

# CableFAX Daily™

Friday — June 26, 2009


What the Industry Reads First

Volume 20 / No. 121

## Way of the Web: Video Here, There and Everywhere

Assuming the devil's advocate role at Thurs' **Digital Media Conference**, **Arts+Labs** co-chmn and former White House spokesman *Mike McCurry* asked **NBCU** evp/genl counsel *Rick Cotton* to address the **Time Warner Cable/Comcast** Web video collaboration—which he called an “unholy union.” Cotton did warn that antitrust officials will no doubt assay the deal but also noted that most opponents will eventually see it as an “inevitable” future wave. The MSOs, he said, are much more concerned about providing consumers with “many more sources” of content consumption than, as **Public Knowledge** contended yesterday, turning the net into a private cable channel. “This will be an enormous positive over time to the subscribers of those networks,” said Cotton, adding that inventive distribution methods have become “central to [Web] commerce.” The deal does, however, spotlight the extreme thorniness endemic to Web video ventures, he said, as myriad content stakeholders demand digital forays akin to how “porcupines make love... very carefully.” As for Web oversight, Cotton spoke of “huge challenges to set sensible government policy in this area” while arguing that gov't's typically glacial movements are “the strongest case for a light touch” in broadband commerce. Still, Cotton admits that oversight is critical to combating online piracy, and remains optimistic that nominee for **FCC** chmn *Julius Genachowski* will “bring not only a smart and informed perspective” to the post, but a wealth of experience. Speaking broadly about Web ventures, Cotton said to expect more partnerships among content owners in an effort to keep pace with fast-moving tech generated by distributors and device manufacturers. “We're not in the business to fight technology, but to ride the curve,” said Cotton. A good example of tech (and consumer) volatility: **Twitter**'s traffic surged 2,681% from May '08-May '09, but only 1.47% from Apr-May of this year, said *Digital Media Wire* vp, content and business dev *Jay Baage*. The potential windfall from Internet initiatives, though, may make tech, oversight and stakeholder challenges more palatable. The number of video streams, for example, increased 40% in '08, said **Interactive Advertising Bureau** vp *Mike Zaneis*, but related rev nearly doubled. “It's all about consumer engagement,” he said. Also, it's difficult to ignore the inherent positives associated with digital video, added chief product officer, **Fox Digital Media** *Bill Bradford*, chiefly the increased consumer touch points for brands and advertisers and the extension of brands' marketing life.

**At the Portals:** With the DTV transition largely behind the country, Pres *Obama* announced Thurs his intention to nominate *Meredith Attwell Baker* to fill the open GOP seat at the **FCC**. Baker, who most recently headed **NTIA**, is respected by many in the telecom space. But she faced some heat after a waiting list was created at the beginning of the year for DTV coupon requests. The wait for coupons was a primary reason for pushing the transition back to June 12 from Feb 17. Her nomination rounds out Obama's picks for the 5-member Commission. FCC chmn nominee *Julius Genachowski* and current Republican commish *Robert McDowell* cleared a Sen Commerce vote but have not yet been approved by the full Senate. Sen Commerce has not yet scheduled a nomination hearing for Democrat nominee *Mignon Clyburn*—it was likely waiting for Baker's nomination so it could hold them together. McDowell gave his fellow Republican the thumbs up. “I have



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**CableFAX is proud to announce the winners in a variety of categories recognizing the achievements of both MSO's and Independents; recognizing excellence in leadership, innovation and community.**

The Independent Operator of the Year Award will be presented in conjunction with ACA and NCTC on July 28 at the Independent Show in Grapevine, Texas.

### Independent Awards

#### Operator of the Year

NPG Cable, Inc.

#### Lifetime Achievement

Gene Hager - Antietam Cable Television, Inc.

