

# CableFAX Daily™

Monday — June 20, 2011

What the Industry Reads First

Volume 22 / No. 117

## Road Show: Annual Confab Finds Cable at Crossroads

Perhaps an email sent Fri on behalf of **NCTA** summed up The Cable Show '11 best when it claimed the confab "will go down in history as a turning point for an industry." Indeed, the break neck pace of content convergence across platforms and devices is at once presenting the industry with heady opportunities and daunting threats. Trouble is, with the media space in such flux the industry appears in perpetual motion on the road to innovation, leaving the show marked more by potential than actuality. "There was little that was truly new," said *Sanford Bernstein's Craig Moffett* of the event. "But shows like this year's may have the more lasting import, as they often tell us more about where we are going over the next five years." As dogged TV Everywhere proponent and **Time Warner** pres/CEO *Jeff Bewkes* felt compelled to pep up the crowd Tues, it appears clear that cable's near future must include widespread collaboration on related initiatives. Broadband remains the industry's ace in the hole, and that card gained additional strength when **Comcast** chmn/CEO *Brian Roberts* demo'd delivery of more than 1bln bytes/second. And **Motorola Mobility** chmn/CEO *Sanjay Jha* echoed a common show theme Thurs, the notion that wireless can't threaten the livelihood of cable's broadband plant. "All your content will never be served by wireless," said Jha, noting that 90% of the content consumed by Americans is delivered by either cable or broadband. Also, businesses services is blowing up as a segment and rev stream, with back haul a particularly lucrative opportunity as smartphones proliferate. That's obviously great news, as is cable ops' unwillingness to stand pat. **Comcast** has moved into the cloud with Xcalibur and will trial a network DVR, for example, **Cablevision** has taken the lead with advanced advertising and plans to deliver more services over its WiFi network, and **Time Warner Cable's** bent on throwing content around the home via the iPad and other devices. "If there are new services/features that can be rolled out: the time is now. With that as their new leitmotiv, we expect to see continued launch of product extensions," said **Collins Stewart's Thomas Eagan** of cable ops. "Coupled with a relatively benign regulatory environment, we believe the companies are well positioned for the near-to-medium term."

**Advertising: Media Storm** is working with **Comcast Spotlight** on its new ITV app, "Remind-Record." The app enables programmers to include interactive overlays or banners during ads that let viewers set up reminders or recordings for upcoming series eps or specials. Media Storm clients, including **Food, WE** and **truTV**, are using the app to



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generate awareness. The feature is currently available to more than 13mln Comcast homes. -- 176mln US Internet users watched online video content in May for an average of 15.9 hours/viewer and 4.6bln viewed video ads, **ComScore** said. Time spent watching video ads totaled more than 2bln minutes during the month. **Hulu** generated the highest number of video ad impressions at 1.3bln and the highest duration of video ads (560mln mins). Video ads reached 45 percent of the total U.S. population an average of 34 times during the month.

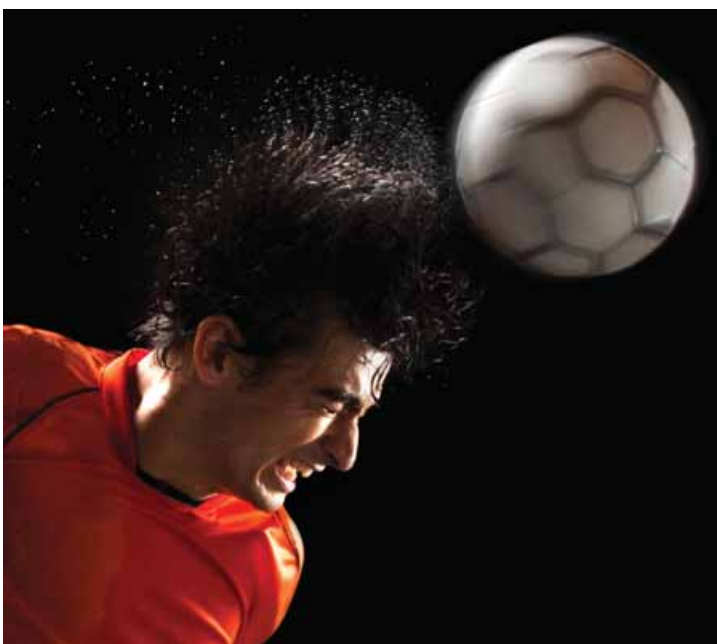
**Mobile:** Video is the 2nd fastest growing category among app downloaders—its 36% growth from 3Q10-1Q11 behind only shopping/retail, according to preliminary findings of forthcoming **CTAM-Nielsen** study “A Roadmap to Video Apps (What Makes Viewers Appy?).” Three-fourths of video apps are used in the home, and 80% of smartphone owners and 93% of tablet owners have downloaded an app of any type on their device. The study’s due out this summer.

