

CableFAX Daily™

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What the Industry Reads First

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All By Myself: Sens Fail to Rally For TV Regulations

There was visible squeamishness Tues as a roomful of Sen Commerce members watched an oral-sex rape scene from FX's "The Shield," but what there wasn't was an outpouring of support for Sen *Jay Rockefeller's* (D-WV) plans to introduce legislation (again) regulating TV violence. "I think we have to tread a lot softer than you indicate," ranking member *Ted Stevens* (R-AK) told Rockefeller, who chaired the 2 hour hearing on the impact of media violence on kids. All of the members expressed disgust with some of the content but weren't enthused about regulations. "We've tried regulating behavior before. It was called prohibition. It didn't work because the public's appetite was there," said Sen *Frank Lautenberg* (D-NJ), who called on the media to do something. A la carte was not discussed much, with scheduled witness **FCC** chmn *Kevin Martin* not in attendance (his newborn son is in intensive care). The few mentions a la carte had were negative with Sen *Gordon Smith* (R-OR) worrying that it would kill many children's programs and freshman Sen *Amy Klobuchar* (D-MN) calling it problematic. "I think you squeeze one end of the water balloon, and you have another problem," she said. At the hearing's close, Rockefeller scolded his fellow senators for drifting away from the impact of violence on kids, and instead focusing on parental responsibility and the legality of regulation. He called the industry's PSA campaign "farcical" and said media companies care more about profits than children's welfare. He also was unhappy that most of the day's questions went to noted constitutional law scholar *Laurence Tribe*, who is a paid consultant to the cable, broadcast and movie industry. Tribe was the most vocal opponent of govt regulation. "I think in the long run it's not in the interest of [children] that we sacrifice free speech on the altar of protecting our children," Tribe said. He said it appeared to him the only thing Congress could legally do is examine what prevents kids from getting better supervision from their parents. "I think arguing that we have to teach the parents to do better is a real cop out," Rockefeller said. **Fox Broadcasting** ent pres *Peter Liguori* also spoke about the importance of parents, which drew Rockefeller's ire. To have the head of Fox say the problem is for the parents "is inordinately repulsive," he said. Liguori said that the industry and his network are working to make ratings more consistent and comprehensive, and he said that no study showed that violence in media caused violence.

Ring Tragedy: In the midst of a fake tragedy story line, the real thing hit **WWE** this week, with the league ripping up Mon night's planned "Raw" telecast. Instead, a red-eyed *Vince McMahon* (who had supposedly been blown up earlier this month in a limo explosion) took the stage to announce that wrestler *Chris Benoit* and his wife and 7-year-old son were found dead in their home. Another jolt came Tues as police said Benoit strangled his wife and smothered his son before hanging himself. Later, *AP* reported that authorities had found anabolic steroids in the wrestler's home. Instead of the live "Monday Night Raw" telecast, **USA** aired a 3-hour tribute to Benoit Mon. WWE has scrapped the MacMahon storyline.



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Technology: **OpenTV** announced a new "Rapid Porting Program" designed to provide OpenTV middleware to chipsets and set top boxes, spurring collaboration between silicon vendors, set-top box makers, conditional access suppliers, and systems integrators. The idea is to create next-gen boxes and then bring them to market quickly. Charter partners for the program include **Broadcom**, **Conexant**, **NXP Semiconductors** and **Philips**. OpenTV expects other partners to join as the program advances. -- **Sling Media** inked a deal with Bay Area broadcaster **KPIX** (CBS) to send back to the station live and still video feeds from 28 Slingbox-supported cameras around the city. KPIX uses video from the cameras—posted at bridges, thoroughfares and airports—on the air as well as on the Web.

Research: **CEA** predicts that 16mln HDTVs will be sold this year, for a total of 52.5mln in the US. It believes 36% of US HHs will likely have an HD set by year-end. CEA found that 44% of HD owners receive HD programming, and that a primary reason for buying the set is to improve the movie and gaming experience. The main reasons cited for not having HD programming: no interest or too expensive.