#### Customer Service Award

Beld Broadband  
NewWave Communications

#### Community Service Award

Full Channel

#### Marketer of the Year

Cynthia Boles - Avenue Broadband

#### Project Launch of the Year

Coaxial

#### Strategic Thinker of the Year

Bob Gessner - Massillon Cable TV, Inc

#### System Executive of the Year

Greg Lathum - NewWave Communications

#### Tech Innovation

Sunflower Broadband

### MSO Awards

#### MSO of the Year

Mediacom

#### Lifetime Achievement

Pam Euler Halling - Insight Communications

#### Technology Award

Comcast

#### Commercial Sales Team of the Year

Cox Business

#### Community Service Award – MSO Wide

Bresnan Communications

#### Community Service Award – System

Suddenlink

#### Competition Award

Cablevision

#### Customer Service Award

Charter Communications

#### Leadership Award

Time Warner Cable

#### Project Launch of the Year

Bright House Networks

#### Regional Executive Award

Woody Hutton - Insight Communications

*Congratulations*

### Issue Highlight: 2009 Faith & Values Special Report

A special advertorial section profiling leading faith-based programmers.

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had the privilege of working with Meredith for many years in both the private and public sectors, and I know first hand of her strong commitment to public service," the commissioner said. "Her experience, intellect, energy, regulatory philosophy and sense of humor will make her a first-rate commissioner." -- The FCC granted a 2-week extension for reply comments on the national broadband plan. They are now due July 21. The FCC must submit its plan to Congress by Feb 17.

**On the Hill:** The House Communications subcmte quickly and unanimously approved SHVERA legislation that stuck to the basics of reauthorizing satellite providers' ability to retransmit distant network signals in some instances. Chmn *Rick Boucher* (D-VA) said DBS and broadcast are "very close" to an agreement on an arrangement through which all 210 DMAs will receive local-into-local service (DISH offers it to about 182 markets and DirecTV to 150). DISH might agree to the deal if it is allowed to import distant signals—a practice from which it was barred in a '06 legal ruling, *Dow Jones* reports, citing people involved in the talks. It doesn't look like the bill will address importing adjacent market signals to those who live on the border of a state but get broadcast signals from another state. Boucher said he looks forward to ensuring residents in short markets can receive networks missing in their market from an adjacent DMA if the signals of those missing nets are not already being offered in their market. Rep *Marsha Blackburn* (R-TN) withdrew an amendment addressing short markets since Boucher said work was being done on it.

**Digital Media Notebook:** Social networking ventures by marketers may currently offer greater benefits in brand reach than in healthy monetization and consumer engagement, but "video advertising is absolutely working" in the space, said **iWidgets** CEO *Peter Yared*. Helping is growth in consumers' appetite for online video. 36% of online adults plan to watch more online video in the next year, said **CEA** sr research analyst *Ben Arnold*, adding that over the same period 14.5mln online adults plan on buying an Internet-connected TV. Still, marketing through social networks, though largely viewed as a necessity, may remain an exercise in blind monetary faith, as *Digital Media Wire* vp, content and biz dev **Jay Baage** said 1/3 of US marketing execs say they're never able to measure ROI of those efforts. -- For mobile highlights, see p. 5.

**In the States:** **Comcast** launched its worldwide calling plan for Digital Voice, offering 300 anytime minutes each month to 100 countries for a flat fee of \$14.95/month. The list of countries included is at [www.comcast.com/internationalcalling](http://www.comcast.com/internationalcalling). -- *Paul Allen's* **Vulcan** cut 17 staffers this week from its technical dept, reports TechFlash.com. Earlier this year, Vulcan laid off 50 staffers. Allen recently sold 28.5mln shares in **Charter** for about \$1K. -- **Cablevision** is installing an interactive platform from **ActiveVideo Networks** that will allow it to launch Web-like TV apps, *Cable Digital News* reports, citing sources. Commercial availability is expected sometime this summer, CDN reports. -- 400K got with the program and are DTV ready since the week of the June 12 DTV transition, reports **Nielsen**. That means 2.1mln (or 1.8% of TV HHs) were unable to receive TV last week.