**At the Portals:** In light of the already active storm season, the **FCC** Fri reminded MVPDs and broadcasters of their obligation to make emergency info accessible to persons with hearing and vision disabilities. -- Last week, the FCC denied **WealthTV**’s program carriage complaint against **Comcast, Cox, Bright House** and **Time Warner Cable** and denied its request for an oral hearing to make its case. The Commission backed an ALJ recommendation from ’09 that said the programmer failed to show the ops discriminated against it.

**Programming:** During a Fri conference call *Keith Olbermann*, whose “Countdown” show premieres Mon on **Current TV**, said work is underway to “eventually” transform the net into a 24-hour news commentary, analysis and info channel. Olbermann cautioned against high ratings expectations for Mon, saying *Current* brass including *Al Gore* is far more interested in where viewership sits after the Presidential election. -- Need more **Cable Show**? Check out **C-SPAN**’s “Communicators” Sat for a discussion with new **NCTA** chief *Michael Powell* during the show, Sat, 6:30pm ET (encores Mon, 8am & 8pm on C-SPAN 2). C-SPAN also will air several panels, including the *Liz Claman*-moderated gen session (Sat, 10am).

**Ratings: USA** said it has wrapped up the 2Q prime title with an avg of 3mln total viewers, a win that reps its 20 consecutive Q as the most-watched ad-supported ent cable net in prime. With less than 2 weeks left in the Q, the net said it leads the nearest competitor by 7% among total viewers. -- The return of **TV Land**’s “Hot in Cleveland” garnered 2.4mln total viewers Wed night and nearly 2mln more through 2 subsequent encores.

**People:** *Zachary Katz* was tapped as **FCC** chmn *Julius Genachowski*’s chief counsel and sr legal adviser (he succeeds *Rick Kaplan*, now Wireless Bureau chief). Legal adviser *Sherrese Smith* will also become sr counsel, and special counsel *Amy Levine* will also take on a new role as legal adviser. *Rosemary Harold*, FCC commish Robert McDowell’s media legal adviser, has decided to consider opportunities outside the agency. *Erin McGrath* was named Acting Legal Adviser.



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# CableFAX PROGRAM AWARDS

**Extended Late Deadline: June 24, 2011**

**More Information:**  
[www.CableFAXProgramAwards.com](http://www.CableFAXProgramAwards.com)

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards honor the best in cable programming content and people. Now is your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers. The winners and honorable mentions will be saluted during an awards luncheon in October 2011 in Los Angeles.

Enter as many categories as you like but please tailor your entry to the category you are entering.

**Platinum/People Categories:**

Best Actor in Cable  
Best Actress in Cable  
Best Cable Program  
Best New Cable Program  
Best Producer  
Best Writer  
Best Director  
Hall of Fame: Open to actors, writers, directors and producers for a body of work

**By Genre: Best Show or Series In The Following Genre**

Animals/Nature  
Animated

Children's  
Comedy  
Documentary  
Drama  
Education/Instructional  
Family Friendly  
Faith Based/Religious  
Fitness/Health  
Food  
Music  
News  
Public Affairs  
Reality/Game Show  
Sci Fi  
Sports

Talk Shows  
Best Regional Program  
Other: enter your best in a genre not mentioned above

**By Genre: Best Actor/Actress/Host In The Following Genres**

Animals/Nature  
Comedy  
Drama  
Family Friendly  
Food  
Music  
News/Public Affairs  
Reality/Game Show  
Sports

Talk Shows  
Best Regional Program  
Other: enter your best in a genre not mentioned above

**Special Categories:**

Best Opening Sequence  
Best Surprise Ending

**Tech Categories:**

Best Online/Mobile Extras for a Linear Show  
Best Online-Only/Mobile-Only Show  
Best Video on Demand Program/Special

**Compiling Your Entry** (Visit [www.cablefaxprogramawards.com](http://www.cablefaxprogramawards.com) for full details)

**What to Send**

At the beginning of your two page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

**Supporting Materials**

- Video of Program on DVD • Clippings • Photos

**How To Enter:** Use this form or visit [www.cablefaxprogramawards.com](http://www.cablefaxprogramawards.com) for additional category information and to enter online.

