

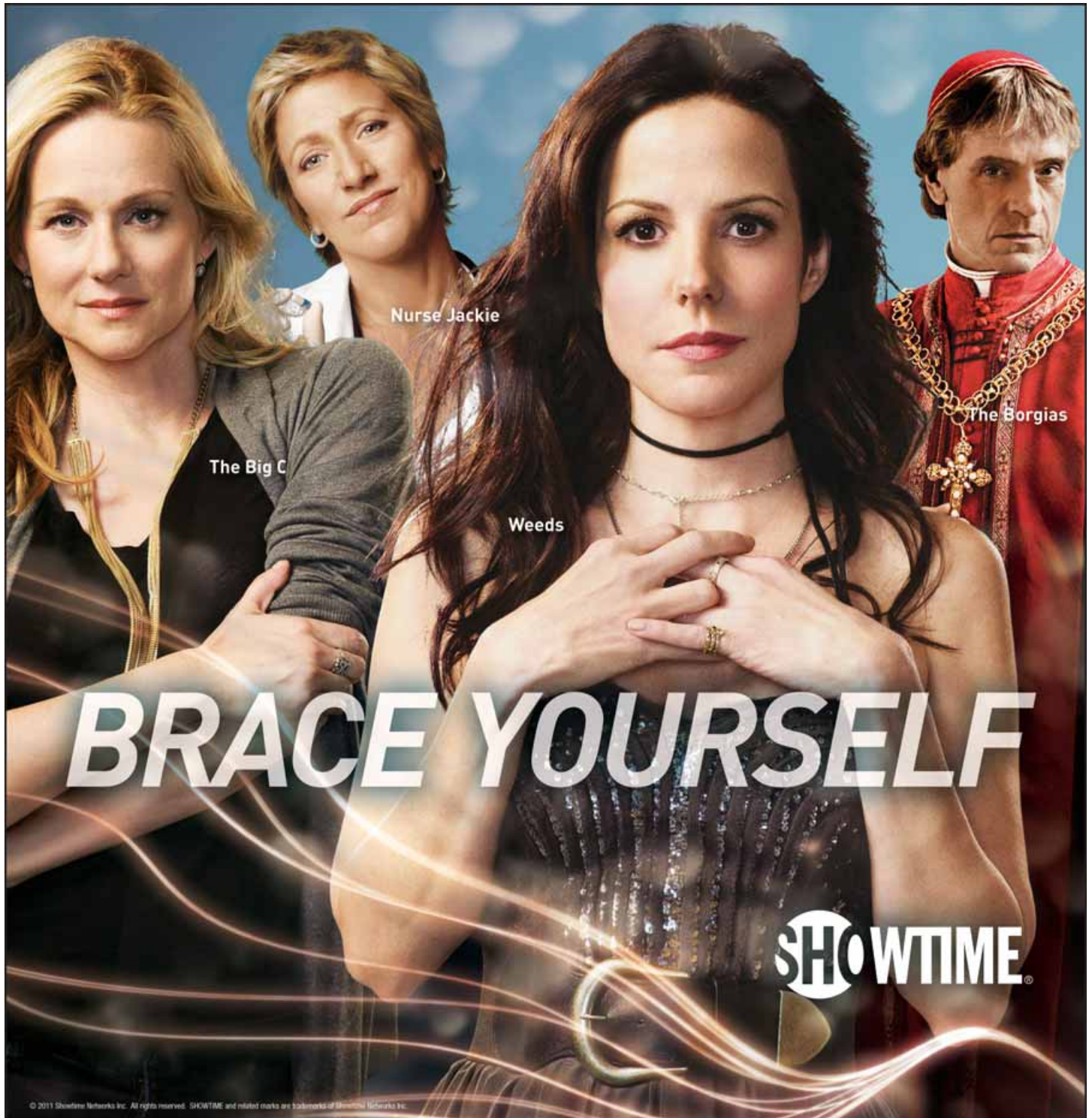
# CableFAX Daily™

Tuesday — June 14, 2011

What the Industry Reads First

Volume 22 / No. 113

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## Powell Powwow: New NCTA Chief Ready for Homecoming Game