**Carriage:** **Comcast** launched **Retirement Living TV** in a few more markets, including Hartford, New Haven and the Burlington-Plattsburg DMA.

**Ratings:** Jersey Girls brought in big numbers, with Tues' "The Real Housewives of NJ" reunion ranking as the series' most-watched reunion ever, delivering nearly 3mln total viewers for **Bravo**. Part 2 debuts Thurs. New series "NYC Prep" delivered 1.23mln total viewers in its premiere.

**Programming:** **PGA** and **Turner Sports** extended their broadcasting and interactive media agreements for the PGA Championship, PGA Grand Slam of Golf and PGA.com through '19. The deal was expanded to make Turner's **Cartoon Network Enterprises** the PGAs licensing agent in the youth marketplace. -- **TV Land** will pay tribute to the late Farrah Fawcett by re-airing the first 2 eps of '05 original series, "Chasing Farrah" (Sat, 9-10pm). **BIO** will commemorate her life Mon, 10pm ET/11pm PT with "BIO Remembers: Farrah Fawcett."-- Happy Birthday SpongeBob! Jul 17 marks the 10-yr anniversary of "SpongeBob SquarePants" on **Nick**, which will celebrate the milestone with a 50-hour programming event (Jul 17-19) that includes 11 premiere eps and a top-10 countdown of celebrities' favorite eps. On Jul 14, **VH1** will air a SpongeBob original doc in tribute. -- A historical 1st, **Versus** coverage of the **Tour de France** starting Jul 4 will include production of each stage in full HD.

**Comcast Idol:** **Comcast** took the popularity of its "Dream Big" commercials to employees and asked them to create videos showcasing how they "Power the Dream." Comcasters voted for 5 finalists, who came out to the MSO's Philly HQ for the live reveal of the winner. Congrats to San Fran-based financial analysts *Nathan Curtis* and *Jack Choi*. Check out their

# BUSINESS & FINANCE

winning entry: <http://www.youtube.com/watch?v=2TT-gOYt4s>

**On the Circuit:** Cox held its 4th annual National Teen Summit on Internet and Wireless Safety in DC Wed, with children's advocate *John Walsh* and teens chatting about online safety issues such as sexting and cyberbullying. According to Cox's survey, 1 in 4 teens knows someone who has had something bad happen to them because of information posted electronically. Nearly 1 in 5 teens has bullied someone via social media, email or text message, and 1 in 10 has been cyberbullied by someone else.

**Honors:** FX's 60-sec "Nip/Tuck" commercial received a special honor last week as **Promax/BDA** Promotion & Marketing and Design Awards' top entry, receiving the highest score from judges of any '09 entry. -- **Comcast** was selected as a **Microsoft** Worldwide Partner Conference Awards winner in the category of "Communications Sector Partner of the Year." It was chosen out of an intl field of top Microsoft partners as delivering market-leading customer solutions built on Microsoft technology. Microsoft's Communications Services from Comcast is part of Comcast's Business Class Internet service.

**Oops:** Our story about **YES-CVC's** live in-market streaming deal (*Cfax*, 6/25) misidentified Cablevision's portal. The correct site is [Optimum.net](http://Optimum.net)

