

CableFAX Daily™

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What the Industry Reads First

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Dealapalooza: Univision Secures Cablevision, Cox, Mediacom and Then Some

Univision ran crawls on Cablevision systems late last week warning subs about an expiring contract, but everything ended peacefully between the two with no channel losses. "We have concluded our discussions with Univision and are pleased with the results," CVC said in a statement Tues. A Univision spokeswoman confirmed that there would be no disruption of service for viewers, while sources said the 2 have indeed struck a deal. The Spanish-language programmer has racked up more than 100 deals in the 1st half of '09—including recently reached multi-year agreements with **Cox**, **Mediacom**, **Cable One** and **NPG Cable** that include the flagship net, **TeleFutura** and cable net **Galavision**. Cox's deal includes the launch of **Univision On Demand**, a new VOD service rolling out shortly. Cox broadly carries Univision across its service area, including markets such as San Diego, Phoenix, Tucson and Vegas. Univision's deals have been watched closely since this is the 1st time it has sought retrans instead of must carry. Former **Gemstar-TV Guide** exec *Tonia O'Connor* was hired as evp, distribution sales and marketing to lead the retrans charge. Univision ran similar crawls on **DISH** earlier this year, but the 2 reached a deal in Apr without any major fireworks. It secured pacts earlier this year with **Comcast**, **Time Warner Cable** and **DirectTV**.

Cases Remanded: Turner told staffers Tues that **truTV** would adjourn its daytime block of courtroom trials, moving the coverage from its "IN SESSION" block to **HLN** effective Nov 16. The move will result in the elimination of about 100 jobs in NY, but about 70 new jobs in Atlanta. The IN SESSION name will continue, as will trial coverage from 9am-3pm. IN SESSION anchors *Jack Ford*, *Ashleigh Banfield* and *Jami Floyd* are not expected to make the move. Turner said the change was to leverage the production capabilities and infrastructure of the **CNN** organization. "There will be no interruption to IN SESSION's programming schedule," a spokeswoman said. "We are also restructuring truTV's marketing staff, which will include a reduction of some positions in New York." Affiliate marketing will move to Atlanta, home base for **TNT**, **TBS** and **TCM's** affil team.

More Layoffs: Word broke Tues that **MTVN** is laying off about 1% of its staff. "As evidenced by many companies today, the current economic climate dictates we continue to look for more efficiencies in how we run our businesses. These are difficult decisions that need to be made in order to better position us for future growth," an MTV spokesperson said.

Jon & Kate: Americans love drama, so it should be no surprise that Mon's "Jon & Kate Plus 8" ep in which the septuplet parents announced they were splitting drew record numbers—a 7.7 HH rating/10.6mln viewers. It marked the highest-ever prime delivery on **TLC** for P2+ (10.6mln), HHs (7.5mln), women 25-54 (4.1mln), 18-49s (6.5mln), men 18-49 (1.9mln), women 18-49 (4.6mln) and several other demos. It's also the highest delivery ever on TLC or any other **Discovery** net for HHs and women 25-54. Mon's ep of "Cake Boss" benefited, scoring a 3.2 HH rating (it's highest ever). TLC said Tues that "Jon & Kate" is on hiatus until Aug 3, with the family taking some time off to "regroup" and then a "modified schedule" will

SUNDAY NIGHTS
9P | 8C

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be in place to support the family's transition. "TLC continues to support the Gosselin family and will work closely with them to determine the best way to continue to tell their story as they navigate through this difficult time," the net said.

Carriage: Cablevision added across its footprint nearly 30 free HD channels including **Big Ten Net**, **Outdoor Channel** and **Planet Green**, bringing to more than 100 the total number offered. The MSO also launched Big Ten in standard-def, giving the net 3.1mln additional subs outside the conference footprint.

Competition: **FIOSTV** added 6 HD **Viacom** nets, including **Spike**, **Nickelodeon** and **MTV**. Meanwhile, **Verizon** expanded to PA the availability of its DSL service with speeds of up to 7.1Mbps. -- **U-verse** extended its contract with **Alcatel-Lucent** for delivery of its triple-play services, now offered in 93 markets in 19 states. -- More details on **AT&T's** promo to convert cable subs (*Cfax*, 6/22). The "Cable Switch Offer" is available for new customers who order Internet plus TV via phone or online. The telco is offering \$100 cash back in its 13-state, legacy **SBC** footprint and \$125 cash back in its 9-state, legacy **BellSouth** footprint for new **U-Verse** HSD subs switching from cable. It runs through Sept 19.

