

CableFAX Daily™

Wednesday — June 22, 2011

What the Industry Reads First

Volume 22 / No. 119

Hoping Down Goes Up: Current Riding Olbermann for Exposure, Growth

Like him or not, *Keith Olbermann* has brought a much-needed buzz to **Current TV**. And as the Twitterati and blogosphere were busy Tues reacting to the Mon night premiere of "Countdown with Keith Olbermann," the net has clearly tapped the outspoken Olbermann as its face and driving force. Not only was Olbermann brought aboard as chief news officer at a reported annual salary of at least \$7mln and given an equity stake in the company, but his is the show with which Current (60mln homes) is seeking carriage on holdouts including **Cox, Cablevision, Charter, Mediacom** and **Insight**. Now available in beta at Current.com and the Countdown's Facebook page—which in approx 3 weeks has nabbed more than 117K fans—is a channel finder tool featuring customized video messages from Olbermann aimed at subs of ops that don't carry Current. All the messages ask subs to fight for carriage through emails to the ops, Tweets or **Facebook** postings because "after all," says Olbermann, "your TV is there for you, you are not there for your TV." The initiative appears to be gaining traction, with a Cox spokesman saying the MSO has heard from customers through various channels. Nearly 5,400 messages have been sent/posted via the Cablevision message, for example, more than 3,700 via the Cox message. During his inaugural Current broadcast that featured *Michael Moore* as the 1st guest, Olbermann described his show as "a newscast of contextualization... that the weakest citizen of this country is more important than the strongest corporation, that the nation is losing its independence through the malfeasance of one political party and the timidity of another and that even though you and I should not have to be the last line of defense, apparently we are so we damn well better start being it." Meanwhile, viewers had better start getting comfortable with Olbermann as the face of Current, which itself may change looks going forward. During a Fri conference call Olbermann said the long-term goal is to transform the net into a 24-hour news commentary, analysis and info channel (*Cfax*, 6/20). He also cautioned against overreaction to Countdown's early ratings, the 1st of which weren't available by deadline.

Upfrontly Speaking: While there has been some debate over whether cable's upfront will be equal, if not better than, broadcast's, one thing is certain: the numbers are strong. **Turner's** entertainment nets are nearly done, with **TBS, TNT** and **truTV** said to be pricing +12%-13% (originals and "Conan" being big drivers). **Discovery** is also thought to be close to the finish line, with 12%-13% being thrown around as estimates for CPM increases. News nets, a big story for

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'12 with the election, are moving, but still have a ways to go before closing, we hear. **Miller Tabak** said Tues that aggregate prime sales is totaling an estimated \$9.25bln for cable, in line with the \$9.1-\$9.3bln suggested by the *WSJ* Mon. "Some industry observers place this volume total at parity with broadcasting networks, but we still estimate broadcast nets are higher at \$9.875bln (although none of these figures can be audited or confirmed)," the firm said. It's hard to say just where cable will end up, with some deals still being written. At The Cable Show last week, **MediaVest USA** CEO *Bill Tucker* said cable's take "should be higher" than broadcast's and noted a 7%-8% increase in cable demand. **Horizon Media** pres/CEO *Bill Koenigsberg* added that money is definitely moving to cable (and digital, too). The real story for cable is volume though, with the industry as a whole expected by some experts to be up about 15%. With cable chipping away at broadcast year after year, 2011 could be the year it finally truly achieves "one TV world."

Franchise Fracas: Remember all the fuss over an anti-cable video franchise bill that was enacted in TX '05? Not only was it the 1st state franchise bill, but it became the model for what not to do (ie, granting new entrants breaks, while offering nothing to existing providers). TX is rectifying that, with Gov *Rick Perry* signing into law a bill that creates a more level playing field by erasing some of those competitive advantages for new entrants. The new law goes into effect Sept 1. The bill will allow cable ops that operate in cities of less than 215K to terminate local franchise agreements and opt into the State-Issued franchise system (under the '05 law, existing ops couldn't transfer to the state franchises until their current LFAs expired). The **TX Cable Assoc** applauded the bill Tues.

