

# CableFAX Daily™

Thursday — June 19, 2008

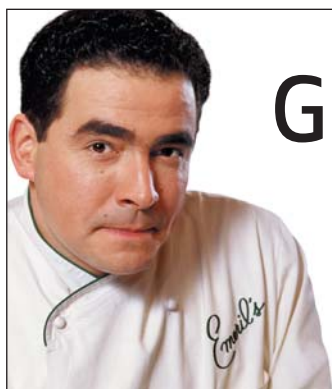
What the Industry Reads First

Volume 19 / No. 118

## Update Your Rolodexes: Rainbow, Discovery, Lifetime Make Big People Moves

With **Rainbow Media** acquiring **Sundance Channel**, the big question on everyone's mind was what happens to **Larry Aidem**, who has served as pres/CEO of the channel for more than 10 years. Exactly 1 day after the deal closed, Rainbow provided the answer. Aidem will serve as president of **Rainbow Ventures**, effective immediately. It's a brand new post, and "Rainbow Ventures" is a brand new name that we've never heard before. In a nutshell, Aidem's tapped with identifying strategic business opportunities for Rainbow Media, as well as helping with the transition of Sundance. Expect more announcements to trickle out over the coming weeks, with Rainbow still needing to name someone to oversee Sundance. "We are fortunate to have someone like Larry, who has more than two decades of experience in developing programming strategies for successful networks, joining Rainbow," said Rainbow Media pres/CEO **Josh Sapan**, to whom Aidem will report. "I know that we will benefit from Larry's knowledge as we integrate Sundance Channel, which he has led so skillfully, and as Rainbow continues to explore new and exciting initiatives." Wed was a busy day in the programming personnel world, with **Discovery** also announcing that it has hired **Regency Television** pres **Robin Schwartz** to serve as pres of the upcoming **Oprah Winfrey Network**. She starts July 14 and will report to the yet-to-be-named CEO. Another bit of news for OWN is that it will be headquartered in L.A., though no specific location has been announced. OWN, currently **Discovery Health Channel**, is set to debut in the 2nd half of '09. Prior to joining Regency, Schwartz served as vp, programming for **ABC Family**. At **Lifetime**, Wed's personnel news was not a coming, but a going. Well-respected entertainment pres **Susanne Daniels** announced plans to resign to spend more time with her family. Daniels, who joined Lifetime in '05, has agreed to stay in her post until she identifies a successor and will remain on in a consulting role. Under her tenure, the net launched "Army Wives," its highest-rated series ever. "When I came to Lifetime some 14 months ago, I was thrilled to be joining an organization so deeply committed to its viewers. One of the things that I was most excited about was the opportunity to work alongside Susanne Daniels, whose work and dedication I had admired for many years," Lifetime chief **Andrea Wong** said in an internal memo. "It is no secret that our collaboration has been one of the highlights of my career. And I hope it has been the same for her."

**BroadBand:** As **Comcast** ups broadband speeds and prepares to launch Wideband tech in 20% of its footprint by year-end, **Verizon** has countered with a further roll out of broadband speeds of 50Mbps/20Mbps, the same offered by Wideband. The telco's high-end FiOS Internet service, running \$90/month in NY and VA and \$140/month elsewhere, is now available to new FiOS customers in parts of CA, DE, IN, MD, OR, PA, SC, TX, VA and WA. 6 other states had already gotten the top speed, and the telco is upping lesser speeds as well. Last week, Verizon Pres/COO **Dennis Strigl** promised widespread DSL upgrades in non-FiOS markets. -- **Hughes** increased the top download speed of its satellite broadband service to 3Mbps, which the company called the fastest option for U.S. rural customers. The offering runs \$120/month.



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**Rocky Relationship:** DISH said in a Tues SEC filing that AT&T will exercise a put option requiring the DBS op to repurchase all of the telco's ownership of a \$500mln 3% DISH Network convertible subordinated note due in '10. The news set the Street abuzz with conjecture: does the move signal AT&T's disinterest in acquiring DISH, which has been speculation for some time, or is it strictly a financial decision with little impact on a potential deal? **Sanford Bernstein's Craig Moffett**, for one, believes AT&T has essentially jilted the satcaster. "Publicly exercising a put option and unwinding a financial interest is more akin to beginning divorce proceedings than it is to the start of a mating dance," wrote Moffett, further speculating that DISH and **DirectTV** are now on "equal footing" in the competition to win the resale contract covering the former **BellSouth** footprint when it's up for renewal later this year. DISH shares slid 6.5% Wed.

**HD: Versus** and **Golf Channel** won't have to share an HD channel much longer. **Comcast** plans to launch simulcast HD nets for each channel in Dec. **E!** will also launch in HD. Versus and Golf launched a hybrid HD net in Jan, with Golf programming airing from noon-7pm and Versus telecasting 7pm-midnight. Talks are underway with distributors.

