

# CableFAX Daily™

Wednesday — June 20, 2007

What the Industry Reads First

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## SCTE Expo: Cable Works to Get Metro Ethernet Act Together

As cable looks to steal telco customers in commercial markets, industry techies are busy studying Carrier Ethernet technology, which allows service providers to offer bandwidth that scales as a business grows. So fittingly enough, SCTE's **Metro Ethernet Forum Seminar** in Orlando on Tues came only a day after **CableLabs** and 3 cable operators—**Comcast**, **Suddenlink** and **Bright House**—announced they would join the MEF, which develops Carrier Ethernet technical specs and oversees other related issues. "Certainly MSOs are interested in certification, and CableLabs is working to help MSOs come up with interoperable interfaces for Layer 2 VPNs," said CableLabs engineer *Charles Bergren* during a MEFS break on Tues. Bergren said the initial phase for CableLabs is making sure that cable ops, MEF and CableLabs communicate when it comes to service deployments. "We're working with the MSOs on interoperability, and we're working with vendors on Layer 2 VPN interoperability," Bergren said. "We want to make sure that specifications evolve efficiently and on time." CableLabs hopes to help MSOs offer e-line services, such as Layer 2 VPNs, within their own footprints. **Time Warner Cable** vp, transport network engineering *Tom Staniec* said that for Time Warner, MEF "guarantees that subscribers can confidently order Ethernet services that conform to MEF specifications."

**Malone Misses Out:** A group led by UK-based private equity firm **BC Partners** agreed to acquire for \$4.6bln in cash approx 76% of the primary ownership of **Intelsat Holdings**, effectively closing the door on a joint bid submitted by **Liberty Media** and **EchoStar**. The deal is expected to close within 9 months. **Credit Suisse** is advising Intelsat while **PricewaterhouseCoopers** is doing the same for BC Partners.

**In a Cable Minute:** **Discovery Comm** inked media agency **Starcom** to a watershed advertising deal covering all 11 Discovery nets. It's the 1st upfront pact based on exact minute ratings delivery from **Nielsen All Minute** data, and Discovery will combine Nielsen audience data with its own logs to provide commercial occurrence information. "We believe the industry will eventually move to the Exact Minute delivery metric as a basis for guarantees. By closely tracking client schedules since January using this methodology, we have found the data to be consistent and reliable," said Discovery svp, market resources *Beth Rockwood*. Added Starcom USA pres/chief activation officer *Chris Boothe*: "We need to be able to approach different partners in different ways to find solutions to more specific client business objectives and, as such, it's important that forward-thinking partners like Discovery can provide us with such precise, client-specific audience accuracy and accountability." As part of the deal, Starcom's clients will also be given digital media and cross-platform sponsorship opportunities across Discovery nets.

**At Deadline:** We hear that **Tennis Channel** svp, distribution *Randy Brown* will leave the net. More details soon.

**Competition:** **AT&T** chmn/CEO *Randall Stephenson* announced Tues at the **NXTcomm** conference its "AT&T Video Share," a service allowing mobile users to share live video during voice calls. The service is initially available in Atlanta,

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Dallas and San Antonio, and will hit 160 total markets by Aug. "You should expect this to quickly reach the other two screens, the PC and the TV," Stephenson said of the service. The telco's new top exec also said high-speed DSL customers will receive free Wi-Fi service beginning next month. -- **Verizon** plans to offer HD VOD through its **FIOS TV** service, although a timetable for rollout has not been released, CTO *Mark Wegleitner* said Mon in Chicago.

**At the Portals:** AT&T on Mon filed a program access complaint at the FCC against Cablevision, saying it's withholding **FSN NY**, **MSG** and **FSN New England**. The telco contends it needs the RSNs to compete in CT and that CVC is refusing to license the channels. "We have reached programming agreements with a broad range of distributors, including **DirecTV**, **Echostar**, **Verizon**, **RCN** and even AT&T itself, but have outstanding questions regarding AT&T's violation of prior distribution agreements and about certain aspects of AT&T's technology and the protection of our programming," a Rainbow spokesman said, declining to elaborate. Verizon initially filed a program access complaint against Cablevision but dropped it after the 2 brokered a deal late last year.

**Summit Summer:** Even though **CTAM** heads inside the Beltway for its **Summit** conference (July 23-25), don't expect it to be a bunch of Washington wonks and public policy discussions. CTAM pledges to stay true to its roots, with its "Power to the People" theme instead focusing on the democratization of the media. (We did hear, however, a **GAO** contingent is coming to learn more about marketing). **Oglivy & Mather** vice chmn *Steve Hayden* will deliver a brand marketing keynote, and the show will close with a panel of industry heavyweights—**Time Warner Cable's Glenn Britt**, **ESPN's George Bodenheimer**, **HDNet's Mark Cuban**, **Charter's Neil Smit** and **Weather Channel's Debora Wilson**. We're pretty excited about Tues night's party at DC club *Love* featuring *Wyclef Jean* (**Event Networks** is sponsoring). As of Fri, 1673 people had registered. CTAM expects to have about 2500 attendees, down slightly from the 2600 in Boston last year. "With consolidation, I think that's about right," said CTAM pres/CEO *Char Beales*.