Marketing: **Comcast**, **Time Warner Cable** and **Charter** teamed with **Broadband National** to create a Website targeting consumers interested in HDTVs. The site (www.hdtvspecialoffer.com) hooks individuals up with cable discounts and savings on HD sets. -- **G4's** giveaway show "Free Stuff" will dole out free iPhones when the highly anticipated device launches on Fri. We hear that AT&T has hired 2000 extra staffers to deal with the expected hoards.

Carriage: **MASN** launched www.playballnow.org to push for cable carriage in NC, VA and PA. Earlier this month, the RSN filed for arbitration to get **Time Warner Cable** to carry it on analog in NC.

Ratings: Summer is a good time to be an original cable drama. Season 3 of **TNT's** "The Closer" bowed Mon as the week's highest-rated program and the #1 cable series telecast of all time (6.8 HH rating/ 6.37 HH delivery). New series "Heartland" also pulled a hearty 3.4 HH rating for TNT, while **Lifetime's** "Army Wives" (3.2) continues to gain momentum. **Disney**, with new eps of original series "Hannah Montana," won the week with a 2.5 rating/2.27mln HH delivery. Fri, driven by the theatrical debut of "Spy Kids 3D," goes down as Disney's most-watched day of all time in total viewers, kids 5-11 and kids 9-14. **USA** (2.1/1.95mln), **TNT** (2.0/1.85mln), **TBS** (1.5/1.44mln), **Fox News** (1.4/1.33mln) and **Lifetime** (1.4/1.28mln) round out the top finishers for the week. **Brag Book: History's** "Ice Road Truckers" continues to perform, averaging a 2.0 HH rating Sun. -- **Oxygen's** "Who Cares About Girls: Slave Girls of India" (Sun) was the highest-rated and most-watched news doc special in net history, garnering a 0.4 among women 18-49 and 0.5 among women 18-34. -- **WE tv** said its Jun 24 "Bridezillas" episode garnered a 1.0 HH rating, ranking it as the highest rated WE tv original or acquired series telecast on the net.

Programming: **TBS in HD** launches Sept 1. It will be an HD simulcast of TBS' East Coast feed. **DirectTV's** already on board to carry it. -- **Adult Swim** expands to 7 nights a week starting July 6, adding Fri nights. -- Presidential hopeful/Sen **Barack Obama** (D-IL) sits down for a 1hr interview with **TV One's** *Roland Martin*, July 2, 10pm. Sen *Hillary Clinton* (D-NY) will be featured on an upcoming series of "TV One on One."

Upfronts: **Lifetime** said Tues that it has wrapped up more than 50% of its upfront deals. It has closed on a big deal with **Group M** that's based on live plus 3 days of DVR playback. Lifetime's pace could bode well for other cable nets. Stay tuned.

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BUSINESS & FINANCE

Raising Kenin: Hallmark Channel isn't just bragging about ratings. It's rewarding those who have played a part in them. The net extended the contract of evp, programming *David Kenin* by 2 years—it now expires Dec 31, '09. His base salary increases to \$825K next year and \$850 in '09, according to an SEC filing.

On the Circuit: Last week's **SCTE Cable-Tec Expo** in Orlando drew 10,700 attendees, up 6% over last year. SCTE also announced that **Charter's Marwan Fawaz** will chair the Expo '08 program subcmte.

Obit: Comcast SportsNet svp, special projects **Sam Schroeder** died Sun in PA. He was 66. Schroeder was one of the net's founding execs, and he helped created its "Daily News Live." A funeral will be held Thurs in Wallingford, PA.

People: Discovery hired **Rainbow's David Kline** as evp, CIO. -- **Pam Kaufman** was appointed chief marketing officer of **Nickelodeon/MTVN Kids and Family** group. -- **MTV** named **John MacDonald** svp, content programming and strategy. MacDonald was most recently pres, content and programming at **Veoh Networks**. -- **Suddenlink** named **Douglas Wiley** to svp, human resources, a newly created position. -- **Fox News** tapped veteran business journalist **Ray Hennessey** to become managing editor of the **Fox Business Channel** Web site.

