

# CableFAX Daily™

Tuesday — June 17, 2008

What the Industry Reads First

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## Flood Zone: Mediacom Helps Keep Information Flowing

With 83 of Iowa's 99 counties declared disaster areas, the state's dominant cable provider has been working around the clock to keep citizens up-to-date on the flooding. In heavily hit Cedar Rapids, **Mediacom** jumped in and began filming news conferences and putting data on the city govt channel when it realized no one from the city was updating it, according to Mediacom spokeswoman *Phyllis Peters*. In Des Moines, Mediacom's largest system, the MSO has helped move the city's govt channel twice due to the flooding. The channel is only carried by cable. "They have been absolutely incredible," Des Moines' chief communications officer *Amelia Hamilton-Morris* said Mon of the cable operator. "They moved our station out of city hall to a temporary facility across town, and we were only off the air for about 9 minutes. When the station moved [Mon morning] it was only off for 6 seconds. The channel has been the only source where you could get Emergency Operations Center press conferences three times a day. Whatever our needs were, they met them, and they did it in record time." The governor's office has tapped Mediacom's statewide **Mediacom Connections** channel to get out emergency response messages and other info. The MSO is replaying some of the news conferences and showing them on VOD. Mediacom's endless workload has included sandbagging equipment hubs, wiring temporary city offices and installing video connections in public works facilities so emergency personnel could keep up with the latest developments. Des Moines is home to **The Great Ape Trust**, a world-class research center dedicated to studying primates. Last week, MCCC moved the center's servers to Mediacom's offices to make sure they were protected and to allow scientist to continue working, Peters said. It's providing all its services free of charge to the **Red Cross**' office in Cedar Rapids, and has offered to build out fiber to a shopping mall where the city is relocating some offices. "It's a marathon, not a sprint," said Peters of the provider's ongoing work in the state. So far, Mediacom's plant appears to have fared well, staying online for the most part with emergency generators powering it. In the town of Coralville, Mediacom did lose an equipment site, leaving customers in one area of the town without HSD and phone service since Thurs, Peters said. Mediacom employees appear to be OK and are putting in a lot of extra time, she said. The MSO is no stranger to bad weather. A few weeks ago a tornado touched down in Parkersville, IA, and destroyed 300 homes, including a Mediacom employee's house. The company was working with the employee and the 135 Mediacom customers who lost homes in Parkersville when the latest weather disaster struck.

**Big Wait:** It's almost done. Sources confirmed a *Chicago Tribune* report that **Comcast** and **Big Ten Network** may announce a carriage deal this week. Rumors that the deal is coming soon have been around for months, but it does finally appear that the end is near. The MSO will carry Big Ten on expanded basic for a so-called "preview" period that lasts through college football and basketball season in the 8 core Big 10 states. Comcast has about 5mln subs in those states. After the football and basketball, Comcast will move the net to digital in most systems, but may leave

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it on expanded basic in some towns, particularly university hometowns, a source close to the situation said. Outside the 8 state region, Comcast may opt to carry Big Ten on a sports tier or not at all. **DISH Network** took a similar preview position with the net, offering it to subs nationwide with America's Top 100 package and higher until Mar '08 (through the net's initial football and basketball seasons). It then moved to America's Top 100 Plus service (which includes RSNs) within the 8 states with Big 10 schools. The deal, which the net hopes will be a blueprint for similar arrangements with **Time Warner Cable** and others, reportedly has Comcast paying about 70-80 cents/sub. It also features VOD and broadband rights, including game highlights, archive footage and HD VOD.

**NBC Rings In:** **NBC Sports** has made a play for the **Olympics** and its 5 rings by investing in **WCSN**, with whom it has created **Universal Sports**. The venture will include a TV net and **UniversalSports.com**, and calls for the rebranding of **WCSN** prior to the '08 Beijing Summer Games. **WCSN** currently has multicast distribution in areas including Detroit and Buffalo, but not on cable. **NBCU** gains joint control over **WCSN** along with **Leo Hindery's InterMedia Partners**.