With Michael Powell set to preside over his 1st Cable Show as pres/CEO of NCTA, we sat down with him last week to talk about his new job and what lies ahead for the industry. **The Cable Show is sort of your introduction to the industry at large. Anything we should be looking for?** You'll see a lot of me, whether you want to or not. To me, it's less of an introduction and a little bit more of a homecoming. I'm thrilled to know a lot of this community. To know them in this new perspective and them meeting me in this new perspective is really a major objective. There is so much good that goes on at the show... I really made a commitment to be, as much as my body will hold up, at as many things as I can—to be visible, to really interact with the show participants. **Will there be a large contingent from Washington? And coming from DC, do you think they get a lot out of the show?** I'll answer in reverse order. I honestly believe if you take it seriously, you can get a lot out of the show. I think this current **FCC** understands that as well. [FCC] chmn [Julius] Genachowski's willingness to come and participate in more than one event is a testament to his own wisdom and his ability to see it the same way. I think when leaders can see that, touch that, interact with the people they hear about as opposed to treat them as caricatures in some big Washington story, it's all to the good. I'd say we have a pretty good turnout in that regard. Congress is in session. We're going to be visited by a meaningful number of governors, notorious and important mayors, stars of television. I think when you look at the cross spectrum of different segments who have chosen to send people, they've sent their best. I can't think of a better validation to the story we're trying to tell than that. **What would you say are the top policy issues now for cable?** It's interesting because rather than what is often the case, of having some singular, all-consuming issue like a net neutrality or cable battles over a la carte, we really are entering into a period where there is a wider range of issues with much greater diversity and all of which tend to have major influence by what's happening on the Web. Just to list a few: continuing questions of intellectual property on the Internet, the continuing complexities of privacy—the headlines tend to be about **Facebook** and **Google**, etc, but nonetheless it raises important questions for the country as to where we do draw the lines. There are whole issues around data protection, cyber security. And then there's a whole host of very exciting business evolutions that will cause both ambiguity and anxiety. **NCTA didn't file comments on retrans.** Sometimes we file on behalf of the industry. Sometimes we make a judgment that it's

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better for companies to file as companies. In cases where there are understandable tensions between our members, they collectively make a judgment that it would be better not to involve the assoc directly because there is such a diversity of view. I just think retransmission, which is a very important set of issues, is one of those issues. The more critical caveat is to not be tempted to think the next thing, which is somehow it's an assoc that doesn't see the value in having all those interests represented. I think we're an assoc that remains deeply committed that we're all better together. **That leads into Comcast-NBCU. Do you see that transaction having a major impact on NCTA?** It's change. And it's a pretty novel change to have the country's biggest operator also be a major programmer. And by the way, it's first and foremost most significant to them. It will have an affect on the way we process our issues, but I don't believe it's going to have some kind of fracturing effect or decrease the effectiveness of the industry. I think the other companies will always respect that Comcast is a critical part of our membership, but they now have 2 perspectives that they have to reconcile. I think that's going to make it even more important that we're engaging the full breadth of our membership—big, small, programmer, operator. **Your favorite cable programming?** I'm an avid fan of "Mad Men." I was surprisingly excited by "Boardwalk Empire." It has been an exciting year in sports, even though my Redskins make every last hair fall out. The fact we saw more March Madness programming on cable proved to be a real success. I think we're seeing some of the best work by the creative community distributed by these networks than we've seen at anytime in our history. You're getting this from someone who loves TV and watches a ton of it. **[Read more from our interview at CableFAX.com]**

**Deals: Time Warner Cable** agreed to acquire **NewWave Comm** cable systems in KY and western TN for \$260mln in cash, or approx \$3714/basic sub. The systems serve approx 70K basic, 42K HSD and 26K phone subs. "Taking into account a full tax step-up and significant operational synergies, the deal enables us to expand our cable footprint at a purchase price that compares favorably with Time Warner Cable's current trading multiples," said pres/COO **Rob Marcus** in a news release. Closing is expected in 4Q. **RBC Daniels** acted as the exclusive financial advisor for NewWave. **Miller Tabak's David Joyce** said HSD penetration of basic subs in the acquired markets is 60%, compared to 79% in TWC systems, "so there appears to be good upside to come from this product line." The deal may also present programming and managerial costs savings, he said, reiterating his 'buy' opinion on TWC shares and \$86 short-term price target.

**Skype Hype:** A new alliance will allow **Comcast** subs to make and receive **Skype** video calls through their HDTVs at some point in the future, with trials scheduled for the coming months. By using an adaptor box, high-quality video camera and a specially designed remote—a package to which an undisclosed monthly fee but no upfront costs will apply—subs will be able to receive Skype calls (video or audio) placed via TVs, PCs and compatible smartphones or

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tablets. The move allows Comcast to “turn TV into a more social experience,” said svp/gm, comm and data services *Cathy Avgiris*, and perpetuates the MSO’s goal to “integrate our services... and enable personalization.” The service will be simple and easy to use, she said, and marked by top-quality video and great value. Other features include call acceptance and instant messaging while watching TV, and customers will be able to access mobile features through Comcast’s Xfinity Mobile app and continue conversations when switching between compatible devices.