Mary Lou French  
CableFAX Program Awards  
Access Intelligence  
4 Choke Cherry Rd, 2nd Floor  
Rockville, MD 20850

**Extended  
Late Deadline:** June 24, 2011  
**Event:** October 2011

**Entry From** (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): \_\_\_\_\_

Company and/or Client: \_\_\_\_\_

Contact Name of person submitting entry: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone of Contact: \_\_\_\_\_ Fax of Contact: \_\_\_\_\_

Email Address (Required): \_\_\_\_\_

**Entry Fees**

Primary entry: \$300 each                      \$300 each \$ \_\_\_\_\_  
Secondary entry of same campaign\*\* into one or more categories: \$175 each                      \$175 each \$ \_\_\_\_\_  
Late entry fee: \$175 per entry                      \$175 each \$ \_\_\_\_\_  
  
(for entries sent between June 7, 2011 and June 24, 2011)  
  
Total \$ \_\_\_\_\_

**Payment Options**

Check (payable to Access Intelligence/CableFAX)                      Money Order  
Mastercard                      Visa                      Discover                      American Express  
  
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Exp. \_\_\_\_\_  
Print name of card holder \_\_\_\_\_  
Signature \_\_\_\_\_  
Entry fees are not refundable.  
Access Intelligence Federal Tax ID#: 52-2270063

The late entry fee must be applied to each individual entry postmarked after June 6, 2011.  
\* Payment in full must accompany the entry.  
\*\* If entering more than one category, please submit separate entry forms.

[www.CableFAXProgramAwards.com](http://www.CableFAXProgramAwards.com)

The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

Questions? Contact Awards Coordinator Mary Lou French at 301-354-1851; [mfrench@accessintel.com](mailto:mfrench@accessintel.com).  
Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com) or Amy Abbey at 301-354-1629; [aabbey@accessintel.com](mailto:aabbey@accessintel.com)

**CableFAX Week in Review**

Company	Ticker	6/17 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	46.69	(0.06%)	40.00%
DISH:	DISH	27.76	(1.03%)	33.65%
DISNEY:	DIS	38.11	(1.01%)	18.17%
GE:	GE	18.49	0.93%	22.21%
NEWS CORP:	NWS	16.78	(1.64%)	5.40%
<b>MSOS</b>				
CABLEVISION:	CVC	36.05	2.24%	39.62%
CHARTER:	CHTR	56.46	(1.81%)	0.00%
COMCAST:	CMCSA	23.64	(1.05%)	40.21%
COMCAST SPCL:	CMCSK	22.40	(0.93%)	39.91%
GCI:	GNCMA	12.24	9.29%	91.85%
KNOLOGY:	KNOL	14.56	4.45%	33.33%
LIBERTY CAPITAL:	LCAPA	77.15	(5.89%)	223.07%
LIBERTY GLOBAL:	LBTYA	40.52	(2.97%)	85.11%
LIBERTY INT:	LINTA	15.78	(6.49%)	45.53%
SHAW COMM:	SJR	20.74	(0.81%)	0.83%
TIME WARNER CABLE:	TWC	74.77	1.30%	80.65%
VIRGIN MEDIA:	VMED	29.95	(3.91%)	77.96%
WASH POST:	WPO	418.21	0.50%	(4.87%)

Company	Ticker	6/17 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
CBS:	CBS	25.89	(1.16%)	84.31%
CROWN:	CRWN	1.67	(4.02%)	15.17%
DISCOVERY:	DISCA	40.49	1.30%	32.02%
GRUPO TELEVISIA:	TV	22.87	2.79%	10.16%
HSN:	HSNI	30.87	(3.32%)	52.90%
INTERACTIVE CORP:	IACI	36.20	3.93%	76.76%
LIBERTY:	L	40.66	(0.1%)	11.86%
LIBERTY STARZ:	LSTZA	71.78	(4.73%)	55.53%
LIONSGATE:	LGF	6.26	4.16%	7.75%
LODGENET:	LNET	3.31	1.85%	(40.14%)
NEW FRONTIER:	NOOF	1.35	(13.46%)	(28.57%)
OUTDOOR:	OUTD	6.00	0.33%	3.45%
SCRIPPS INT:	SNI	47.13	2.50%	13.57%
TIME WARNER:	TWX	35.23	1.73%	20.90%
VALUEVISION:	VVTV	7.86	10.86%	63.75%
VIACOM:	VIA	54.97	(2.4%)	74.51%
WWE:	WWE	9.58	2.02%	(37.51%)

