

CableFAX Daily™

Monday — June 25, 2007

What the Industry Reads First

Volume 18 / No. 122

Ice Capades: New History Show Has Ops Wondering Just What's History

History Channel's new hit original series "Ice Road Truckers" has raised the eyebrows of some multichannel operators, and it's not just for the strong ratings and attention the show's netting. A few operators, who declined to be named, have pulled out their contracts to make sure the show fits with the network's promise of providing history programming. Ice Road Truckers, which follows men who drive 18-wheelers over frozen lakes to deliver supplies to remote parts of Canada's Northwest Territories, went down as History's highest-rated debut of an original series ever. But is it history? Absolutely, said History Channel spokesman *Michael Feeney*, who acknowledged that the net had received a few calls prior to the premiere "because people did not understand the series or were confused by the promotion." Truckers have been doing the job for more than 80 years and many of the truckers featured on the show are 3rd and 4th generation drivers, he said. "The theme of the program is man vs nature," Feeney said. "It is a theme as old as time and certainly a topic worthy of The History Channel to cover." In fact, it has been covered before. The show was born out of the highest-rated episode of History's long-running series "Modern Marvels." No operator appears especially livid over the move, but it does provide a cautionary tale to programmers that their content is being watched and checked closely against contracts. Contracts can contain content clauses that give providers the right to terminate a contract if the quantity and quality of programming should materially change. The most noteworthy case occurred when **AMC** dropped its classic film focus a few years ago and began showing more contemporary fare and original programming. **Time Warner Cable** sued, saying it should pay lower rates because of the shift in programming. The Supreme Court of NY sided with the MSO, saying TW had the right to drop the net. The two settled in '05, with TW agreeing to continue to carry the net for an undisclosed rate. As for Ice Road Truckers, the show looks to be in for the long haul. It has garnered praise from all ends of the spectrum—from the *NY Times* to *Howard Stern*. "All I am saying is: Give 'Ice Road Truckers' a chance," NY Times TV reviewer *Virginia Heffernan* wrote Fri.

On the Hill: House Telecom chmn *Ed Markey* (D-MA) threatened Fri to press the **FCC** to require limits the foods advertised on children's programming if companies didn't start policing themselves. Markey says the agency has the authority to enact such rules under the Children's TV Act. Earlier this week, Markey called on **Coke**, **General Mills**, **Kraft**, **McDonald's** and **Pepsi** to voluntarily implement the same restrictions on marketing to kids as **Kellogg** announced last week. Kellogg agreed to adopt nutrition standards for the foods it markets to children, and place limits on its use of licensed characters and product placements in marketing directed at kids. Besides junk food, Fri's hearing also touched on how violence and smoking in the media impacts kids. **NCTA's** *Kyle McSarrow* railed against a la carte, calling it "one of the truly awful policy ideas floating around Washington." Rep *Fred Upton* (R-MI) agreed, saying, "A la carte is wrong. A la parents is the answer." He also isn't a fan of regulating food commercials.

IFC
GRINDHOUSE
 Hitmen, Chicks, & Zombies...
 All Under One Roof!
 June is
 Grindhouse Month
IFC
 tv, uncut.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Associate Publisher: Amy Abbey, 301/354-1783, aabbey@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Scott Gentry/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

"Kids get fat from what they eat, not what they see," he said. Upton commended cable for efforts to educate parents and lauded broadcast for toning down fare. Retrans reform flag waver *Nathan Deal* (R-GA) piped in to ask whether cable providers could offer families networks that only showed programming with G or PG ratings. McSllarrow said no, because law requires cable to offer broadcasters that often carry more mature content.

Personal Foul: Big Ten cmsr *Jim Delany* may have some explaining to do after the charged comments he made about **Comcast** evp *David Cohen* during a **Big Ten Network** call late Thurs. The cmsr suggested that Cohen had somehow disparaged the conference's women's teams in a *NY Times* article. Not so, according to Cohen, Comcast and even *Richard Sandomir*, who wrote the *NY Times* article in question and has also publicly challenged Delany's assertions. In a letter faxed to Delany shortly after Thurs' call, Cohen stated: "Your mischaracterizations and overstatements are not consistent with... basic standards of integrity... Our hope is that we can keep our differing opinions regarding this carriage issue from resulting in any further personal attacks." Cohen said he has only made "fairly simple—and indisputable—public statements" about the net, chiefly that Comcast does not wish to burden disinterested subs with extra costs for the net and that **ESPN** and **ABC** have first dibs on the most attractive content, leaving the net with less attractive tilts. Big Ten was unavailable for comment Fri.

