. **AMC** and 2 unnamed cable nets are already planning to use the service.

**Ratings:** The 2nd barrel of cable’s viewership weapon along with sports, original programming returned in full regalia recently to kick off summer. **USA** perhaps capitalized best last week, riding the season premiere of “Burn Notice” (4.2/4.18mln) and series premiere of “Royal Pains” (4.2/4.11mln) to lead all nets in prime ratings with a 2.5/2.43mln. Other top-rated returns include **Lifetime’s** “Army Wives” (3.0/2.90mln) and—can sports ever be completely upstaged?—

Source: Nielsen Media Research, Live+SD, Bridezillas: Sr prem 6/7/09 (3p-10p) vs all programming premiere: HiFi Co. Pg & 92+ (100) reach 16 m (qual & 75% unfr).  
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# CableFAX

## THE MAGAZINE



*is proud to announce the  
2009 Selections of Top Operators*



### **NPG Cable, Inc as Independent Operator of the Year**

Award presented in partnership with ACA and NCTC

**&**

### **Mediacom as MSO of the Year**

#### **Honorees Celebrated in this Issue:**

Lifetime Achievement (Independent): Gene Hager, Antietam Cable Television, Inc.  
System Executive of the Year (Independent): Greg Lathum, NewWave Communications  
Tech Innovation (Independent): Sunflower Broadband

Lifetime Achievement (MSO): Pam Euller Halling, Insight Communications  
Technology Award (MSO): Comcast  
Commercial Sales Team of the Year (MSO): Cox Business

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#### **More category winners celebrated in CableFAX: The Magazine Top Ops Issue**

Bonus Distribution: Independent Show in Grapevine, Texas

Special Section: 2009 Faith & Values Report- an advertorial section profiling leading faith-based programmers.

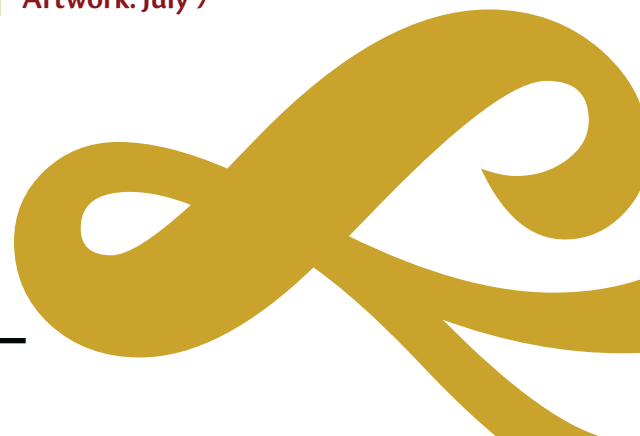
We invite you to celebrate your most important partners' successes and your achievements with a brand ad or a congratulatory ad in the July, Top Ops issue of CableFAX: The Magazine.

Call us for a full list of all the honorees as well as for advertising packages.

**Publication Date: July 26 | Ad Close: July 2 | Artwork: July 7**

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# BUSINESS & FINANCE

NASCAR racing (4.0/3.90mln) to TNT, which was 4th among nets with Nick at Nite (1.3/1.28mln) and TBS (1.3/1.26mln). Fox News (1.8/1.69mln) took 2nd, Disney Channel (1.7/1.64mln) 3rd. TLC's "Jon & Kate Plus 8" continued its momentum, as 1 ep led all telecasts last week with a 4.3/4.24mln while another notched 4th position with a 4.0/3.92mln.

**On the Circuit:** The CTAM Washington-Baltimore chapter hosts its "Meet the Operator Cruise," June 17 in Annapolis (6-9:30pm). Details and registration at <http://www.ctamwb.com/CTAMCRUISE09.html> -- CMT is replacing traditional artist gift bags at this year's CMT Music Awards (June 16) with a \$20K donation to non-profit partner Feeding America. Additionally, Sears and Land's End donated backpacks that artists will sign for a CMT online auction.