In the States: Silver Spring, MD-based **Discovery** says it's aware of only one employee on board one of the DC Metro trains involved in Mon's crash, and that staffer was unharmed. 9 were killed and more than 60 were injured during the rush hour collision. -- **SureWest** is boosting for free the broadband speeds offered to certain customers in Sacramento. Current subs of 20Mbps speeds, for example, get an upgrade to 25Mbps. -- **EchoStar** inked a deal to transport up to 42 HD channels to **Ringgold Telephone** in GA. -- 133 **Carl's Jr** locations in San Diego and San Francisco agreed to carry **Indoor Direct's** digital TV service for restaurants, which features nets including **E!**, **MTV**, **MLB Net** and **NFL Net**.

Malone Docked: At the request of the **FTC**, the **DOJ** filed a civil antitrust suit in D.C. court against *John Malone* proposing a settlement payment of \$1.4mln, to which Malone has agreed. The charges allege Malone violated pre-merger reporting and waiting requirements of the Hart-Scott-Rodino Act of 1976 when acquiring **Discovery Holding** voting securities from Aug '05 through Jul '08. DH's **Discovery Comm** began trading separately in Sept.

Beta: Satellite subs are happier with their service than are cable customers, according to **Beta's** satellite subscriber survey. 71% are very satisfied with their service and 66% say they would definitely continue their subscription. By contrast, Beta's cable subscriber study this past fall showed corresponding percentages of 63% and 44%. **Discovery Channel** ranked #1 in the survey, with 71% of respondents rating the net important to the enjoyment of satellite TV. **History** (67%) and **The Weather Channel** (58%) complete the top 3 major nets. Favorite basic nets across various demos: **ESPN** and **History** among men 18+, **Lifetime** and **Discovery** among women 18+, and **MTV** and **Disney Channel** among 12-17s.

At the Portals: **Wide Open West** will get an extension to its set-top integration ban waiver, which expired Jan 31. But as with **RCN** (*Cfax*, 6/23), the **FCC** Media Bureau said there was enough financial hardship to extend the waiver until Dec 31.

Advertising/Marketing: **TiVo** and **Quantcast** partnered to analyze the correlation between TV viewership and online activity. Using a sample of 35K HHs and melding TiVo's PowerWatch program/commercial ratings with Quantcast's direct Web measurement data, the pair will produce reports covering ad effectiveness, cross-platform media consumption and programming affinity. -- **Arbitron** launched **ARB-TV** to measure remote viewership in restaurants, hotels, sports venues, etc.

VOD: **Comcast** is offering this summer through its on demand service access to more than 200 TV series, including



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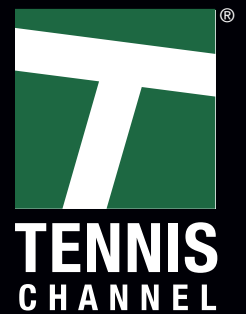
Source: Nielsen Metered Market Average Wednesday June 3, 2009 8a-1230p (et).
Rank based on average HH Cov AA% within markets reporting Tennis Channel. Live data.

2009 FRENCH OPEN RATINGS CHAMPION

- Delivered 2 weeks of top ratings reaching a high of .82
- Top 10 performance during full weekend coverage
- Produced over 200 hours of coverage
- Ratings achieved in 55 million home national free preview

NEXT UP ●●● WIMBLEDON 2009 ●●● US OPEN 2009

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BUSINESS & FINANCE

pre-linear debut eps of Showtime's "Nurse Jackie" and Sundance Channel's "Man Shops Globe." -- Cox launched in Hampton Roads, VA, MyPrimetime On Demand, featuring series from nets including FX, TBS, USA and Cartoon Net.

Mobile: History launched its 1st iPhone app, based on series "Ice Road Truckers." The free "light" version of the app, which lets users command 18-wheelers across Arctic roads, has been downloaded 680K times, and a \$4 version bows Sun. -- Comcast's Fandango iPhone app offering movie showtimes, ticketing and info has been downloaded 1.3mln times since Mar.

Technology: Vizio now counts Showtime, Facebook and Vudu among the content and service partners designing widgets to bring movies, TV shows, music and social networking apps for its Internet Apps Connected HDTVs.