**Advertising:** Cable TV ad expenditures soared 31.9% in 1Q on fresh dollars for **Turner’s** March Madness and **ESPN’s** college bowl games, according to **Kantar Media**. Broadcast TV bore the brunt by shedding 10.4% in spending, by far the worst performance in the TV segment (+5.3%), which also includes national syndication (+16.5%), Spanish-language TV (+0.8%) and spot TV (-1.2%). Overall 1Q ad spending tallied \$32.5bn (+4.4%), including Internet display (+14.6%), outdoor (+12.5%), magazines (+4.5%), radio (+1.3%), newspapers (-2.1%) and FSIs (-17.5%).

**Neighbor Wars:** **Bloomberg** officially filed its complaint at the **FCC** against **Comcast**, claiming the MSO is refusing to implement a neighborhooding condition that the FCC imposed on the Comcast-NBCU merger. Bloomberg believes Comcast is required to move **Bloomberg TV** into existing news net neighborhoods on its systems. “This has become a test of how serious Comcast is about abiding by and implementing the conditions set by the Commission. So far, Comcast is failing that test,” said Bloomberg govt affairs head *Greg Babyak*. Comcast said it does not neighborhood channels and thus isn’t required to move Bloomberg. “The FCC clearly stated that ‘we decline to adopt a requirement that Comcast affirmatively undertake neighborhooding’ and that the neighborhooding condition ‘would only take effect if Comcast-NBCU undertook to neighborhood its news or business news channels,’” said a spokesperson.

**Carriage:** **TV One** added nearly 500K new HHs with recent launches on **Time Warner Cable**, **Knology**, **Charter** and **OneSource Comm**. TWC’s Austin and Charter’s Jackson, TN, systems are among those adding the net.

**Show Tech:** **SeaChange** announced a joint solution with **This Technology** that provides video ops a single Web-based interface to manage ad campaigns across VOD, Internet and mobile platforms. It will be demonstrated this week. -- Slated for US trials next month and commercial deployments in 3Q, **Avail-TVN’s** AnyView is a fully-managed multi-screen video service allowing providers to cost-effectively and quickly extend VOD and linear TV to authenticated, broadband-connected devices such as PCs, Macs, tablets and smartphones. It currently supports a range of iOS, Android, OS X and Linux operated devices such as the iPad and Roku. -- **Insight** has selected **itaas** to help with EBIF deployment, with the deal including licensing, installation, testing and support for the EBIF platform. -- **Zodiac Interactive** will showcase the Social Media and Messaging Solution Suites of its PowerUp AMS cloud-based platform. Zodiac Interactive CEO *Brandon Brown* said 2 major N American MSOs have deployed the platform, including **Cablevision**. -- **Comcast Spotlight** is using the **Ensequence** iTV Manager service provider edition to enable the ongoing rollout of EBIF-enable local iTV advertising. -- **TiVo** enhanced its iPad app to automatically add an op’s VOD service into the search and browse features and integrate the op’s branding, linear programming and on demand catalog when connected to a TiVo box provided by the op. -- **EchoStar** unveiled 3 HD set-tops specifically designed to enable mid-sized and indie cable ops to deliver cloud-

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based apps for enhanced video services. -- **Motorola Mobility** launched its MediosXperience platform, providing cloud-based apps that allow service providers to merge video content with social networking, games and Web-based content, plus deliver greater interactivity with broadcast TV and VOD.

**5Qs with Ensequence pres/CEO Peter Low:** You've made some news recently in the connected TV space. Does this signal a departure for the company or an addition to Ensequence's core offerings? It's an addition. We are very committed to the EBIF and legacy world. We feel we've carved out a really good position in that space. The marketplace has evolved with a proliferation of connected devices. Our customers want to be in that space and we want to be there for and with them. So, it's additive. You've hired Brian Powell, the CEO and founder of Devici and someone who's got 150 apps across various devices to his credit, to head your connected TV business. Any more hires to come? We've just hired Paul Jelineck as our svp of global business operations. Paul's had many years in the OTT space and he ran all the digital media for **A&E Networks**. Before that he ran the online space for **Nickelodeon** and did business development and international work for **Discovery Networks**. He brings that digital media perspective to our business and we're thrilled to have him, too. Do you expect connected TV to be one of the buzz words in Chicago? Yes. Authentication and TV Everywhere will be, too. Our role goes right to the heart of what we're thinking we're going to do in OTT. In a TV Everywhere world, so much of the network content will be distributed OTT. Ensequence wants to be able to support our customers in that space who want to add interactivity and more robust content. What insights do you hope to gain at the show? Key for us is to understand where our customers are going at the strategic and tactical level, so we know how best to support them. So we'll pay keen attention to panels on TV Everywhere, 2nd screen, what advertisers are thinking about strategically, how **Canoe** is supporting the industry, where CE manufacturers are going regarding connected TV. Is the show a place to make deals? It's not really a sales opportunity for us. It's an opportunity to connect and pick up the things that are on everybody's mind that are spoken. You do that by drinking too much with people!