**Advertising:** Cable achieved 13% growth in 1Q ad spending, according to **Nielsen**, tying with African American TV in 2nd place among media categories. The latter category includes **BET**, **TV One**, and broadcast, cable and syndication programs with an African American audience of at least 50%. Spanish-language TV, which also includes broadcast, cable and station coverage, notched an 8% increase, while total ad spending inched up 0.5%, natl Sun supplement (+19%) paced all categories and network TV dipped 3%. Top advertisers in the Q included **AT&T** (\$466mln), **Verizon** (\$401mln), **Time Warner** (\$323mln) and **Disney** (\$300mln).

**VOD:** Cablevision's **Disney Channel On Demand** customers will gain access Tues to a 3-day advance preview of **Disney Channel** original movie "Camp Rock," which premieres Fri featuring the **Jonas Brothers**.

**Programming:** In development for **AMC** are scripted originals "Ice," a drama spotlighting NYC diamond dealers, and "Carter Beats the Devil," a fictional account of US Pres **Warren Harding's** mysterious death.

**Russert Remembered:** DC's taking the death of **NBC** newsman and **MSNBC** contributor **Tim Russert** especially hard. Our local **Borders** bookstore on Sat had a sign up saying all of Russert's publications were sold out and more were being ordered. Russert was slated to receive the Fred Dressler Lifetime Achievement Award, named after the late **Time Warner Cable** exec, from the Newhouse School on June 23. The school said the award will now be presented posthumously. **MSNBC** will have live coverage of Russert's memorial service at 4pm ET, Wed.

**Doing Good:** **NBC.com** and the **T Howard Foundation** announced a program that will feature 4 paid summer interns working with **NBC.com** management in the areas of broadband, content, marketing and online community.

**World's Cup:** Loved the gift basket from **WWE** and **Vince McMahon** touting McMahon's giveaway of \$1mln of his money to thank loyal fans on **USA's** "Monday Night RAW." Cushioning the basket's contents were shredded dollars and inside were money related items, including: fortune cookies, "\$100 Grand" candy bars, chocolate money, licorice coins and a rhinestone-bejeweled **WWE** pimp cup, whose label reads: "do not put pimp cup in dishwasher—do not swallow rhinestones."

**On the Circuit:** **Rainbow Media** pres/CEO **Josh Sapan** will introduce **Pres Clinton** at the closing session of **Radio**



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# BUSINESS & FINANCE

City Music Hall's "The Minds that Move the World" speaker series Tues evening. The intro caps several WE tv contributions to collaborate with Radio City's 4-part series aimed at encouraging women to participate in the political process.

**Honors: Food Net and Discovery Kids** each earned 3 **Creative Arts & Entertainment Daytime Emmys**, led respectively by "Everyday Italian" (3) and "Bindi the Jungle Girl." Other cable winners include **Discovery Channel** (2), **Nickelodeon** (2), **Nick Jr** (2), **Disney Channel** (1), **ESPN Deportes** (1) and **MTV** (1). Top honorees include **ABC** (10), **PBS** (10) and **CBS** (8). -- **RCN** took home last week a **Stevie Award** in the Best Communication Team category at the '08 American Business Awards.

**Business/Finance: UBS** lowered **AT&T** and **Verizon** to "neutral" from "buy," saying it believes the weak economy is pressuring wireline fundamentals. "Uverse and FiOS growth should continue but the contribution remains too small to offset expected weakness in core residential revenues," UBS told clients Mon. -- **Time Warner Cable** has commenced an underwritten public offering of debt securities with maturities ranging from 5-30 years, the net proceeds from which are expected to partly finance the MSO's 1-time dividend related to its planned separation from Time Warner. **Fitch Ratings** has assigned a 'BBB' rating to the notes.

