

# CableFAX Daily™

Friday — June 29, 2007

What the Industry Reads First

Volume 18 / No. 126

## Still Going: FCC Looks to Get 2-Way Plug and Play Rolling

It looks like the **FCC** is once again trying to push along some resolution on 2-way plug and play. Late Wed, the Commission adopted on circulation a NPRM that seeks comments on the progress of making 2-way devices available to consumers at retail that will work in their cable systems. As of deadline, the FCC had not released the text of the item. The FCC is expected to seek comment on the **NCTA's** OpenCable proposal as well as **CEA's** proposal, which would permit CE makers to offer equivalent 2-way products that build on existing digital cable technologies but not require them to support OCAP. "This rulemaking proceeding promises to bring competition to the market by giving consumers the widest choices in both equipment and services," CEA pres/CEO *Gary Shapiro* said of the NPRM. "A competitive cable equipment market is still elusive 11 years after Congress required it, and we applaud the FCC for taking steps to ensure that innovation will no longer be stifled." **Big Wait:** Meanwhile, more than 50 waivers remain pending at the FCC over the Jul 1 set-top integration ban. As of Sun, video providers can no longer deploy new integrated set-top boxes. There's no indication what the FCC will do about the waivers, and the chmn is occupied with a family emergency. Speculation runs the gamut—from a rash of waiver approvals or denials at the last minute to the FCC waiting to enforce the rules until it has acted on the waivers. Large operators **Cfax** spoke to, including **Cox** and **Comcast**, said they would be in complete compliance. **Verizon's** petition is drawing a lot of interest since it has been deploying boxes that are not CableCARD ready for its **FiOS** video service. "We're hopeful the FCC will grant the waiver given that our technology is new and different and providing an alternative to cable TV," a Verizon spokesman said, calling FiOS a "prime example" of why the waiver was created. Check out **C-SPAN's** "The Communicators" Sat, 6:30pm to see NCTA's *Dan Brenner's* take on the ban.

**Goodbye Capt Picard:** Lifetime ad sales chief/evp, gm *Lynn Picard* is resigning from the women's net to pursue other opportunities. "There comes a time when you look around and say there's something you want in your career that you don't think you can get in your current position, and you feel ready for a new challenge," said Picard, a 13-year vet of the net. Ad sales execs *Rick Basso* and *John Matluck* will assist during the transition. The net's already more than 70% done with its upfront sales. Lifetime CEO *Andrea Wong* praised Picard's contributions, which include nearly quadrupling ad sales rev during her tenure, and said "we will all miss the style, panache and intelligence that have made her so beloved and respected at Lifetime and throughout our industry."

**Switch Hitter:** Cablevision appears to be delving further into switched digital. Over the past couple months, customers using CableCARDS or **Sony** boxes have received notice that they will not be able to receive sports packages, such as **MLB** Extra Innings or **MLS** Direct Kick, without an **S-A** digital box. Cablevision declined comment on the move, but it would appear to signal that the operator is using switched digital to offer the packages. Last year, Cablevision entered the switched digital landscape by launching 60 intl channels across its footprint.

IT'S ABOUT  
TO GET A WHOLE LOT  
HARDER...

Don't miss **Tennis Channel's US Open Series** coverage this summer.

More than 100 hours of live matches as tennis trades the grass courts of Wimbledon for the sizzling American hard-court circuit.

BEGINS JULY 20, 2007



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

**Evolving Discovery:** Discovery announced 4 network CFO positions. *Kristen Welch* will serve as network CFO for Discovery and Science Channel. *Ben Teicher* will oversee Animal Planet, Discovery Kids Media and Planet Green. *Doug Baker* was given Discovery Health Media, digital media, emerging nets and biz dev. A 4th network CFO will be appointed for TLC as the net formalizes its plans and structure under pres/gm *Angela Shapiro-Mathes*. The 4 will lead finance teams embedded within the groups they serve and work closely with each net's pres and COO. Each will report to US Nets CFO *Neal Kirsch*.

**In the Courts:** A judge dismissed this week Lifetime and DirecTV's lawsuits against each other over breach of contract. "The dispute has been amicably resolved, and the parties look forward to building upon their very productive business relationship," a Lifetime spokesman said. Cfx first reported that a tentative settlement between the 2 was reached in May (Cfx, 6/14). DirecTV sued last year, claiming Lifetime backed out of a deal to pay \$200 to EchoStar subs who switched to DirecTV. As a result, DirecTV withheld per sub license fees for months, which led to a countersuit by Lifetime.