**Show Floor:** Already slated to be the largest booth this week with help from **Comcast** nets, **NBCU's** showcase is also set to feature some outsized personalities. *Paris Hilton* (3:30-4:15 CT), *Bode Miller* (4-4:30) and *Kendra Wilkinson* (1:30-2:15) will be on hand Wed. -- **Sportsman Channel** exec chef *Scott Leysath* will prepare wild game samplings for attendees from 12-2 Tues and Wed at the net's booth. -- *Lou Dobbs*, **Fox Business Net's** newest anchor, will be signing autographs at the **Fox** booth Tues at 2pm. -- In addition to its famous smoothie bar, **Discovery's** booth will feature a 55-inch 3D TV and 3D glasses for a taste of **3net**. -- Stop by the **Turner** booth Tues for Team Coco buttons and "Ice Cream Conans" (12:30-2:30pm). Finish the day with "Beers with Piers," beer and a green screen photo opp with *Piers Morgan* (3:30-5pm). -- **WE tv's** giving away an iPad 2 at the conclusion of a champagne reception Tues at the **AMC** booth.

**Programming:** *Byron Allen's* **Entertainment Studios Networks** announced the launch of a 7th linear HD net: **Legacy TV**. It's dedicated to African-American history and biographies and includes talk shows and celebrity interviews. **Legacy TV** is set to debut in 1Q12. -- **AMC** greenlit a 2nd season of "The Killing." -- No *Tiger* this week at the US Open in **Cfax's** MD backyard, but **ESPN's** celebrating its 30th year at the tourney with 44 hours of TV coverage, including 7 hours of live



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play on both Thurs and Fri through ESPN and ESPN3.com. -- **Sportsman Channel** bows 25 new, original series this summer, including "Major League Bowhunter," which has Atlanta Braves' *Chipper Jones* picking up a bow and joining hosts *Jeff Danker* and *Matt Duff*. -- **HRTV** said its acquisition and production of a library of equine programming totaling more than 500 hours completes its transformation to "The Network for Horse Sports," characterized by 40% equestrian programming and the remainder racing content. -- Featuring college championships in action sports including surfing and skateboarding, "The Alt Games" returns to **CBS Sports** and **CBS Sports Net** June 24-26. 10 cable and video providers including **Comcast** and **Cablevision** will offer related VOD content. -- **Nat Geo Wild's** "Deadly 60" (July 11) features an adventurer/naturalist in search of lethal animals on 5 continents, including eyelash vipers and harpy eagles. -- Slated to launch later this year, **Karmaloop TV** greenlit a series of originals aimed at trend- and tech-savvy 18-34s such as "Rat, Rang, Rilla," featuring a puppet show, and competition design series "Cut n' Sew." -- During its premiere season, **Golf Channel** original "Feherty" (June 20), hosted by engaging commentator *David Feherty*, will feature *Charles Barkley*, *Don Cheadle*, *Tom Watson* and *Lee Trevino*.

**5Qs with Ovation CEO Charles Segars: What's the current outlook for programming on the arts? Are you seeking new audiences beyond the core enthusiasts?** Ovation is the only network dedicated to arts and culture programming, so for us the outlook is great. Our stunts—like the upcoming "American Revolutionaries: The Hitmakers" and the debut of "So You Think You Can Dance"—bring in a broad audience. There's something for everyone. **It's been a tough ad economy the last few years. How are advertisers responding to your programming, and what are you doing to innovate and serve Madison Ave?** Because our viewers are tastemakers and early adopters of quality products and services, Madison Avenue is excited about the advertising environment we provide. In addition, our viewer engagement is high. So, to serve our advertisers, we create shared experiences around some of the most compelling curated on-air festivals, docs, performances and movies about art and artists. **With 2.2mln new subs in the first half of the year, Ovation is clearly signing deals. What pitch have you found most effective with distributors?** We are a strong, independent channel in a category all our own and serving an underserved but vast audience. We support local, state and national arts initiatives and bring our affiliate partners in so they can better connect with and serve their communities. **What's the role of multiplatform—and is it any different for Ovation's audience than for other nets that serve other demos?** We have one of the fastest-growing online communities for artists on the web. Our community members upload their artwork and share ideas and process amongst the other members. Over 160K pieces of original art have been uploaded to date. Not a lot of networks get that kind of viewer involvement. **Is it unfair to suggest that arts programming skews toward older demos?** Traditional arts programming—like ballets and operas—does skew older. But the core of our programming schedule consists of documentaries, performances and movies that skew to younger audiences. Whether it's a profile on *Jeff Koons*, or the upcoming off-net debut of "So You Think You Can Dance" we are in the sweet spot for 35 year olds and up.