WE(ddd) tv?: When it comes to **WE tv's** hit "Bridezillas" series, it seems the honeymoon is far from over. In fact, gm *Kim Martin* is spearheading a plan for WE to boost its most popular genre by investing in additional wedding-related originals and dedicating Sun nights to the theme. The push is called "WE Go Bridal" and comes with a special blue-tinted on-camera look. That will extend to wegobridal.com, set for hard launch Jul 1. Eventually, the site could have revenue potential for cable ops when it offers links to local wedding-related goods and services in '08, says *Jen Robertson*, vp, digital & emerging media. And it will be a digital extension of the linear brand, says *Kenneta Bailey*, svp, marketing. Content from the site and WE series is carried by Comcast On-Demand and the MSO's Fan and **Ziddio.com** sites, although linear WE tv isn't carried by Comcast ("That will change soon," Martin says). WE has also inked diet supplement maker NV as a premiere multi-platform sponsor for WE Go Bridal, including the 4th season of *Bridezillas*, where 4 eps find brides using NV to lose weight before the big day. A mix of traditional and non-traditional off-channel support will push WE Go Bridal, including a bus shelter push where 4 special shelters in NY and Chicago actually house designer wedding dresses by Tomasina [For more details, check out www.cable360.net].

Stay Tuned: In the hopes of keeping viewers glued to the TV during commercials, **ABC Family** is launching a rewards program. Viewers will be sent to ABCFamily.com to answer nightly trivia questions about programming and ads. They'll be able to enter contests and earn points for additional prizes. The concept sounds similar to **RewardTV.com**, which rewards users for watching commercials and shows a host of nets, including **ESPN**, **TBS** and **USA**. ABC Family also hopes to entice viewers to stick around during commercials by teasing footage from a program's upcoming episode and showing that footage during the commercial break.

At the Portals: The **FCC** is slated to take up a 3rd NPRM on plug & play at its open meeting Thurs, in an attempt to force some resolution between cable and CE. -- The **FCC** admonished **RCN** for violations of its equal employment opportunity rules. The Commission's Media Bureau said it would have initiated a forfeiture proceeding against

**Sometimes reaching the end
is just the beginning.**

Watch our manufactured goods get ripped apart,
reengineered and reborn into surprising afterlives.



BONEYARD
SERIES PREMIERE JUNE 28 AT 9/8C

the overbuilder but couldn't because the statute of limitations had run out. Among other things, the Bureau found RCN failed to properly recruit for 5 of its 34 vacancies last year in NY because it used its Website employee referral program and internal job database to fill the spots. RCN said it's committed to attracting a diverse workforce and that it believes its previous efforts were consistent with the Commission's rules, but it has expanded the channels through which it recruits talent. "The admonishment... resulted primarily from inadvertent mistakes in the way RCN completed its annual EEO reports and maintained its public records, and although the Commission also believes that we should have advertised more broadly for 5 of our job vacancies in NY, it does not in any way indicate that the Company's efforts did not result in a diverse workforce or that RCN failed to comply with the spirit and intent of the rules themselves," RCN svp, strategic & external affairs *Richard Ramlall* said.

VOD: **Time Warner Cable** has launched **Education On Demand** in Central TX and Waco. The VOD channel offers 130 learning-based programs for 99 cents each. It's expected to expand to other TX markets later this year, and a national rollout is slated for next year. EOD is being launched by **ADB Partners**, which is led by former **TX Cable & Telecom Assoc** COO *Amanda Batson*.

In the States: CT Gov *M. Jodi Rell* on Fri helped celebrate the grand opening of **Comcast's** new state call center, which will house more than 200 customer service reps

Hill Hoggin': Rep *Mike Ross* (D-AR) on Thurs introduced legislation designed to ensure cable and satellite providers grant subs the option to watch in-state, local programming. The bill would wield national impact, although its genesis stems from southern AR, where numerous U of AR fans are served by Shreveport, LA, broadcasters. This leads to the airing of LSU games when many in the area want to live high on the Hogs.