## CableFAX Daily Stockwatch

Company	06/25 Close	1-Day Ch	Company	06/25 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	29.85	0.85	AMPHENOL:	31.68	0.59
DIRECTV:	24.52	0.33	APPLE:	139.86	3.64
DISH:	15.84	0.67	ARRIS GROUP:	11.88	0.30
DISNEY:	23.55	0.65	AVID TECH:	13.15	1.02
GE:	11.86	0.16	BIGBAND:	5.30	0.09
HEARST-ARGYLE:	4.50	0.00	BLNDER TONGUE:	1.39	(0.01)
NEWS CORP:	10.55	0.26	BROADCOM:	24.93	0.49
<b>MSOS</b>					
CABLEVISION:	19.00	0.96	CISCO:	19.03	0.42
COMCAST:	14.36	0.53	CLEARWIRE:	4.65	0.01
COMCAST SPCL:	13.91	0.48	COMMSCOPE:	25.15	0.43
GCI:	6.86	0.21	CONCURRENT:	5.45	0.07
KNOLOGY:	8.83	0.41	CONVERGYS:	8.69	0.01
LIBERTY CAPITAL:	13.30	0.62	CSG SYSTEMS:	13.32	0.23
LIBERTY ENT:	26.51	0.15	EHOSTAR:	15.32	0.64
LIBERTY GLOBAL:	15.72	0.41	GOOGLE:	415.77	6.48
LIBERTY INT:	4.99	0.12	HARMONIC:	5.86	0.25
MEDIACOM:	5.32	0.14	INTEL:	16.31	0.21
SHAW COMM:	16.99	0.33	JDSU:	5.49	0.05
TIME WARNER CABLE:	31.67	0.92	LEVEL 3:	1.35	0.00
VIRGIN MEDIA:	8.90	0.16	MICROSOFT:	23.79	0.32
WASH POST:	346.72	2.11	MOTOROLA:	6.47	0.14
<b>PROGRAMMING</b>					
CBS:	7.21	0.19	OPENTV:	1.31	0.02
CROWN:	1.64	(0.02)	PHILIPS:	18.01	0.23
DISCOVERY:	21.03	0.43	RENTRAK:	17.01	1.20
EW SCRIPPS:	2.17	0.39	SEACHANGE:	7.99	0.30
GRUPO TELEVISA:	16.80	0.53	SONY:	26.51	0.61
HSN:	9.25	(0.23)	SPRINT NEXTEL:	4.68	0.12
INTERACTIVE CORP:	15.89	(0.07)	THOMAS & BETTS:	29.95	1.36
LIBERTY:	27.56	0.90	TIVO:	10.61	0.27
LODGENET:	3.47	0.19	TOLLGRADE:	5.17	0.10
NEW FRONTIER:	2.31	(0.01)	UNIVERSAL ELEC:	19.10	0.27
OUTDOOR:	5.54	0.03	VONAGE:	0.41	(0.01)
PLAYBOY:	2.57	0.04	YAHOO:	15.53	0.08
RHI:	3.60	0.25	<b>TELCOS</b>		
SCRIPPS INT:	27.73	0.20	AT&T:	24.85	0.20
TIME WARNER:	25.43	0.64	QWEST:	4.02	0.06
VALUEVISION:	2.09	0.26	VERIZON:	31.09	0.29
VIACOM:	23.75	0.63	<b>MARKET INDICES</b>		
WWE:	12.58	0.37	DOW:	8472.40	172.54
<b>TECHNOLOGY</b>					
3COM:	4.89	0.16	NASDAQ:	1829.54	37.20
ADC:	7.57	0.11			
ADVANTAGE:	1.69	(0.04)			
ALCATEL LUCENT:	2.53	0.01			
AMDOCS:	21.02	0.47			

I'm starving, who was weakest in Q1 again?

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**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Long Distance Call**

ZZZZZZZZZZ. Oh, sorry, I dozed off while reflecting on mobile video—of the seemingly passé handset variety. To me, mobile video is like **MySpace** or *Tom Cruise*: relevant, but dogged by either flagging or overshadowed relevance. Mobile panelists at the **Digital Media Conference**, however, contend it remains salient and possessive of a bright future, even as broadband initiatives have usurped the spotlight. In fact, 4 of 5 panelists answered 'yes' when asked if mobile is still a good bet; the last, **Starz Digital Media** svp, business dev and strategy *Mark DeBevoise*, called mobile a “decent” wager. Sure, disparate tech and content rights issues are choking mobile innovation, said DeBevoise. And, said **Nat Geo Global Media Group** svp *Paul Levine*, “the ever-growing fragmentation of the mobile market” is also deleterious. But, “certainly the interest level is there” for mobile video, said **MTVN** vp, digital distribution *Allen Duan*, noting the company's more than 100mln mobile streams last year. Then... even more problematic mobile issues: the experience must be more seamless, increased content awareness is required, video quality must be improved... ZZZZZ. To be fair, many nets have become effective at leveraging mobile to drive TV viewership (look no further than “American Idol”), and the **iPhone** and other smart phones appear to have reawakened (pun intended) many to mobile video possibilities. Nat Geo, for example, has achieved 4mln downloads globally of a casual mobile game based on a certain TV special. It's unsurprising to me, though, that **CBS** vp, national strategic solutions *Anurag Harsh* said that “mobile video is all repurposed from free Web content,” or that DeBevoise believes online models will soon translate to mobile devices. Online=*Shia LeBeouf*, mobile=*Cruise*. And about those wagers: they may pay off in the long term, but consumers are all about now. *CH*