Programming: Travel Channel Studios bowed to deliver short-form video across platforms, and inked a deal with Yahoo! Travel to license and produce videos featuring top destinations and custom content. -- Through an online survey (Cfax, 6/19), fans of E! overwhelmingly voted (94%) that the net should no longer feature publicity hounds Spencer and Heidi Pratt, or Speidi, and the net has agreed to the coverage ban "until the pair does something truly newsworthy." -- Gospel Music Channel belts out Wed (10pm) the 4th season of talent search series "Gospel Dream."

CableFAX Daily Stockwatch

Company	06/23 Close	1-Day Ch	Company	06/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	29.25	1.17	AMPHENOL:	30.88	0.07
DIRECTV:	23.75	0.18	APPLE:	134.01	(3.36)
DISH:	14.56	0.04	ARRIS GROUP:	11.25	(0.11)
DISNEY:	22.88	0.22	AVID TECH:	12.37	(0.34)
GE:	11.60	0.08	BIGBAND:	4.79	0.09
HEARST-ARGYLE:	4.50	0.00	BLNDER TONGUE:	1.42	0.02
NEWS CORP:	10.17	0.06	BROADCOM:	24.20	(0.43)
MSOS					
CABLEVISION:	17.79	(0.04)	CISCO:	18.57	0.16
COMCAST:	13.79	0.17	CLEARWIRE:	4.84	(0.16)
COMCAST SPCL:	13.25	0.39	COMMSCOPE:	23.90	0.86
GCI:	6.55	(0.05)	CONCURRENT:	5.55	(0.37)
KNOLOGY:	8.11	0.26	CONVERGYS:	8.49	(0.13)
LIBERTY CAPITAL:	12.34	(0.17)	CSG SYSTEMS:	12.92	(0.31)
LIBERTY ENT:	25.91	0.23	EHOSTAR:	14.54	(0.52)
LIBERTY GLOBAL:	14.96	0.19	GOOGLE:	405.68	(1.67)
LIBERTY INT:	4.80	(0.24)	HARMONIC:	5.99	(0.06)
MEDIACOM:	4.99	0.12	INTEL:	15.81	0.13
SHAW COMM:	16.41	(0.12)	JDSU:	5.42	(0.06)
TIME WARNER CABLE:	30.89	0.64	LEVEL 3:	1.39	0.00
VIRGIN MEDIA:	8.51	(0.06)	MICROSOFT:	23.34	0.06
WASH POST:	337.18	(2.82)	MOTOROLA:	6.27	0.24
PROGRAMMING					
CBS:	6.79	(0.05)	OPENTV:	1.23	(0.02)
CROWN:	1.60	(0.09)	PHILIPS:	17.70	0.09
DISCOVERY:	20.09	(0.21)	RENTRAK:	15.15	(0.1)
EW SCRIPPS:	1.73	(0.26)	SEACHANGE:	7.68	(0.07)
GRUPO TELEVISA:	16.11	(0.11)	SONY:	25.81	0.49
HSN:	10.40	0.16	SPRINT NEXTEL:	4.72	(0.11)
INTERACTIVE CORP:	15.84	(0.12)	THOMAS & BETTS:	27.96	0.24
LIBERTY:	26.79	0.25	TIVO:	10.12	(0.38)
LODGENET:	3.42	(0.13)	TOLLGRADE:	5.08	(0.22)
NEW FRONTIER:	2.34	(0.02)	UNIVERSAL ELEC:	18.72	(0.02)
OUTDOOR:	5.65	0.00	VONAGE:	0.43	0.02
PLAYBOY:	2.42	(0.1)	YAHOO:	14.68	(0.03)
RHI:	3.33	0.07	TELCOS		
SCRIPPS INT:	27.49	(0.12)	AT&T:	24.66	0.51
TIME WARNER:	24.55	0.33	QWEST:	4.00	0.00
VALUEVISION:	1.60	(0.04)	VERIZON:	30.52	0.50
VIACOM:	23.31	0.09	MARKET INDICES		
WWE:	12.15	(0.09)	DOW:	8322.91	(16.1)
TECHNOLOGY					
3COM:	4.45	0.06	NASDAQ:	1764.92	(1.27)
ADC:	7.29	0.07			
ADVANTAGE:	1.73	(0.07)			
ALCATEL LUCENT:	2.47	0.00			
AMDOCS:	20.12	(0.19)			

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