**People: Canoe Ventures** welcomed 6 new advisory board members with an eye toward marketing expertise.

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\* Unduplicated cumulative viewing, minimum of 6 minutes viewing, based on historical relationship of average audience to cumulative audience for Tennis Channel.



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# BUSINESS & FINANCE

Appointments include **VCU Brand-center** dir/prof *Rick Boyko*, **Collins** chief creative officer *Brian Collins*, **Hewlett-Packard** head of global marketing alliances, corporate sponsorships and events *Gary Elliot*, **4A's** pres/CEO *Nancy Hill*, **Kimberly-Clark** global media dir *Mark Kaline* and **Advertising Research Foundation** evp, digital *Ted McConnell*.

**Affiliate Relations:** **GMC** will launch its biggest-ever pro-social initiative, "Uplift Someone," with a national bus tour starting at the Cable Show. Tour stops are planned for several markets, including **Comcast** Detroit and **Time Warner Cable** Dallas. -- **Hallmark** will serve as the exclusive sponsor of **Charter's** '11 "Operation School Supplies" drive, an initiative beginning July 15 and taking place in most Charter service areas to collect school supplies through donations at drop-boxes.

**Business/Finance:** **Discovery** amended its agreement with **Hasbro** to revise the license fees paid by **The Hub** for animated programs. The amendment creates a trigger event for purposes of intangible asset and goodwill impairment testing. "The Hub's management is in the process of conducting a fair value analysis to support goodwill impairment testing, however the assessment is not complete and no determinations have been made. We currently expect that the evaluation will be completed during the third quarter of 2011," **Discovery** said in an **SEC** filing.

## CableFAX Daily Stockwatch

Company	06/13 Close	1-Day Ch	Company	06/13 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCOM:	32.30	(0.8)	BLNDER TONGUE:	1.81	0.16
DIRECTV:	46.60	(0.12)	BROADCOM:	32.30	(0.8)
DISH:	27.78	(0.27)	CISCO:	15.06	(0.06)
DISNEY:	38.37	(0.13)	CLEARWIRE:	3.82	(0.17)
GE:	18.39	0.07	CONCURRENT:	5.82	(0.15)
NEWS CORP:	16.96	(0.1)	CONVERGYS:	12.48	(0.05)
<b>MSOS</b>					
CABLEVISION:	35.48	0.22	CSG SYSTEMS:	17.97	(0.07)
CHARTER:	55.46	(2.04)	ECHOSTAR:	32.66	0.39
COMCAST:	23.71	(0.18)	GOOGLE:	504.73	(4.78)
COMCAST SPCL:	22.39	(0.22)	HARMONIC:	6.78	0.07
GCI:	11.26	0.06	INTEL:	21.39	0.01
KNOLOGY:	13.93	(0.01)	JDSU:	16.60	(0.26)
LIBERTY CAPITAL:	79.32	(2.66)	LEVEL 3:	2.20	UNCH
LIBERTY GLOBAL:	41.33	(0.43)	MICROSOFT:	24.04	0.34
LIBERTY INT:	16.81	(0.06)	MOTOROLA MOBILITY:	23.28	(0.36)
SHAW COMM:	20.79	(0.04)	RENTRAK:	18.95	(0.7)
TIME WARNER CABLE:	73.72	(0.09)	SEACHANGE:	10.30	(0.17)
VIRGIN MEDIA:	31.40	0.23	SONY:	25.09	0.08
WASH POST:	415.67	(0.47)	SPRINT NEXTEL:	5.26	0.04
<b>PROGRAMMING</b>					
CBS:	25.82	(0.38)	THOMAS & BETTS:	49.38	(0.03)
CROWN:	1.72	(0.02)	TIVO:	9.99	(0.16)
DISCOVERY:	39.99	0.02	UNIVERSAL ELEC:	24.54	(0.14)
GRUPO TELEVISIA:	22.33	0.08	VONAGE:	3.99	(0.28)
HSN:	31.65	(0.28)	YAHOO:	15.16	(0.04)
INTERACTIVE CORP:	35.26	0.43	<b>TELCOS</b>		
LIBERTY:	40.71	0.01	AT&T:	30.55	0.21
LIBERTY STARZ:	74.73	(0.61)	VERIZON:	35.63	0.44
LIONSGATE:	6.22	(0.09)	<b>MARKET INDICES</b>		
LODGENET:	3.15	(0.1)	DOW:	11952.97	1.06
NEW FRONTIER:	1.40	(0.03)	NASDAQ:	2639.69	(4.04)
OUTDOOR:	5.90	(0.08)	S&P 500:	1271.83	0.85
SCRIPPS INT:	45.79	(0.19)			
TIME WARNER:	34.64	0.01			
VALUEVISION:	7.39	0.30			
VIACOM:	54.96	(1.11)			
WWE:	9.13	(0.14)			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.55	0.11			
ALCATEL LUCENT:	5.15	(0.07)			
AMDOCS:	28.82	(0.11)			
AMPHENOL:	50.67	(0.68)			
AOL:	19.31	(0.12)			
APPLE:	326.60	0.70			
ARRIS GROUP:	10.49	(0.01)			
AVID TECH:	16.58	0.08			
BIGBAND:	2.05	(0.01)			