**Highlights:** “True Blood,” Sun, 9pm, **HBO**. Even “The Sopranos” endured a creative sophomore slump, but not ratings hit/southern soap “True Blood.” Tonight we see a topless pool party at Maryann's (*Michelle Forbes*)—well, it gets so warm in Louisiana. Speaking of heat, the preacher's pretty wife (*Anna Camp*) seems hungry for Sookie's (*Anna Paquin*) hunky brother (*Ryan Kwanten*). *SA*

**Worth a Look:** “Hung,” pilot, Sun, 10pm, **HBO**. **Showtime's** weed-pushing housewife is a hit, so now HBO has a divorced dad (*Thomas Jane*) selling, er... look at the title. Sorry, but ep 1 was limp. *SA*

**Notable:** Interesting tweaks to **MSNBC's** lineup Mon morn, as the net starts broadcasting in 1080i HD. From 9-11 ET, the co-creator and anchor of **CNBC's** “Fast Money” *Dylan Ratigan* hosts a litany of experts for the daily “Morning Meeting,” and from noon-1pm ET **NBC News** health reporter Dr *Nancy Snyderman* helms “Dr Nancy,” chatting about medical and health policy issues. -- Sad irony. Late in '05 *Ed McMahon* was interviewed by **WealthTV** for the net's “Wealth Profiles” series. Just months after it ran (Jan '06), McMahon's wealth was hit hard by a real estate problem. The hour-long interview, filled with anecdotes about him and *Johnny Carson*, will be rebroadcast Sat, 7pm ET. *SA*

Basic Cable Rankings (6/15/09-6/21/09) Mon-Sun Prime			
1	USA	2.9	2850
2	DSNY	1.9	1811
3	TNT	1.8	1766
4	FOXN	1.7	1617
5	NAN	1.5	1484
6	TBSC	1.2	1193
7	DISC	1.1	1053
7	HGTV	1.1	1037
9	A&E	1	959
9	TOON	1	932
11	LIFE	0.9	929
11	TLC	0.9	899
11	ESPN	0.9	893
11	FOOD	0.9	880
11	HIST	0.9	879
11	ESP2	0.9	833
11	FX	0.9	831
18	FAM	0.8	788
18	SPK	0.8	785
18	TRU	0.8	768
18	BRAV	0.8	715
18	HALL	0.8	678
23	SCIF	0.7	711
23	AMC	0.7	694
23	CMDY	0.7	663
23	LMN	0.7	473
23	NOGG	0.7	457
28	MSNB	0.6	598
28	CNN	0.6	580
28	BET	0.6	575
28	MTV	0.6	563
28	CMT	0.6	554
33	VH1	0.5	525
33	TVLD	0.5	513
33	APL	0.5	459
33	EN	0.5	450
37	HLN	0.4	394
37	TRAV	0.4	352
37	OXYG	0.4	332
37	SOAP	0.4	315
37	NGC	0.4	308
37	GSN	0.4	302
37	NKTN	0.4	218
44	DHLT	0.3	245
44	WGNA	0.3	244
44	WE	0.3	240

\*Nielsen data supplied by ABC/Disney

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