Beta: Satellite subs are still happier with their service than are cable customers, according to **Beta's** satellite subscriber survey, and are more pleased than they were a year ago. 72% are very satisfied with their service and 66% say they would definitely continue their subscription, compared to 68%% and 64% a year ago. **History** ranked #1 among major basic nets in the survey, with 64% of respondents rating the net important to the enjoyment of satellite TV. **Discovery Channel** (63%) and **ESPN** (52%) followed. Favorite major basic nets across various demos, based on avg perceived value: ESPN and History among men 18+, Discovery and **History** among women 18+, and **MTV** and **Nickelodeon** among 12-17s.

Advertising: **Weather.com**, **FoxNews.com** and **The Wall Street Journal Digital Network** are among the properties deploying the IAB Portrait online ad unit, a technology from **AOL** that segments large ad spaces into interactive panels to allow advertisers to customize different streams of functionality within 1 interface.

Ratings: A pair of "Pawn Stars" eps on **History Channel** led cable last week in total viewership, together posting 14.78mln. -- **HBO's** "Game of Thrones" completed its inaugural run by delivering a season high 3.9mln total viewers across 2 airings. -- **Oxygen's** "The Glee Project" reached more than 4.5mln viewers across multiple platforms (linear, **Hulu**, VOD and **Oxygen.com**) during premiere week. Ep 2 delivered 527K total viewers, up from 455K the previous week. -- **OWN** recently posted its 3rd consecutive week of YOY double-digit ratings gains in Sun prime among key demos including HHs (+85%), total viewers (+64%) and women 25-54 (+60%). "Finding Sarah: From Royalty to the Real World" led the night with 481K total viewers.

Programming: Fans of "True Blood" can watch Season 4, ep 2 a week early through **HBO Go**. It'll be available Sun, immediately following the Season 4 premiere on **HBO** (9pm). -- **HDTheater's** 1-hour doc special "Daytona 500: The Inside Story" (June 30) looks back at the race's '11 running. **Discovery** plans to rebrand the net as Velocity later this year to target affluent men. -- **NFL Net** inked a deal to feature 2 Canadian Football League games/week this season beginning June 30.

Dishheads: **DISH** is taking advantage of **Netflix** pulling **Sony** movies (*Cfax*, 6/21), using **Twitter** to remind folks that Starz subs can watch those flicks at DishOnline.com.

Honors: The Big 4 defeated cable in the inaugural **Critics' Choice** TV Awards, 8-6. **AMC's** "Mad Men" took home Best Drama, drama actor (*Jon Hamm*) and supporting drama actress (*Christina Hendricks*)—a category split with *Margo Martindale* of **FX's** "Justified"—while **A&E's** "Hoarders" picked up Best Reality Series, *Mike Rowe* of Discovery Channel's "Dirty Jobs" was named top reality host and **Comedy Central's** "The Daily Show" earned Best Talk Show.

Farewell (Sort of): As many of you have heard, our own *Seth Arenstein* is moving on to **Time Warner Cable** where he'll work out of the D.C. office starting next week. We can't put into words how valuable he's been to **CableFAX** over the years—so it goes without saying that we'll miss him dearly. The good news is that he'll continue to contribute to the Programmer's Page every week, and we'll no doubt call on him for advice from time to time. For anyone out there who'd like to keep in touch, drop Seth a line at sarenstein@sprint.blackberry.net. Good luck, Seth. You won't need it.

CableFAX PROGRAM AWARDS

Extended Late Deadline: June 24, 2011

More Information:
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 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 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

Credit Card # _____
Exp. _____
Print name of card holder _____
Signature _____
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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

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.

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com or Amy Abbey at 301-354-1629; aabbey@accessintel.com

BUSINESS & FINANCE

Shout Out: We have to give props to **Ovation** for pulling off a small but power-packed event at Mastro's Steakhouse during the Cable Show. Chicago Mayor (and former White House Chief of Staff) *Rahm Emanuel* worked the room, pressed the flesh and no doubt caught a glimpse of Ovation materials strategically placed around the private suite. Even better was a contingent of key distributors, including Comcast EVP *David Cohen* and others. Hats off to Ovation svp distribution *Ellen Schned* and her team, and to Mastro's for—and we're serious about this—making the best darned pork chop in Chicago.