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## GUEST COLUMNIST

### An Easy Choice

Since joining NCTA and the cable industry just two months ago, the question I've been asked repeatedly is, of all the options available to a former FCC Chairman, "Why did you choose to represent NCTA?" The answer is simple: Why would I not?! As a longtime observer of this industry—whether at the Commission, as a private equity investor, or as a director for some of the nation's top technology companies—I've witnessed and admired how cable has come of age as a strong and thriving American institution, vital to our nation's economy, quality of life, education and technological future.

The ingenuity and creativity that flows every day from our technical operations centers to our content studios just can't be found elsewhere.

The number of ways that our industry touches the lives of Americans continues to grow. Cable content entertains, engages and enlightens. Cable technology delivers a powerful, personal and portable experience. This combination is second to none. The building blocks of cable's foundation are the core principles that make this industry great. Entrepreneurism, innovation, risk taking, future focus, and a commitment to doing good are some of the key ingredients of a powerful legacy worth perpetuating.

Cable's success and America's future are closely intertwined. The 1.8 million jobs and \$250 billion in total economic impact that our dynamic industry represents are crucial to our country's economic recovery. It's critical that government recognize cable as a partner in the country's economic future so our best minds can continue to explore new business models and services that continue our stability and growth.



**Michael Powell**

Cable's cutting edge broadband networks are leading urban, suburban and rural America into the Information Age. Powerful broadband networks with speed tiers over 100 Mbps are delivering on our promises of the past and will enable the apps of the future. But as we've moved far past the discussion about broadband's impact on society, we must continue to be creative and find ways to break down barriers to broadband adoption so that all Americans can benefit from this essential service. Just as technology will power our nation's information future, our industry will continue to produce award-winning content that will inspire generations to come. Creativity, diversity and choice are the hallmarks of cable's content, which captures big audiences and plentiful awards.

Cable's powerful technology and compelling content help form the foundation for our next generation. Education is part of cable's DNA, and our industry's broadband networks and illuminating content maximize learning and bring children to worlds far away. We've wired thousands of schools, classrooms and libraries with TV and broadband, and we must continue to demonstrate how our industry can be a partner in decreasing the high-school drop-out rate, increasing science and math scores and fostering the next generation of innovators and creators. The challenges of the future—for both our industry and our nation—are great. But I don't know of any industry better positioned to reach new heights by building off the solid foundation that made my choice an easy one. I'm proud and honored to be working with you to drive even greater success.

*(Michael Powell is pres/CEO of NCTA).*

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## GUEST COLUMNIST

### Recognizing What Cable Is Doing Right

As we gather in Chicago with all of our friends at NCTA for The Cable Show, those of us at Women in Cable Telecommunications will be looking at the industry through the prism of gender diversity. (We do quite a bit of that).

Beyond training women leaders and advocating on their behalf, WICT believes in recognizing what companies are doing right. At last year's Signature Luncheon, we focused on what companies were doing internally to promote gender diversity based on the results from the 2009 PAR survey. At this year's Signature Luncheon, we will recognize and celebrate some of the exemplary programming cable is putting forward. We are honoring five outstanding cable shows with Signature Accolades for their depiction of women in truly authentic and multi-dimensional roles. Those cable networks—ESPN, The Style Network, TNT, USA Network, and WE tv—demonstrate that strong and realistic portrayals of women are a key ingredient in quality television.