**In the States:** CVC said more than half of the municipalities in NY's Westchester County are using Optimum Light-path's commercial solutions, which connect more than 150 government and 1.5K commercial buildings in the county with more than 32K miles of fiber. -- Anime Network added 200K subs through distribution pacts with Bresnan, Hawaiian Telecom, BendBroadband, BELD Broadband and Volcano Vision. -- OH Gov *Ted Strickland* signed a statewide franchising bill, which becomes effective Sept 24.

**Ready for a Closeup:** BBC America and the rest of the stateside segment continues to strengthen the bottom line of parent BBC Worldwide, but a fresh edict from London calls for increased exposure to the American audience. Tools for the job will include a new NY production office centered on cable projects and a nightly news program slated for an Oct premiere on BBC America. "America has been a source of frustration... because we haven't built the BBC brand here like in other parts of the world," said *Garth Ancier*, pres, BBC Worldwide America. "The real question is how to make our brands all fit together. We want to make people consciously aware that there is a sleeping giant out there." For example, few people are aware that the BBC is behind ABC's "Dancing with the Stars" and produced HBO's "Rome." Ancier said the net is currently talking to cable nets about possible shows while also searching for someone to head the new production venture. The 1-hour news program will provide a "more in-depth look at daily events" than network news, said Ancier, and will include anchors from both the US and England, offering a 2-country thrust. VOD initiatives, to date a healthy success on Comcast and Time Warner Cable, are also being counted on to expand the BBC brand, he said.

**Programming:** Spike agreed to press play on intl gaming competition content from World Cyber Games. Spike will be an official media partner at WGC's domestic events, will air the league's grand final in Nov, and will stream each related '07 ep at Spiketv.com for 1 week following the linear premiere. MTVN sites Xfire.com and GameTrailers.com will deliver league coverage through short-form segments. -- WE will remember *Princess Diana* with "Diana's Dresses" (Fri, 8pm ET), offering a look at her fashion style, and 2-hour video portrait "Queen of Hearts" (Sun, noon ET). -- HBO inked a deal with independent producer *David Kennedy* to develop programming across all genres. -- Hallmark Channel has acquired the first 4 installments of CBS' "Jesse Stone" movie franchise starring *Tom Selleck*. The first movie, "Stone Cold," will debut on the net Aug 4, 9pm.



**WE tv's Highest Rated Original Telecast Ever!**

**BRIDEZILLAS**

Delivering... ● 1.0 HH Rating  
● 411K W18-49 ● 366K W25-54

Part of **We go** bridal programming block  
Sunday Nights on WE tv reaching over **2.5 Million Viewers!**



Source: Nielsen Media Research, Live Data, Bridezillas 6/24/07 9p-10p telecast compared to all WE tv original telecasts (12/31/01- 6/24/07) HH RTG, W18-49 (000), W25-54 (000), ratings based on coverage area; P2+ (000) reach based on WE go Bridal Sunday 6/24/07 9p-1a time period, 6 minute qualifier, 75% unification; Subject to qualifications upon request.

# BUSINESS & FINANCE

**VOD:** Cookie Jar Ent inked a VOD licensing deal for TVN Ent to distribute through its “Kids Unlimited” network shows such as “White Fang” and “The Busy World of Richard Scarry.”

**Honor:** PA-based **The Armstrong Group of Companies** will be feted Jul 31 by the **ACA** as the '07 Independent Operator of the Year. The MSO employs more than 2K, with 233K subs in OH, PA, MD, KY and WV.

**People:** News Corp and NBCU appointed former **Amazon.com** exec **Jason Kilar** CEO of the pair's online video distribution jv, slated to launch later this year. -- **MTV Tr3s** expanded its music programming strategy team by promoting **Jesus Lara** to svp, music and talent, and naming **Michael Galbe** vp, music and talent. Lara will also lead the net's pan-regional music and talent strategy for **MTV** and **VH1** in Latin America. -- **MTVN's Entertainment Group** promoted **Dario Spiro** to svp, integrated marketing. -- **John Burnett** was promoted to vp/general sales manager, **FSN Southwest**.

**Business/Finance:** Despite a 40% YTD increase in **Discovery Holding Co's** stock price, **Pali** sees more room for expansion. “We believe investors are significantly underestimating the margin expansion potential of Discovery Communications over the next 2-3 years,” said the firm in a note to clients, which cited **Discovery Channel's** ratings strength as a potentially key driver of margin improvements.