**Honors:** Time Warner recognized 6 individuals for their community and public service contributions, including Turner vp, audience experience Kay Madati; HBO maintenance tech Ulysses Muller; and CNN anchor Betty Nguyen. Winners receive a \$3K donation to the nonprofit of their choice and a personal honorarium of \$2K.

**People:** Tribune appointed Julio Marengi as evp, sales and distribution for WGN America. -- TV One tapped Maureen Guthman as svp, programming strategy & acquisitions, and promoted Toni Judkins to svp, original programming.

## CableFAX Daily Stockwatch

Company	06/09 Close	1-Day Ch	Company	06/09 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	29.60	(0.12)	AMPHENOL:	32.91	0.62
DIRECTV:	23.35	0.60	APPLE:	142.72	(1.13)
DISH:	16.08	(0.02)	ARRIS GROUP:	12.75	0.36
DISNEY:	25.33	0.00	AVID TECH:	14.98	0.18
GE:	13.57	0.01	BIGBAND:	5.70	0.06
HEARST-ARGYLE:	4.50	0.00	BLNDER TONGUE:	1.57	(0.03)
NEWS CORP:	11.81	0.09	BROADCOM:	27.25	1.43
<b>MSOS</b>					
CABLEVISION:	18.87	0.13	CISCO:	20.08	0.21
COMCAST:	14.40	0.05	CLEARWIRE:	4.50	0.04
COMCAST SPCL:	13.74	0.06	COMMSCOPE:	26.12	1.16
GCI:	7.34	(0.16)	CONCURRENT:	5.38	0.13
KNOLOGY:	8.09	(0.15)	CONVERGYS:	9.55	(0.12)
LIBERTY CAPITAL:	14.99	0.45	CSG SYSTEMS:	14.39	(0.3)
LIBERTY ENT:	24.98	0.69	EHOSTAR:	16.79	0.04
LIBERTY GLOBAL:	14.16	0.62	GOOGLE:	435.62	(3.15)
LIBERTY INT:	5.90	0.13	HARMONIC:	6.50	0.59
MEDIACOM:	6.30	0.31	INTEL:	16.42	0.50
SHAW COMM:	17.04	0.24	JDSU:	6.22	0.18
TIME WARNER CABLE:	32.21	(0.04)	LEVEL 3:	1.13	(0.01)
VIRGIN MEDIA:	8.66	0.02	MICROSOFT:	22.08	0.03
WASH POST:	351.86	(1.76)	MOTOROLA:	6.71	0.27
<b>PROGRAMMING</b>					
CBS:	8.68	0.00	OPENTV:	1.33	0.02
CROWN:	1.91	0.01	PHILIPS:	18.96	(0.28)
DISCOVERY:	23.55	0.30	RENTRAK:	13.43	0.83
EW SCRIPPS:	2.29	(0.08)	SEACHANGE:	7.39	(0.09)
GRUPO TELEVISA:	17.64	(0.05)	SONY:	27.64	0.09
HSN:	11.43	(0.24)	SPRINT NEXTEL:	4.95	(0.01)
INTERACTIVE CORP:	16.49	0.28	THOMAS & BETTS:	32.14	(0.02)
LIBERTY:	28.05	0.13	TIVO:	11.04	0.27
LODGENET:	5.73	0.17	TOLLGRADE:	5.41	(0.23)
NEW FRONTIER:	2.35	(0.04)	UNIVERSAL ELEC:	21.00	0.00
OUTDOOR:	6.02	(0.31)	VONAGE:	0.43	(0.01)
PLAYBOY:	2.84	0.07	YAHOO:	16.40	0.21
RHI:	3.15	0.00	<b>TELCOS</b>		
SCRIPPS INT:	28.71	0.06	AT&T:	24.21	(0.19)
TIME WARNER:	26.49	0.58	QWEST:	4.06	0.13
VALUEVISION:	1.28	0.48	VERIZON:	29.42	0.14
VIACOM:	24.34	0.00	<b>MARKET INDICES</b>		
WWE:	13.85	(0.17)	DOW:	8763.06	(1.43)
<b>TECHNOLOGY</b>					
3COM:	5.16	0.14	NASDAQ:	1860.13	17.73
ADC:	8.39	0.55			
ADVANTAGE:	1.91	0.10			
ALCATEL LUCENT:	2.80	0.11			
AMDOCS:	21.71	(0.04)			