Programming: **TBS** scooped up from **Twentieth TV** the syndication rights to "My Name is Earl," which will make its cable debut in late '09. Digital rights for broadband streaming and VOD are also included. -- **TLC's** "LA Ink" (Aug 7, 10pm) features tattoo artist *Kat Von D*, who left the South Florida shop highlighted in the net series "Miami Ink" to strike out on her own. 4 other cast members fill in the lines. -- *James Gandolfini* returns to **HBO** Sept 9 with "Alive Day Memories: Home From Iraq." The documentary about wounded soldiers is his 1st project after "The Sopranos" and the 1st production for his **Attaboy Films**.

On the Circuit: **The American-Israel Chamber of Commerce**, together with **Turner** and **Microsoft**, will hold a "New Media Business Exchange," July 25-26, Atlanta. This exchange is for programmers to meet with emerging new-media related companies in Israel and the Southeast (www.usisraelexchange.com/newmedia).

Public Affairs: **CSTV** and **Time Warner Cable** will salute NC State's women's hoops coach *Kay Yow Mon* in Raleigh, recognizing her positive impact on young women amid a lengthy battle with breast cancer. CSTV will also make a donation to **Hoops for Hope**, Yow's charity dedicated to research for cancer-stricken children.

People: *Steve Sordello* resigned as **TiVo** CFO but has agreed to assist in the transition of his duties. Sordello will assume the same role at a venture-funded firm in Silicon Valley. TiVo has begun a search for his replacement. -- **AETN** appointed former Court TV exec *Nancy Alpert* as vp/deputy general counsel.

Business/Finance: **Adelphia** announced the completion of the "True Up" mechanism related to its bankruptcy reorg plan, a milestone that releases approx 23mln shares of **Time Warner Cable** into the market. The mechanism was designed to prevent disagreements between the defunct MSO and creditors over the value of TWC shares. -- **Liberty Media** offered to purchase the 47% of online game/fantasy sports firm **FUN Technologies** that it doesn't already own. FUN said its board will establish a cmte of independent directors to review the proposal.

WANT SOME PERSPECTIVE?

CABLE  NET

CableFAX Week in Review

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	50.39	(3.6%)	24.80%
DIRECTV:	DTV	24.05	3.00%	(3.6%)
DISNEY:	DIS	34.14	(0.8%)	2.30%
ECHOSTAR:	DISH	43.29	(1.4%)	13.80%
GE:	GE	38.24	0.30%	6.50%
HEARST-ARGYLE:	HTV	23.92	(4%)	(4.8%)
ION MEDIA:	ION	1.42	(2.7%)	184.00%
NEWS CORP:	NWS	23.32	(2.7%)	5.20%
TRIBUNE:	TRB	29.55	(2.8%)	(2.8%)

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	35.89	1.00%	26.00%
CHARTER:	CHTR	3.93	(3%)	28.40%
COMCAST:	CMCSA	27.76	(0.8%)	(1.6%)
COMCAST SPCL:	CMCSK	27.59	(0.1%)	(1.2%)
GCI:	GNCMA	12.95	0.70%	(17.7%)
KNOLOGY:	KNOL	16.71	(3.9%)	57.00%
LIBERTY CAPITAL:	LCAPA	115.31	(3.1%)	17.70%
LIBERTY GLOBAL:	LBTYA	40.16	2.30%	37.80%
LIBERTY INTERACTIVE:	LINTA	23.10	(6.6%)	7.10%
MEDIACOM:	MCCC	9.58	(1%)	19.20%
NTL:	NTLI	28.22		(54.5%)
ROGERS COMM:	RG	42.97		44.70%
SHAW COMM:	SJR	42.50	0.60%	37.40%
TIME WARNER CABLE:	TWC	39.41	2.10%	2.90%
WASH POST:	WPO	772.99	0.10%	5.30%