CableFAX Daily Stockwatch

Company	06/26 Close	1-Day Ch	Company	06/26 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	13.75	0.06	AMDOCS:	39.39	0.30
BRITISH SKY:	50.46	0.19	AMPHENOL:	35.13	(0.49)
DIRECTV:	23.35	(0.43)	APPLE:	119.65	(2.69)
DISNEY:	34.06	0.00	ARRIS GROUP:	16.80	(0.11)
ECHOSTAR:	42.89	(0.19)	AVID TECH:	33.54	(0.08)
GE:	38.02	(0.19)	BLNDER TONGUE:	1.56	0.00
HEARST-ARGYLE:	23.76	0.07	BROADCOM:	29.73	(0.07)
ION MEDIA:	1.43	(0.02)	C-COR:	13.72	0.14
NEWS CORP:	23.31	(0.19)	CISCO:	27.15	0.12
TRIBUNE:	29.46	0.21	COMMSCOPE:	55.16	(0.38)
MSOS					
CABLEVISION:	35.12	(0.34)	CONCURRENT:	1.74	0.04
CHARTER:	3.87	(0.02)	CONVERGYS:	24.36	0.02
COMCAST:	27.82	0.12	CSG SYSTEMS:	26.35	0.11
COMCAST SPCL:	27.54	0.10	GEMSTAR TVG:	4.93	(0.07)
GCI:	13.01	0.02	GOOGLE:	530.26	2.84
KNOLOGY:	16.88	0.08	HARMONIC:	8.29	(0.19)
LIBERTY CAPITAL:	114.50	(0.45)	JDSU:	13.18	(0.24)
LIBERTY GLOBAL:	40.37	0.22	LEVEL 3:	5.81	(0.04)
LIBERTY INTERACTIVE:	23.19	0.04	MICROSOFT:	29.52	0.03
MEDIACOM:	9.48	(0.03)	MOTOROLA:	17.79	(0.03)
NTL:	28.22	0.00	NDS:	48.00	(0.11)
ROGERS COMM:	42.97	0.00	NORTEL:	24.21	0.05
SHAW COMM:	41.70	(1)	OPENTV:	2.12	0.02
TELEWEST:	24.20	0.00	PHILIPS:	41.64	(0.15)
TIME WARNER CABLE:	39.43	0.03	RENTRAK:	14.19	(0.08)
WASH POST:	771.70	(0.3)	SEACHANGE:	7.80	0.08
PROGRAMMING					
CBS:	32.75	0.13	SONY:	51.30	(0.68)
CROWN:	7.01	0.00	SPRINT NEXTEL:	21.96	(0.03)
DISCOVERY:	22.90	0.04	THOMAS & BETTS:	57.93	(0.42)
EW SCRIPPS:	43.78	(0.28)	TIVO:	5.70	(0.11)
GRUPO TELEVISA:	26.35	(0.62)	TOLLGRADE:	10.45	(0.33)
INTERACTIVE CORP:	34.86	0.26	UNIVERSAL ELEC:	36.53	0.05
LIBERTY:	8.32	0.06	VONAGE:	3.26	0.17
LODGENET:	32.11	(0.56)	VYYO:	6.49	(0.11)
NEW FRONTIER:	8.68	0.08	WEBB SYS:	0.10	(0.05)
OUTDOOR:	10.71	0.00	WORLDGATE:	0.53	0.03
PLAYBOY:	11.15	(0.01)	YAHOO:	27.71	0.07
TIME WARNER:	21.21	(0.24)	TELCOS		
UNIVISION:	36.23	0.00	AT&T:	39.29	0.21
VALUEVISION:	11.21	0.05	QWEST:	9.40	(0.1)
VIACOM:	41.65	0.64	VERIZON:	41.07	(0.43)
WWE:	16.07	(0.31)	MARKET INDICES		
TECHNOLOGY					
3COM:	4.32	(0.01)	DOW:	13337.66	(14.39)
ADC:	18.19	(0.36)	NASDAQ:	2574.16	(2.92)
ADDVANTAGE:	5.21	0.04			



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**Deadline for nominations:
July 13, 2007**

Nomination form can be found at:

www.cable360.net/nominate.html