In addition to those honorees, we are fortunate to feature opening remarks from a trailblazing journalist, CNBC's Maria Bartiromo. As the first journalist to report from the floor of the New York Stock Exchange and the first journalist to be inducted into the Cable Hall of Fame, Maria is a powerful example of the accomplishments of women in the cable media that transcend gender. So what's next in our mission to create women leaders who transform the industry? In October, we will release the results of the 2011 PAR survey in tandem with NAMIC, during

Diversity Week and the WICT Leadership Conference in New York. The WICT PAR survey and the NAMIC AIM survey, now combined, have been embraced by the cable community and supported through a generous grant from the Walter Kaitz Foundation.

As cable media continues to hone its diversity best practices, WICT will work in unison to continue to provide much needed benchmarks. Today, more than ever, we have access to the growing body of data that clearly demonstrates the business case for diversity. Those companies with a more diverse team are more profitable than those that are not, which is why we will continue to share the data points that tell a very compelling story. For example, a recent study by Deloitte shows that the top quarter of Fortune 500 companies with the highest number of women on their boards outperformed those in the lowest quartile by at least 53 percent in return on equity. Also, a global survey conducted by McKinsey noted that "companies with three or more women in top management positions achieve higher scores for each criterion of organizational effectiveness than do companies with no women at the top." What this means is that we are not lauding companies based on promises or ideals, but rather based on tangible results. WICT will continue to aggressively make the case for strengthening gender diversity in the cable industry—recognizing what companies do well, while challenging them to do more. We will do this by using compelling data and with a focus on bottom-line impact. As businesspeople, that's doing it the right way.

*(Maria Brennan is pres/CEO of WICT).*



**Maria Brennan**

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**Publication Date: July 25 | Ad Close: July 7 | Artwork: July 11**

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## EYE ON INNOVATION

### Cable Readies for IPv6

For those who think IPv6 is the title of yet another sci-fi movie, at least **The Cable Show's** got you covered.

**NCTA** is presenting the IPv6 Summit to provide a focus on the various elements of the required global transition to new Internet Protocol addresses (version 6, or v6) by the entire Web ecosystem—from ISPs to CE retailers to consumers. 3 sessions run today beginning at 8am, and a ticketed luncheon featuring **NTIA** chief of staff *Tom Powers* kicks off at 12:15.

What's the big deal? Concerns over compatibility and interoperability between devices using the current IPv4 and those adopting IPv6 is key, as it will take some time before IPv6 dominates. That means the 2 protocols must co-exist while Web-connected devices are swiftly proliferating. **Cisco** predicts that such devices will total more than 15bln, twice the world's population, by '15, when global Internet traffic will have quadrupled. Fortunately, last week's World IPv6 Day that marked a global-scale test of IPv6 and counted participants including **Comcast**, **Cox** and **Time Warner Cable** appears to have been plagued with few hiccups.

In a Thurs blog post, **NCTA** svp, science & tech *William Check* noted how some intermittent software issues cropped up during testing, but that overall the test "was a success for those Websites participating," including **Google** and **Yahoo**. Test organizer the **Internet Society** said "the vast majority of users were able to access services as usual, but in rare cases, users experienced impaired access to participating websites." Comcast deemed the testing a success because no major problems occurred.



But the MSO's assessment doesn't preclude further work and planning. After all, cable execs expect to encounter issues with the transition going forward, particularly as its in the nascent stages. According to **Google**, IPv6 accounts for just 0.34% of Web traffic currently.

"There's a lot of interdependence between the operators and the other people offering services on the Internet...and there will be some bumps on the road. We foresee that for sure," said Cox svp, technology *Jay Rolls* of the transition to IPv6 during a Webcast last week. Cable ops' movement of video services to v6 while striving for simplistic management and while throwing content to consumers across myriad devices makes the transition "such a big deal," he added. Comcast svp, network engineering *Kevin McElearney* agreed. "Getting the Internet ready as a whole for it so we can run next-generation services for the explosion of devices that are out there" is paramount, he said, noting that Comcast "is pretty well prepared."

Several tech players are stepping up to help with the transition. **Cisco** just announced major enhancements to its aggregation services routers, for example, including adding support of IPv6 through an upgrade of existing architecture. **Arris'** new C4 CMTS 24U Cable Access Module offers full-scale throughout support for both IPv4 and IPv6, and **Level 3** has developed a dual-stack IPv4/IPv6 architecture making every market it serves ready for IPv6.

No doubt other companies will join NCTA in addressing the transition this week. Though IPv6 is not a movie, it could lead to horror if left unaddressed.