**DTV Transition:** We're hard at work. That was the message behind FCC chmn *Kevin Martin's* 14-page response on the DTV transition to House Commerce chmn *John Dingell* (D-MI) and Telecom subcmte chmn *Ed Markey* (D-MA). The 2 Dems had expressed concern over "the present lack of leadership" at the federal level. Martin pledged quarterly updates, noting that nearly 600 stores have been visited and 250 DTV labeling citations handed out as of June 15. He also pointed to an NPRM that would ensure that cable ops offered analog signals unless their systems were all digital. While Martin's multicast must carry proposal introduced last year hasn't gone anywhere, the chmn hasn't forgotten about it. "Mandatory carriage of multicast signals will advance the digital transition by facilitating the ability of broadcasters to provide more programming choices, thus making it a smoother process for consumers," he wrote, adding that it's still before his colleagues. Martin noted that the FCC has not received the \$500K it requested for consumer education efforts nor has Congress acted yet on its request for \$1.5mln in '08. Dingell and Markey said they look forward to reviewing the response.

**Women Walking Tall:** Ridiculous heat and humidity in DC were not enough to deter more than 300 women from walking the National Mall at 6:45am as part of **Oxygen's** Mentor Walk, the first held in Washington. Young women walked with and got career advice from mentors like former **Hewlett-Packard** chief *Carly Fiorina*, **BET's Debra Lee**, **WWE** chief *Linda McMahon*, **FCC** commish *Deborah Tate* and Sen *Maria Cantwell* (D-WA). "Oxygen's been dying to come to D.C., for its high profile and for (its cable) carriage," said Oxygen chief *Gerry Laybourne*. She noted that women make up 16% of Congress and joked that "we have a statistic that shows if we can get to 20

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percent we can rule the world." Oxygen has held 7 Mentor Walks since beginning the effort 2 years ago. A walk in San Fran is planned for '08. -- Also on Mon, **WICT's** Washington/Baltimore chapter held a classy awards luncheon in DC to recognize its '07 Touchstones of Leadership winners (*Cfax*, 6/14).

**Obit:** Sad to report that **Cable Pioneer Bart Swift** passed away on Thurs following a bypass operation in Mar. He was 83. A memorial service for the former **Time Warner** and **Teleprompter Corp** exec will be held in Stamford, CT on July 7, 11am.

**People:** *John Rigsby* will retire as FL group pres at **Bright House Networks** at year-end. Under his leadership, the group has won 2 **J.D. Powers** awards for excellence in phone and video service. A national search will begin immediately for his successor. -- **Malone Misses Out:** A group led by UK-based private equity firm **BC Partners** agreed to acquire for \$4.6bln in cash approx 76% of the primary ownership of **Intelsat Holdings**, effectively closing the door on a joint bid submitted by **Liberty Media** and **EchoStar**. The deal is expected to close within 9 months. **Credit Suisse** is advising Intelsat while **PricewaterhouseCoopers** is doing the same for BC Partners. -- **Synacor** appointed former **Eagle Broadband** exec *Eric Blachno* CFO.