## CableFAX Daily Stockwatch

Company	06/16 Close	1-Day Ch	Company	06/16 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
ARRIS GROUP:	9.62	0.04	ARRIS GROUP:	9.62	0.04
BRITISH SKY:	41.71	1.19	AVID TECH:	19.17	0.11
DIRECTV:	27.89	(0.03)	BIGBAND:	5.29	(0.04)
DISNEY:	33.65	(0.28)	BLNDER TONGUE:	1.28	0.03
ECHOSTAR:	33.92	0.01	BROADCOM:	26.76	0.97
GE:	28.97	(0.18)	C-COR:	11.00	0.00
HEARST-ARGYLE:	20.99	(0.72)	CISCO:	26.27	(0.1)
ION MEDIA:	1.45	0.00	COMMSCOPE:	55.79	0.39
NEWS CORP:	18.18	(0.25)	CONCURRENT:	0.65	0.00
<b>MSOS</b>					
CABLEVISION:	25.17	0.04	CONVERGYS:	15.65	0.12
CHARTER:	1.50	0.04	CSG SYSTEMS:	12.18	0.17
COMCAST:	21.28	(0.46)	ECHOSTAR HOLDING:	35.48	(0.14)
COMCAST SPCL:	21.08	(0.4)	GOOGLE:	572.81	1.30
GCI:	8.19	(0.09)	HARMONIC:	10.16	0.25
KNOLOGY:	14.16	0.01	JDSU:	12.56	0.25
LIBERTY CAPITAL:	15.07	(0.14)	LEVEL 3:	3.91	0.10
LIBERTY ENTERTAINMENT:	26.81	0.08	MICROSOFT:	28.93	(0.14)
LIBERTY GLOBAL:	34.00	0.04	MOTOROLA:	9.12	(0.01)
LIBERTY INTERACTIVE:	16.95	0.13	NDS:	51.91	1.70
MEDIACOM:	5.79	(0.15)	NORTEL:	9.96	(0.09)
SHAW COMM:	20.07	0.47	OPENTV:	1.32	(0.01)
TIME WARNER CABLE:	28.63	(0.91)	PHILIPS:	36.90	0.39
VIRGIN MEDIA:	15.76	(0.1)	RENTRAK:	14.16	0.01
WASH POST:	589.29	(0.66)	SEACHANGE:	8.00	(0.01)
<b>PROGRAMMING</b>					
CBS:	20.86	0.18	SONY:	49.36	0.70
CROWN:	4.45	0.05	SPRINT NEXTEL:	8.20	0.01
DISCOVERY:	25.76	0.43	THOMAS & BETTS:	38.79	0.79
EW SCRIPPS:	46.45	(0.04)	TIVO:	7.23	(0.03)
GRUPO TELEVISA:	24.65	(0.36)	TOLLGRADE:	5.41	0.00
INTERACTIVE CORP:	21.51	0.17	UNIVERSAL ELEC:	25.80	0.10
LODGENET:	6.60	(0.35)	VONAGE:	1.83	(0.03)
NEW FRONTIER:	4.10	(0.01)	WORLDGATE:	0.30	0.00
OUTDOOR:	7.77	0.00	YAHOO:	23.54	0.07
PLAYBOY:	5.80	0.02	<b>TELCOS</b>		
TIME WARNER:	15.19	(0.24)	AT&T:	36.17	(0.51)
VALUEVISION:	4.15	0.11	QWEST:	4.19	(0.03)
VIACOM:	33.43	(0.44)	VERIZON:	36.24	(1.09)
WWE:	16.03	0.86	<b>MARKET INDICES</b>		
<b>TECHNOLOGY</b>					
3COM:	2.46	0.01	DOW:	12269.08	(38.27)
ADC:	17.10	0.00	NASDAQ:	2474.78	20.28
ADVANTAGE:	3.11	(0.01)			
ALCATEL LUCENT:	6.73	0.11			
AMDOCS:	31.97	0.07			
AMPHENOL:	49.56	0.81			
APPLE:	176.84	4.47			

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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)**