-Chad Heiges

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# CABLENET

## A Look at Now... And the Future

The Cable Show's futuristic CableNET exhibit has always showcased emerging technologies. And prior to this week's Cable Show, our sister publication Communications Technology's CT Reports polled a few 2011 CableNET exhibitors to get their takes on CableNET and the future of cable tech.

### Why are you exhibiting this year, and why should people visit CableNET?

**Ellen Dudar - co-founder/chief product officer, FourthWall Media:** FourthWall Media has exhibited in CableNET for several years and, this year, we doubled our display space. CableNET is the perfect location for anyone interested in seeing the many new technologies transforming today's cable industry. This year we will be demonstrating AirCommand, which connects any digital device to any EBIF-enhanced set-top box. Also on display will be ad widgets, TV widgets and the FourthWall EBIF platforms for Cisco and Motorola.

**Paul Woidke - svp/gm, Advanced Advertising, Nagra-OpenTV:** CableNET provides a unique perspective on technologies that are shaping our industry and this year will be no exception. Our spotlight this year will be on multi-screen advertising. Along with our partner This Technology, we will show how portable devices can be used to expand a viewer's involvement with advertising, and also with programming. Our demonstration will show how a nonlinear video stream containing one

30-second spot can provide a synchronized advertising experience on a secondary device (e.g., a tablet).

**Marty Roberts - vp, sales and marketing, thePlatform:** CableNET provides an opportunity to view new technologies that have the potential to change the way that TV services are being delivered and presented. We are demonstrating a federated IPTV management solution that is focused on delivering the next phase of IPTV. Our approach features a centrally managed video publishing system that supports multi-vendor architecture for delivery across IP-connected devices and set-top boxes.

**Jeff Sherwin - founder/CEO, This Technology:** This Technology is exhibiting at CableNet to talk with cable operators and programming networks about how they can work together easily, efficiently and cost-effectively on dynamic ad insertion; and the communication of asset and inventory metadata across TV Everywhere, VoD, IPTV and nDVR. The conversations we've had heading into the show suggest that many are ready to hit the "go" button on these initiatives.

### Where is the U.S. cable industry when it comes to iTV? What technology is working for most operators?

**Chris Busch - CTO, Incognito Software:** There are several approaches for iTV. Operators will carry the current STBs in market along the journey to an all-IP video experience. This means that while, for some, the destination may be an IP STB either in a 'whole home' service gateway or an IP STB on its own beyond the

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## CABLENET

gateway. The path to get there must include the digital set-top environment of the past.

### Are today's set-top boxes ready for next-gen video offerings? How is legacy gear being retooled?

**Roberts, thePlatform:** Today's DOCSIS-enabled set-top boxes can, and are, delivering next-gen video offerings. TV remains the centerpiece of the video market, eclipsing every other market segment by comparison. At the end of the day, our customers have 'video' businesses, and that video needs to be on all kinds of devices.

**Busch, Incognito Software:** The STB today is a much different platform than its predecessors. Multiple tuners, embedded cable modems, gateway functionalities, Wi-Fi, and whole-home PVR are all part of today's STB conversation. Legacy platforms have EPG challenges, OTT access challenges and an inability to serve content within the home to other consumer devices. The legacy platform also has competition from such cable-friendly media platforms as Sling and TiVo that, for some operators, is an opportunity to extend service to these platforms. For others, these represent distractions from the next-generation whole-home video gateway.

### What will we be seeing next year at CableNET?

**Dudar, FourthWall Media:** CableNET 2012 will celebrate the broad deployment of EBIF-enabled applications including their integration with other technologies and devices. We also anticipate that the new age of

interactivity will lead to a vibrant development community that will be on display in the largest CableNET space ever. Finally, this new era will be highlighted by highly accurate, census-level measurement data on how viewers consume television.

**John Dahlquist - vp, mktg, Aurora Networks:** As technology continues to evolve and subscribers shift from requesting to expecting their providers to offer advanced services, we predict next year's Cable Show will present more technologies that address bandwidth constraints and drive new levels of QoS and QoE. Quality has become increasingly vital to operators in order to increase ARPU and reduce churn. Tech-savvy consumers have increasingly higher quality standards.

**Steve Christian - vp, mktg, Verimatrix:** I expect we will see more complete multi-screen, multi-network digital home strategies next year. Our feeling is that multi-screen, multi-network services will continue to grow as largely value-added options for existing subscription relationships in order to compete with free (or cheap) services already offered on various devices.

**Busch, Incognito Software:** Several things: Technology driving the concept of consumer-driven content ownership over any network; the tools to mediate the shift in digital rights management and consumption of network resources; and deeper end-to-end solutions, enabling the devices consumers demand for any content anytime anywhere.

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