**Online: Scripps Nets** partnered with **AOL** to deliver content clips on AOL Video, and selectively throughout AOL Food, AOL Home, and Slashfood later this summer. Content includes **HGTV's** "Design on a Dime" and **Food Net's** "Barefoot Contessa." -- **ItalianAmericanNetwork.com**, part of former **NY Giants** exec **Tony Ceglio's** brainchild including planned launches of an HD linear net and VOD content, added original Webisodes such as "Slim Man Cooks" and "Produce Pete."

**VOD: TVN** inked with **Fox Cable Nets** a VOD pact allowing the group to quickly launch new VOD programming services, scale its VOD volume and fast turnaround needs, and extend its offerings into new platforms and formats.

**Ratings: ESPN's** Mon coverage of the **US Open** playoff between **Rocco Mediate** and some guy named **Tiger** became the highest-rated golf telecast ever on cable, drawing a 4.2 HH rating and 4.06 HH impressions. -- Series premiere of **Showtime's** "Secret Diary of a Call Girl" delivered 949K HHs, making it the net's most-watched series bow since '04. -- **Lifetime's** "Army Wives" garnered 1.98mln viewers in the women 25-54 demo, the most ever for an original drama telecast in the net's 24-year history. The ep was also the highest-rated cable drama in the demo this year. -- **Nickelodeon's** prime "iCarly" ep Sun counted 4.5mln total viewers and recorded a 3.1/2.98mln, good for 4th among weekly telecasts. -- **A&E's** "Psychic Kids" bow earned a 1.3 and drew 1.7 total viewers, becoming the net's best summer series launch since '06.

**Programming: The N** will bows 2 reality series back-to-back on Jul 11, with a simulcast on **Nick at Nite**. "Queen Bees" highlights the attempted makeovers of 7 "mean girls" who family members, boyfriends and friends believe need changing. "Student Body," hosted by **Laila Ali**, watches as 12 rival high-school students try to get fit while competing for \$25K for their schools. -- **Bloomberg TV** investigates possible net worth erosion in special "401(k) Hidden Fees" (Thurs, 7 & 9pm ET).

**Milestone: Lifetime Movie Net** is celebrating its 10th anniversary this month with the roll out of a HD simulcast and **LMN Espanol On Demand**, and a relaunch of **LMN.tv**.

**On the Circuit: The Assoc of Cable Communicators** will make a formal presentation of \$10K to the board of the **Emma L. Bowen Foundation for Minority Interests in Media** during its conference in NYC Thurs. This is the 10th straight year ACC has donated the proceeds from its **FORUM** reception and silent auction to the foundation. Industry associations, operators, programmers and others donated 35 items for the auction, including airfare/hotel to any city in the US donated by **ION** and a 16GB iPod Touch from **Cisco**. -- **Charter** pres/CEO **Neil Smit** and **Discovery Comm** pres/

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# BUSINESS & FINANCE

CEO *David Zaslav* will serve as honorary co-chairs for this year's **NAMIC Conference**, Sept 14-16 in NYC.

**Public Affairs:** The final tallies are in for **CableCares**. **NCTA** estimates that more than \$900K in cash, equipment and in-kind donations were raised for New Orleans as part of the industry's initiative to assist recovery efforts. Just a few of the impressive stats: 17K+ books and DVDs were donated (plus an additional \$28,825 for classroom sets of books), 560 prom dresses and suits were donated, a brand new home under construction by **Habitat for Humanity** was funded and 3 tractor-trailer loads of food, school supplies and musical instruments were provided to schools and families.

**People:** *Dave Williams* and *Kyra Reppen* were respectively named svp/gm of **Nickelodeon Kids and Family Group's** new **Games Group** and **Virtual Worlds Group**. -- **Turner Sports** promoted *Jeff Ogan* to vp, talent relations for production and new media.

**Business/Finance:** **Microsoft** has acquired **Navic Networks**, which develops TV ad tech and provides an ad network for targeting audiences across the medium. Now a Microsoft subsidiary, Navic has powered interactive TV elements this year for **Charter** and **Cox Las Vegas**. -- Shares of content producer **RHI Ent** (RHIE) began **NASDAQ** trading Wed, losing 3.6% to close at \$13.50 on volume of 3.27mln shares.