People: The Cable Center's board elected **Cequel III** pres/CEO *Jerry Kent* chmn, and **Bright House** pres *Nomi Bergman* and **Motorola Mobility** pres *Dan Maloney* board members.

Business/Finance: Discovery Comm completed its registered offering of \$650mln in 4.375% notes due '21. -- **Crown Media** intends to commence an offering in a private placement of \$300mln in aggregate sr notes due '19. Proceeds are slated for extinguishing obligations under Crown Media's existing term credit facilities, redeeming its preferred stock and for general purposes. Moody's gave it a B3 rating. -- Admitting that 1 of its 10Mhz blocks of frequencies interferes with many GPS receivers, **LightSquared** began developing an alt deployment plan focused on the lower block of spectrum to launch its nationwide wireless broadband service.

CableFAX Daily Stockwatch

Company	06/21 Close	1-Day Ch	Company	06/21 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	47.83	0.91	BLNDER TONGUE:	1.80	(0.01)
DISH:	28.69	0.80	BROADCOM:	32.22	0.97
DISNEY:	38.79	0.56	CISCO:	15.52	0.38
GE:	18.80	0.33	CLEARWIRE:	3.76	0.13
NEWS CORP:	17.27	0.38	CONCURRENT:	5.84	0.07
MSOS					
CABLEVISION:	35.97	0.67	CONVERGYS:	13.64	0.45
CHARTER:	56.12	0.09	CSG SYSTEMS:	18.35	0.47
COMCAST:	24.05	0.36	ECHOSTAR:	34.99	1.36
COMCAST SPCL:	22.86	0.32	GOOGLE:	493.04	8.46
GCI:	12.13	0.14	HARMONIC:	7.14	0.24
KNOLGY:	14.75	0.39	INTEL:	21.64	0.32
LIBERTY CAPITAL:	81.91	4.54	JDSU:	16.43	0.65
LIBERTY GLOBAL:	41.89	1.85	LEVEL 3:	2.29	0.14
LIBERTY INT:	15.93	0.42	MICROSOFT:	24.75	0.28
SHAW COMM:	21.50	0.73	MOTOROLA MOBILITY:	23.73	(0.76)
TIME WARNER CABLE:	75.91	1.51	RENTRAK:	17.12	0.20
VIRGIN MEDIA:	31.23	1.48	SEACHANGE:	10.57	0.39
WASH POST:	415.21	(0.74)	SONY:	24.47	0.19
PROGRAMMING					
CBS:	26.90	0.53	SPRINT NEXTEL:	5.23	0.02
CROWN:	1.70	(0.03)	THOMAS & BETTS:	51.65	0.92
DISCOVERY:	41.98	1.06	TIVO:	10.15	0.27
GRUPO TELEVISA:	23.75	0.60	UNIVERSAL ELEC:	24.85	0.47
HSN:	31.58	0.85	VONAGE:	4.21	0.09
INTERACTIVE CORP:	37.06	0.76	YAHOO:	15.36	0.37
LIBERTY:	41.38	0.54	TELCOS		
LIBERTY STARZ:	73.33	0.88	AT&T:	31.09	0.14
LIONSGATE:	6.55	0.28	VERIZON:	35.98	0.33
LODGENET:	3.28	0.03	MARKET INDICES		
NEW FRONTIER:	1.36	0.01	DOW:	12190.01	109.63
OUTDOOR:	6.10	0.01	NASDAQ:	2687.26	57.60
SCRIPPS INT:	47.68	1.11	S&P 500:	1295.52	17.16
TIME WARNER:	35.70	0.36			
VALUEVISION:	8.50	0.47			
VIACOM:	56.52	1.18			
WWE:	9.50	(0.02)			
TECHNOLOGY					
ADVANTAGE:	2.59	0.04			
ALCATEL LUCENT:	5.40	0.19			
AMDOCS:	29.10	0.40			
AMPHENOL:	50.88	0.75			
AOL:	20.26	0.03			
APPLE:	325.18	9.86			
ARRIS GROUP:	10.90	0.20			
AVID TECH:	17.75	0.33			
BIGBAND:	2.14	0.07			

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