## CableFAX Daily Stockwatch

Company	06/28 Close	1-Day Ch	Company	06/28 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	50.89	0.05	AMPHENOL:	35.60	0.30
DIRECTV:	23.18	(0.09)	APPLE:	120.56	(1.33)
DISNEY:	33.85	(0.42)	ARRIS GROUP:	17.58	0.33
ECHOSTAR:	43.40	0.04	AVID TECH:	35.87	1.23
GE:	38.12	0.06	BLNDER TONGUE:	1.57	(0.06)
HEARST-ARGYLE:	24.07	0.29	BROADCOM:	29.60	(0.76)
ION MEDIA:	1.41	(0.02)	C-COR:	14.14	0.27
NEWS CORP:	23.09	0.09	CISCO:	27.85	0.58
TRIBUNE:	29.40	(0.3)	COMMSCOPE:	58.30	2.43
<b>MSOS</b>					
CABLEVISION:	35.54	0.35	CONCURRENT:	1.74	0.04
CHARTER:	4.00	0.03	CONVERGYS:	24.44	0.03
COMCAST:	28.06	0.14	CSG SYSTEMS:	26.63	0.32
COMCAST SPCL:	27.91	0.26	GEMSTAR TVG:	4.92	(0.07)
GCI:	13.07	(0.14)	GOOGLE:	525.01	(1.28)
KNOLOGY:	17.48	0.11	HARMONIC:	8.47	0.09
LIBERTY CAPITAL:	116.48	1.33	JDSU:	13.40	0.03
LIBERTY GLOBAL:	40.89	(0.22)	LEVEL 3:	5.93	0.01
LIBERTY INTERACTIVE:	22.45	(0.34)	MICROSOFT:	29.83	(0.04)
MEDIACOM:	9.54	0.05	MOTOROLA:	17.83	0.01
NTL:	28.22	0.00	NDS:	47.55	(0.48)
ROGERS COMM:	42.97	0.00	NORTEL:	24.30	0.08
SHAW COMM:	42.16	0.09	OPENTV:	2.24	0.04
TIME WARNER CABLE:	39.57	(0.13)	PHILIPS:	42.35	0.73
WASH POST:	775.39	0.64	RENTRAK:	14.55	0.05
<b>PROGRAMMING</b>					
CBS:	33.23	0.16	SEACHANGE:	7.85	(0.04)
CROWN:	7.12	0.24	SONY:	50.48	(0.68)
DISCOVERY:	22.92	0.09	SPRINT NEXTEL:	21.13	(0.5)
EW SCRIPPS:	45.85	1.73	THOMAS & BETTS:	58.37	0.22
GRUPO TELEVISA:	27.21	0.65	TIVO:	5.70	(0.06)
INTERACTIVE CORP:	34.68	(0.07)	TOLLGRADE:	10.37	(0.37)
LODGENET:	32.28	0.14	UNIVERSAL ELEC:	37.63	0.08
NEW FRONTIER:	8.65	0.00	VONAGE:	3.15	(0.01)
OUTDOOR:	11.07	0.46	VYYO:	6.80	(0.05)
PLAYBOY:	11.38	(0.06)	WEBB SYS:	0.10	(0.08)
TIME WARNER:	21.21	(0.08)	WORLDGATE:	0.51	0.00
UNIVISION:	36.23	0.00	YAHOO:	27.25	(0.33)
VALUEVISION:	11.47	(0.02)	<b>TELCOS</b>		
VIACOM:	41.23	(0.13)	AT&T:	40.74	0.76
WWE:	16.26	0.31	QWEST:	9.73	0.18
<b>TECHNOLOGY</b>					
3COM:	4.51	0.08	VERIZON:	41.07	0.15
ADC:	18.76	0.34	<b>MARKET INDICES</b>		
ADVANTAGE:	5.30	0.05	DOW:	13422.28	(5.45)
ALCATEL LUCENT:	13.87	(0.02)	NASDAQ:	2608.37	3.02
AMDOCS:	39.83	0.07			

TelecomWeb news break

daily e-letter | Free daily update of the latest in global telecom.