## Reach Out, Educate, Engage

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**CableFAX**

## EYE ON DIGITAL

### Who Owns the Privacy Issue?

Is online privacy a red herring? Some execs in the online marketing world routinely argue that consumer concern over tech like behavioral targeting and anonymous user tracking is overstated by activists, academics and journalists. That opinion has some basis in statistics. When **Forrester** surveyed consumers last year about their greatest perceived threats online, 54% cited viruses and 52% said identity theft or fraud. In fact, only after spam, hackers, ad pop-ups and phishing (false or deceptive URLs) did users consider the tracking of their behaviors by sites they visited as a threat (13%). And at the bottom of the threat ranking sat the tracking of online activity by a consumer's own ISP.



And yet recent developments belie consumer attitudes. The one behavioral tracking model that seemed least troubling to users in the survey, ISP-based data collection, actually proved the most controversial in practice. Two high profile companies, U.K.-based phorm and **NebuAd** in the U.S. starting testing technologies that monitored users' online behaviors in order to target ads to those users and generate additional revenue for the ISPs. Despite consumer complaints, phorm says it secures user permission before tracking takes place, and it plans to deploy the system this year with at least one major U.K. ISP. In the U.S., however, NebuAd could not survive scrutiny by legislators last summer and closed down in May. FTC regulators issued a report earlier this year warning the online advertising industry that it needs to agree to self-regulatory principle or face government regulation. In other words, whatever the level of consumers' stated anxiety about privacy, the heat is on, and one of the open questions in this issue is who will consumers themselves hold responsible for privacy? In the end, it is the content provider and its media brand that may be held accountable for the data sharing eco-system that has evolved online.

Last week a group of University of California at Berkeley researchers launched the **KnowPrivacy.org** site and

a new research report on how complex and ubiquitous online tracking has become among the major publishers. The project tracked the number of "Web bugs" planted into user's browsers at the top 50 most trafficked sites, among them **CNN**, **Comcast.net**, **Weather.com**, and **AT&T**. Web bugs are small and generally invisible clusters of pixels that allow third party partners like ad networks to identify that user as she travels both on and off a given publisher's sites. At **CNN.com**, for instance, they discovered 20 Web bugs for third parties like Google AdSense, the ad server DoubleClick, behavioral targeting network AudienceScience, and others.

Among the key findings of the KnowPrivacy project was most destination and content sites are not disclosing fully and clearly the breadth and nature of relationships they have with third parties for sharing user data. Sites collect and analyze data but do not give users access to what is being tracked nor give them control over their profiles. Some sites like **MSN.com**, **Yahoo.com**, **HuffingtonPost.com** and **Google.com** were found to put 25 or more Web bugs on their pages, and among the top 100 sites 81% had Google Analytics trackers and 70% bore Doubleclick trackers.

Increasingly, researchers believe that as consumers realize how much tracking occurs at their favorite sites, they will demand greater transparency and control. One of the chief problems in the digital privacy arena for now is that consumers do not know where to turn with their complaints. Few online users know what a **DoubleClick** or a **Microsoft Atlas** is, even though these are the ad serving companies that have cookies and bugs on most browsers. It seems most likely that, like these researchers themselves, consumers will look to the destinations they trust, the content brands for explanations and control over their personal profiles.

*(Steve Smith is a lapsed academic turned media critic and consultant. He is the Digital Media Editor for Min, conference programmer for Mediapost, and longtime columnist for eContent Magazine).*

## Value-Added Benefits

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