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	32.43	(2.4%)	5.40%
CROWN:	CRWN	6.93	(7.5%)	90.90%
DISCOVERY:	DISCA	23.39	(3.5%)	59.90%
EW SCRIPPS:	SSP	44.25	(3.2%)	(10.4%)
GRUPO TELEVISIVA:	TV	27.42	0.70%	6.40%
INTERACTIVE CORP:	IACI	34.33	(0.1%)	(7.6%)
LODGENET:	LNET	32.92	(1%)	31.50%
NEW FRONTIER:	NOOF	8.75	1.70%	9.80%
OUTDOOR:	OUTD	10.74	3.00%	(16.3%)
PLAYBOY:	PLA	11.04	0.10%	(3.7%)
TIME WARNER:	TWX	21.45	2.60%	(1.2%)
UNIVISION:	UVN	36.23		2.30%
VALUEVISION:	VVTV	11.28	(2.8%)	(14.2%)
VIACOM:	VIA	41.03	(5.8%)	(4.9%)
WWE:	WWE	16.43	(4.5%)	8.20%

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	4.35	(2%)	5.80%
ADC:	ADCT	18.54	(1.1%)	13.20%
ADVANTAGE:	AEY	4.83	(2.8%)	73.10%
ALCATEL LUCENT:	ALU	13.78	2.40%	5.80%
AMDOCS:	DOX	39.36	2.60%	1.60%
AMPHENOL:	APH	35.84	(2.2%)	15.70%
APPLE:	AAPL	123.00	2.10%	36.20%
ARRIS GROUP:	ARRS	17.14	4.10%	37.00%
AVID TECH:	AVID	33.78	(1.2%)	(9.3%)
BROADCOM:	BRCM	30.52	(2.6%)	(5.5%)
C-COR:	CCBL	13.96	(4.7%)	25.30%
CISCO:	CSCO	26.92	(1.7%)	(1.5%)

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
COMMSCOPE:	CTV	55.61	(1.3%)	82.40%
CONCURRENT:	CCUR	1.75	1.20%	(3.3%)
CONVERGYS:	CVG	24.46	(0.9%)	2.90%
CSG SYSTEMS:	CSGS	26.49	(1.8%)	(0.9%)
GEMSTAR TVG:	GMST	5.14	3.40%	28.20%
GOOGLE:	GOOG	524.98	3.80%	14.00%
HARMONIC:	HLIT	8.56	0.70%	17.70%
JDSU:	JDSU	13.57	(2.3%)	(18.3%)
LEVEL 3:	LVL3	5.89	8.10%	5.20%
MICROSOFT:	MSFT	29.49	(3.3%)	0.40%
MOTOROLA:	MOT	17.95	(2.2%)	(11.5%)
NDS:	NNDS	48.89	(1.3%)	1.30%
NORTEL:	NT	24.06	(5.7%)	(10.1%)
OPENTV:	OPTV	2.08	(6.3%)	(10.3%)
PHILIPS:	PHG	41.83	(0.6%)	15.50%
RENTRAK:	RENT	14.31	(1.7%)	(7.7%)
SEACHANGE:	SEAC	7.67	(4.8%)	(25%)
SONY:	SNE	52.41	(3.9%)	22.90%
SPRINT NEXTEL:	S	22.06	0.00%	17.10%
THOMAS & BETTS:	TNB	58.34	1.10%	23.40%
TIVO:	TIVO	5.99	1.00%	17.00%
TOLLGRADE:	TLGD	10.76	(1.3%)	1.80%
UNIVERSAL ELEC:	UEIC	37.20	4.80%	77.00%
VONAGE:	VG	3.05	(1%)	(56.1%)
VVYO:	VVYO	6.72	1.50%	48.30%
WEBB SYS:	WEBB	0.18	125.00%	350.00%
WORLDGATE:	WGAT	0.50		(62.7%)
YAHOO:	YHOO	27.38	0.30%	7.20%

Company	Ticker	6/22 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	38.85	(3.6%)	13.70%
QWEST:	Q	9.55	(0.6%)	14.10%
VERIZON:	VZ	41.63	(3.2%)	17.30%

Index	Value	% Chg	YTD %Chg
MARKET INDICES			
DOW:	13360.26	(2%)	7.20%
NASDAQ:	2588.96	(1.4%)	7.20%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. WEBB SYS:	0.18	125.00%
2. LEVEL 3:	5.89	8.10%
3. UNIVERSAL ELEC:	37.20	4.80%
4. ARRIS GROUP:	17.14	4.10%
5. GOOGLE:	524.98	3.80%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CROWN:	6.93	(7.5%)
2. LIBERTY INTERACTIVE:	23.10	(6.6%)
3. OPENTV:	2.08	(6.3%)
4. VIACOM:	41.03	(5.8%)
5. NORTEL:	24.06	(5.7%)



is for highly entertaining



www.insidehallmarkchannel.com

70% of viewers believe Hallmark Channel has the best original movies on television today.