## CableFAX Daily Stockwatch

Company	06/18 Close	1-Day Ch	Company	06/18 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
ARRIS GROUP:	9.40	(0.18)	ARRIS GROUP:	9.40	(0.18)
BRITISH SKY:	39.94	(1.13)	AVID TECH:	18.51	(0.11)
DIRECTV:	27.23	(0.49)	BIGBAND:	5.70	0.38
DISHNEY:	32.95	(0.16)	BLNDER TONGUE:	1.25	(0.05)
ECHOSTAR:	30.87	(2.15)	BROADCOM:	25.30	(0.61)
GE:	28.21	(0.65)	C-COR:	11.00	0.00
HEARST-ARGYLE:	20.25	(0.49)	CISCO:	25.28	(0.69)
ION MEDIA:	1.45	0.00	COMMSCOPE:	54.25	(0.45)
NEWS CORP:	17.60	(0.25)	CONCURRENT:	0.64	(0.02)
<b>MSOS</b>					
CABLEVISION:	24.69	(0.45)	CONVERGYS:	15.39	(0.12)
CHARTER:	1.40	(0.1)	CSG SYSTEMS:	12.02	0.04
COMCAST:	20.46	(0.65)	ECHOSTAR HOLDING:	34.84	(0.53)
COMCAST SPCL:	20.36	(0.61)	GOOGLE:	562.38	(7.08)
GCI:	8.21	0.23	HARMONIC:	10.44	0.20
KNOLOGY:	13.77	(0.23)	JDSU:	12.09	(0.23)
LIBERTY CAPITAL:	15.03	(0.27)	LEVEL 3:	3.77	(0.14)
LIBERTY ENTERTAINMENT:	26.38	(0.52)	MICROSOFT:	28.46	(0.34)
LIBERTY GLOBAL:	32.84	(0.55)	MOTOROLA:	8.60	(0.39)
LIBERTY INTERACTIVE:	16.54	(0.27)	NDS:	51.66	(0.52)
MEDIACOM:	5.71	(0.13)	NORTEL:	9.76	(0.45)
SHAW COMM:	19.91	0.22	OPENTV:	1.31	0.00
TIME WARNER CABLE:	27.30	(0.93)	PHILIPS:	36.70	(0.26)
VIRGIN MEDIA:	14.77	(0.59)	RENTRAK:	14.05	0.10
WASH POST:	576.59	(3.17)	SEACHANGE:	7.80	0.03
<b>PROGRAMMING</b>					
CBS:	20.17	(0.48)	SONY:	48.72	(0.69)
CROWN:	4.34	(0.09)	SPRINT NEXTEL:	8.22	(0.12)
DISCOVERY:	25.46	(0.74)	THOMAS & BETTS:	38.51	(0.71)
EW SCRIPPS:	45.15	(1.11)	TIVO:	6.87	(0.13)
GRUPO TELEVISA:	23.58	(0.36)	TOLLGRADE:	5.26	(0.01)
INTERACTIVE CORP:	21.19	(0.06)	UNIVERSAL ELEC:	25.54	(0.1)
LODGENET:	6.08	(0.44)	VONAGE:	1.77	(0.03)
NEW FRONTIER:	3.92	(0.08)	WEBB SYS:	0.03	0.00
OUTDOOR:	7.60	(0.09)	WORLDGATE:	0.30	0.00
PLAYBOY:	5.59	(0.06)	YAHOO:	22.91	(0.34)
TIME WARNER:	14.73	(0.29)	<b>TELCOS</b>		
VALUEVISION:	4.21	(0.05)	AT&T:	35.25	(0.44)
VIACOM:	32.55	(0.35)	QWEST:	4.00	(0.13)
WWE:	15.39	(0.24)	VERIZON:	35.98	0.09
<b>TECHNOLOGY</b>					
3COM:	2.41	(0.05)	<b>MARKET INDICES</b>		
ADC:	16.74	(0.14)	DOW:	12029.06	(131.24)
ADVANTAGE:	3.10	0.02	NASDAQ:	2429.71	(28.02)
ALCATEL LUCENT:	6.77	(0.24)			
AMDOCS:	31.35	(0.52)			
AMPHENOL:	48.52	(0.96)			
APPLE:	178.75	(2.68)			



Interested in posting a job ad?

Contact Cable360 Job Center Coordinator, Rachel Smar - [rsmar@accessintel.com](mailto:rsmar@accessintel.com); 301.354.1613  
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Position Title: Vice President, Call Center Operations • Location: New York, United States

Candidate will manage a large call center operation with a staff of 700+ employees hour center that handles a diverse compliment of inbound customer service calls. Will be responsible for processes that ensure delivery of outstanding service. Position has considerable interaction with other internal functions. Customer service/call center experience in a technology related industry preferred.

**Responsibilities include:**

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- Developing employee incentive programs
- Directing the development of operational budgets, forecasts and business plans
- Supporting the deployment of new company initiatives

**Candidates must have:**

- 8+ years management experience in customer service call center (at least 2 years of direct accountability for a large call center)
- A history of managing variety of product lines
- Management and communication skills
- Ability to analyze data and formulate effective strategies to achieve objectives
- Familiarity with staff planning in a dynamic 24x7 environment
- High degree of stress tolerance and commitment to team objectives

SEND RESUMES TO:  
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# Call for Nominations

**CableFAX**  
THE MAGAZINE

## 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)**