Company	Ticker	6/17 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.58	5.74%	30.96%
ALCATEL LUCENT:	ALU	5.13	(1.63%)	54.67%
AMDOCS:	DOX	28.67	(0.9%)	0.49%
AMPHENOL:	APH	50.17	(2.32%)	8.64%
AOL:	AOL	20.60	6.02%	(11.51%)
APPLE:	AAPL	320.40	(1.69%)	52.04%
ARRIS GROUP:	ARRS	10.65	1.53%	(6.82%)
AVID TECH:	AVID	17.52	3.00%	37.30%
BIGBAND:	BBND	2.08	0.97%	(39.53%)
BROADCOM:	BRCM	31.66	(4.34%)	0.62%
CISCO:	CSCO	14.98	(0.89%)	(37.41%)
CLEARWIRE:	CLWR	3.60	(9.77%)	(46.75%)
CONCURRENT:	CCUR	5.99	0.34%	51.26%
CONVERGYS:	CVG	12.81	(0.62%)	19.16%
CSG SYSTEMS:	CSGS	17.76	(1.55%)	(6.97%)
ECHOSTAR:	SATS	33.12	2.63%	64.45%

Company	Ticker	6/17 Close	1-Week % Chg	YTD %Chg
GOOGLE:	GOOG	485.91	(4.63%)	(21.62%)
HARMONIC:	HLIT	6.94	(4.67%)	9.81%
INTEL:	INTC	21.24	(0.65%)	4.12%
JDSU:	JDSU	15.53	(7.89%)	88.24%
LEVEL 3:	LVLTL	2.12	(3.41%)	38.89%
MICROSOFT:	MSFT	24.25	2.30%	(20.46%)
MOTOROLA MOBILITY:	MMI	24.71	4.53%	0.00%
RENTRAK:	RENT	17.47	(11.09%)	(1.13%)
SEACHANGE:	SEAC	10.10	(3.53%)	53.96%
SONY:	SNE	24.91	(0.4%)	(14.1%)
SPRINT NEXTEL:	S	5.18	(0.77%)	41.53%
THOMAS & BETTS:	TNB	50.65	2.51%	41.52%
TIVO:	TIVO	9.79	(3.6%)	(3.88%)
UNIVERSAL ELEC:	UEIC	24.25	(1.74%)	4.44%
VONAGE:	VG	4.07	(4.68%)	190.71%
YAHOO:	YHOO	14.72	(3.16%)	(12.28%)

Company	Ticker	6/17 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	30.80	1.52%	9.88%
VERIZON:	VZ	35.54	0.99%	7.27%

Index	Value	% Chg	YTD %Chg	
<b>MARKET INDICES</b>				
DOW:	DJI	12004.29	0.44%	15.12%
NASDAQ:	IXIC	2616.48	(1.03%)	15.31%
S&P 500:	GSPC	1271.50	0.04%	11.07%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	7.86	10.86%
2. GCI:	12.24	9.29%
3. BLNDER TONGUE:	1.75	6.06%
4. AOL:	20.60	6.02%
5. ADVANTAGE:	2.58	5.74%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. NEW FRONTIER:	1.35	(13.46%)
2. RENTRAK:	17.47	(11.09%)
3. CLEARWIRE:	3.60	(9.77%)
4. JDSU:	15.53	(7.89%)
5. LIBERTY INT:	15.78	(6.49%)

**CableFAX THE MAGAZINE Most Influential Minorities in Cable 2011**

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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 October issue of *CableFAX: The Magazine*.

*CableFAX: The Magazine* distribution includes: NAMIC/CableFAX Breakfast, Diversity Week.

**Questions:** Contact Mike Grebb at [mgrebb@accessintel.com](mailto:mgrebb@accessintel.com)

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