Source: 2006 Yankelovich Television Viewing Habits Study. Further qualifications available upon request.

MaxFAX...

What 1st Amendment?

Well, I suppose, if the 14th and 7th can be relegated to the dustbin of history, why not the 1st?

Read the **Kaiser Family Foundation** report on violence and sex in the mass media on the plane on the



Paul S. Maxwell

way home from Cable-Tec Expo...

yet another reason why civics should be mandatory in grade, middle and high school... not to mention college.

The report, based on a survey conducted last October of 1,008 randomly chosen parents of children aged 2 to 17 (+/- 4 %) found that two-thirds were "very concerned" about sex and violence in the mass media.

At the same time, only one in five "conceded they could do a better job" of monitoring their kids.

And that same two-thirds level (not necessarily the exact same two-thirds) of respondents would "support new limits on television content." Add to that, about a year after the attacks of 9/11, a **CBS** poll that found "49% of Americans think the 1st Amendment goes too far" and would support a Constitutional Amendment to restrict it.

Random Notes:

• **"Trash or Slash"?** That's what the **Wall Street Journal** editors are calling the choice between **News Corp** and **GE/Pearson**... methinks they're all off base. I'd bet **Rupert Murdoch** would significantly expand and invest in **Dow Jones** to realize its inherent potential... as a global financial news service instead of a dividend check (not that there's anything wrong with that). Rupert should bid for the **Financial Times** and the 50% of **The Economist** that Pearson owns, too.

• **Wild Animals!** Just back from Ecuador... Upper Amazon triple-canopy jungles (hot, hot and humid-humid) and the Galapagos Islands and the rather pleasant city of Quito. Galapagos animals, all without natural predators, are more than just accessible—the sea lions are playful... right in your snorkel mask... Got a nice remembrance when I got back to the office: the **National Geographic Channel** presentation of the Galapagos along with a book with better pix than I ever took (notwithstanding 5bln tries). At the opposite extreme, paddling through swampy jungles with truly wild animals in the Amazon was blind luck catching a large group of Capuchin monkeys mount a defensive counterattack on a group of Howler monkeys invading the wrong set of tree limbs. Much organized screeching and fang bearing.

• **Telco Growth:** Verizon's *Ivan Se-*

idenberg says telephone companies are the new "innovators." Says he's got about a half million video subs. Nice to see he's playing catch-up to cable. And **AT&T** says it is making substantial progress with U-Verse. Not so hard when you can cherry-pick. Amazing how the culture of politics has shifted enough to allow for redlining in reverse by two of the biggest companies in the world. That's why I think cable should support—albeit perhaps sub rosa—the filing last week by a consortium of non-profits and local groups to invalidate the **FCC's** video franchising ruling.

• **Kudos:** To our friend *Sally Kinsman*... techie extraordinaire! Also to *Tom Gorman* and *Ron Brunt*... all recognized by their peers at Cable-Tec Expo last week.

• **"Open Cable"...** NOT "OCAP"! It took a policy wonk—**NCTA's** *Kyle McSarrow*—to re-teach cable an old lesson... don't label everything and turn it into an acronym. Cable has a long history of labeling services instead of naming them. Be clear. Be more promotional. Be creative. Maybe he should be speaking at **CTAM's** Summit, too.

Paul Maxwell

T: 303/271-9960

F: 303/271-9965

maxfax@mediabiz.com

NEED REPRINT PERMISSION?

If you need to
make copies
of a **CableFAX Daily**
article or post a story on your
intranet or web site, visit
www.copyright.com.



CableFAX Daily™

WHAT THE INDUSTRY READS FIRST.

Call for Nominations

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:
July 13, 2007**

Nomination form can be found at:

www.cable360.net/nominate.html