Top news in:

- ▶ policy
- ▶ wireless
- ▶ broadband
- ▶ fiber
- ▶ BPL
- ▶ wireline

▶ satellite  
▶ research  
**and more.**



Get Yours Free

www.TelecomWeb.com

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

**Character Acting, USA Style**

USA shot out more fodder to reinforce its "Characters Welcome" tagline with the Thurs premiere of "Burn Notice," a sharp, fast-paced original series that's long on action and eccentricity. The lethal and sardonic lead is an ostracized special agent, banished to the Miami he loathes, who's burning to know why his identity has been effectively erased and his past exploits officially nullified. Add to the chaotic yet compelling mix a fight-happy and sexy ex-girlfriend, a besotted cohort that helps in myriad ways and an annoying mother, and the series fans the flames of USA's recent programming success. "Burn Notice is as much fun as any show we've done," said evp, original programming *Jeff Wachtel*. "This one just came together, and we're big fans." Crime procedurals and anything law-related seems to fare quite well these days across cable and the broadcast nets, but this show's narrative and didactic thrust really handcuffs viewers to their sofas. Wachtel agrees, of course, yet is still measured when outlining his expectations. "Everybody's really nervous around here," he said. "In cable, we assume success, but we need most of what we launch to work." Luckily for USA, much of what it produces works quite well, what with a lineup that includes "Monk," "Psyche" and this year's "The Starter Wife." The net has a formula and has been sticking with it. "Our viewers have come to expect shows that are character-based, with aspir-ing sensibilities and a few quirks to the main characters," said Wachtel. True to this form, "Burn Notice" will continue this summer with a weekly case, dynamic interaction among all the aforementioned roles, and a hero who's steered by mythological notions such as the reclamation of identity through seemingly endless tribulations. Scrape away all of this background—burn it, so to speak—and the series still remains stylish and sexy. Should anything less be expected from a spy show set in Miami? *CH*

**Highlights:** "Coma," Tues, 9pm, **HBO**. We recommend this doc with the caveat that it's some of the most difficult footage ever seen. Filmmaker *Diane Arbus* follows four pa-tients, all relatively young, who've emerged from comas. To the untrained, though, they barely seem to be alive. In fact ,they are minimally conscious. Euthanasia and other heavy questions fill one's conscious after even a few minutes of this grave piece. *SA*

**Worth a Look:** "Styleyes Miami," season 3 premiere, Wed, 11pm ET, **SiTV**. "Queer Eye" alum *Jai Rodriguez* makes a pleasant host for this magazine show exploring Miami's clubs, food, music and fashion. Wed's premiere about Cuban Miami is a mix of hot and tamer elements. Clips of late salsa icon *Celia Cruz* sizzle, as do females from rapper *Pitbull*'s Miami-based video. Items on cigars and dominoes seem to have less appeal to the 18-34-year-old Latinos SiTV covets. Future eps about clubbing, music and gender issues (featuring Miami Dolphins cheerleaders) should grab more eyeballs. – "Gospel Music Atlanta," Sun, 4pm ET, **Gospel Music Channel**. Do viewers want to listen to gospel performers talk about their craft or listen to them belt out a tune? When it's gospel's *Dorothy Norwood* telling how she met *Mick Jagger*, we're listening. [More reviews, including **The N**'s "Best Years" and **GSN**'s "Camouflage," at [cable360.net](http://cable360.net)] *SA*

Basic Cable Rankings (6/18/07-6/24/07) Mon-Sun Prime			
1	DSNY	2.5	2272
2	USA	2.1	1949
3	TNT	2	1852
4	TBSC	1.5	1443
5	FOXN	1.4	1332
5	LIFE	1.4	1283
7	TOON	1.2	1146
8	ESPN	1.1	1057
8	SPK	1.1	1051
8	SCIF	1.1	978
8	HALL	1.1	899
12	DISC	1	992
12	A&E	1	972
12	NAN	1	955
12	HGTV	1	933
12	CORT	1	926
17	HIST	0.9	864
17	ESP2	0.9	858
17	FX	0.9	846
20	FAM	0.8	779
20	TLC	0.8	741
20	CNN	0.8	739
23	MTV	0.7	680
23	AMC	0.7	675
23	CMDY	0.7	667
23	FOOD	0.7	639
23	TVLD	0.7	629
28	BRAV	0.6	526
28	LMN	0.6	345
30	VH1	0.5	445
30	BET	0.5	426
30	HLN	0.5	421
33	APL	0.4	405
33	EN	0.4	403
33	MSNB	0.4	399
33	TTC	0.4	341
33	SOAP	0.4	250
33	TDSN	0.4	245
33	NGC	0.4	228
40	CMT	0.3	299
40	OXYG	0.3	246
40	WGNC	0.3	224
40	SPD	0.3	197
40	WE	0.3	194
40	GSN	0.3	188
40	NKTN	0.3	121

\*Nielsen data supplied by ABC/Disney

**For group subscriptions to CableFAX Daily**  
or company-wide access  
contact *Angela Gardner* at  
757-531-1369 or  
[cfxgroupsales@accessintel.com](mailto:cfxgroupsales@accessintel.com)

# CORPORATE LICENSES



**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](http://www.cable360.net/nominate.html)**