## CableFAX Daily Stockwatch

| Company                      | 06/19 Close | 1-Day Ch | Company               | 06/19 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| <b>BROADCASTERS/DBS/MMDS</b> |             |          |                       |             |          |
| BRITISH SKY:                 | 51.31       | (0.32)   | AMPHENOL:             | 35.82       | (0.42)   |
| DIRECTV:                     | 24.54       | 1.42     | APPLE:                | 123.66      | (1.43)   |
| DISNEY:                      | 34.76       | 0.22     | ARRIS GROUP:          | 16.34       | (0.03)   |
| ECHOSTAR:                    | 44.22       | 0.81     | AVID TECH:            | 34.46       | 0.30     |
| GE:                          | 39.29       | 1.22     | BLNDER TONGUE:        | 1.55        | (0.05)   |
| HEARST-ARGYLE:               | 24.92       | 0.22     | BROADCOM:             | 30.26       | (0.37)   |
| ION MEDIA:                   | 1.43        | 0.04     | C-COR:                | 14.32       | 0.04     |
| NEWS CORP:                   | 23.68       | 0.06     | CISCO:                | 27.30       | 0.09     |
| TRIBUNE:                     | 30.31       | (0.12)   | COMMSCOPE:            | 55.36       | (0.7)    |
| <b>MSOS</b>                  |             |          |                       |             |          |
| CABLEVISION:                 | 35.68       | (0.12)   | CONCURRENT:           | 1.74        | (0.06)   |
| CHARTER:                     | 4.15        | 0.02     | CONVERGYS:            | 24.75       | (0.16)   |
| COMCAST:                     | 28.10       | 0.12     | CSG SYSTEMS:          | 27.16       | 0.04     |
| COMCAST SPCL:                | 27.68       | (0.07)   | GEMSTAR TVG:          | 4.93        | 0.07     |
| GCI:                         | 12.89       | (0.01)   | GOOGLE:               | 514.31      | (0.89)   |
| KNOLOGY:                     | 17.23       | 0.31     | HARMONIC:             | 8.40        | 0.09     |
| LIBERTY CAPITAL:             | 119.45      | 0.57     | JDSU:                 | 13.80       | (0.12)   |
| LIBERTY GLOBAL:              | 39.71       | 0.43     | LEVEL 3:              | 5.55        | 0.04     |
| LIBERTY INTERACTIVE:         | 23.89       | (0.32)   | MICROSOFT:            | 30.46       | (0.05)   |
| MEDIACOM:                    | 9.72        | 0.05     | MOTOROLA:             | 18.08       | (0.05)   |
| NTL:                         | 28.22       | 0.00     | NDS:                  | 50.06       | 0.58     |
| ROGERS COMM:                 | 42.97       | 0.00     | NORTEL:               | 24.87       | (0.57)   |
| SHAW COMM:                   | 42.45       | 0.62     | OPENTV:               | 2.21        | 0.01     |
| TIME WARNER CABLE:           | 39.12       | 0.02     | PHILIPS:              | 42.25       | 0.32     |
| WASH POST:                   | 773.65      | 1.65     | RENTRAK:              | 14.58       | 0.17     |
| <b>PROGRAMMING</b>           |             |          |                       |             |          |
| CBS:                         | 33.47       | 0.08     | SEACHANGE:            | 7.89        | (0.07)   |
| CROWN:                       | 7.26        | 0.05     | SONY:                 | 54.18       | 0.03     |
| DISCOVERY:                   | 23.86       | 0.04     | SPRINT NEXTEL:        | 22.27       | (0.14)   |
| EW SCRIPPS:                  | 45.13       | (0.11)   | THOMAS & BETTS:       | 58.28       | 0.73     |
| GRUPO TELEVISA:              | 28.28       | (0.46)   | TIVO:                 | 5.93        | 0.09     |
| INTERACTIVE CORP:            | 35.23       | 0.85     | TOLLGRADE:            | 10.91       | 0.04     |
| LODGENET:                    | 34.56       | 1.51     | UNIVERSAL ELEC:       | 36.62       | (0.09)   |
| NEW FRONTIER:                | 8.85        | 0.10     | VONAGE:               | 3.08        | 0.00     |
| OUTDOOR:                     | 10.49       | 0.14     | VYYO:                 | 6.89        | (0.06)   |
| PLAYBOY:                     | 11.18       | 0.08     | WEBB SYS:             | 0.07        | (0.01)   |
| TIME WARNER:                 | 21.24       | 0.35     | WORLDGATE:            | 0.49        | 0.00     |
| UNIVISION:                   | 36.23       | 0.00     | YAHOO:                | 27.63       | (0.49)   |
| VALUEVISION:                 | 11.64       | 0.02     | <b>TELCOS</b>         |             |          |
| VIACOM:                      | 42.94       | 0.08     | AT&T:                 | 40.24       | 0.23     |
| WWE:                         | 17.27       | (0.11)   | QWEST:                | 9.69        | 0.02     |
| <b>TECHNOLOGY</b>            |             |          |                       |             |          |
| 3COM:                        | 4.47        | 0.06     | VERIZON:              | 43.07       | 0.52     |
| ADC:                         | 18.75       | (0.27)   | <b>MARKET INDICES</b> |             |          |
| ADVANTAGE:                   | 5.00        | 0.09     | DOW:                  | 13635.42    | 22.44    |
| ALCATEL LUCENT:              | 13.75       | 0.13     | NASDAQ:               | 2626.76     | 0.16     |
| AMDOCS:                      | 39.25       | 0.51     |                       |             |          |



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## CableWorld's 2007 Most Influential Minorities in Cable

Who are cable's most influential minority executives? Help us decide by nominating the executives you think should be on our list of the **Top 50 Most Influential Minorities in Cable**. We will rank the top 50 in the Sept. 10, 2007, issue of **CableWorld**. Nominations are open to all cable operators, programmers, vendors and trade associations.

**Deadline for nominations:  
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Nomination form can be found at:

**[www.cable360.net/nominate.html](http://www.cable360.net/nominate.html)**

