

CableFAX Daily™

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What the Industry Reads First

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FCC Moves: Rick Kaplan Bumped to Chmn's Chief Counsel, Gottlieb Leaving

Another senior member of the FCC chmn's team is resigning, with chief counsel and sr legal adviser *Bruce Gottlieb* leaving at the end of July after 4.5 years of service. *Rick Kaplan*, chief of staff for commissioner *Mignon Clyburn*, will succeed Gottlieb. It's a huge job with responsibilities including managing the Commission's overall agenda, which here lately has focused on broadband reclassification. Gottlieb was a legal adviser to commish *Michael Copps* from '06-'09, taking a leave of absence for 8 months to help FCC chmn *Julius Genachowski* through the Senate confirmation process. His pre-FCC life includes a stint writing for *Slate*. Gottlieb is joining the **Atlantic Media Group**, which includes **The Atlantic** and **National Journal**, as gen counsel, sources said. Last month, *Colin Crowell* left his post as sr counselor to Genachowski, saying he wanted to explore other opps after 22 years of public service. Here's an interesting factoid about Kaplan: from '98-'05 he owned and operated a sports communications and mgmt agency in NY that represented and counseled pro-athletes, sports leagues and sports-related businesses. He was a registered agent with the **National Basketball Players Association**. "Rick brings a wealth of experience and achievement to the Commission—as an attorney, public servant and successful entrepreneur," Genachowski said. The chmn also recognized Gottlieb for "exemplary service." "He has a brilliant mind and a unique ability to solve some of the most challenging problems we face, which has earned him respect and affection inside and outside of the FCC," said Genachowski, who just hit his 1-year anniversary at the FCC last week.

Growing Group: ACA's membership ranks grew recently with overbuilders **RCN** and **Knology** joining the group. The 2 were the only **Broadband Service Provider Assoc** members not part of ACA, with **SureWest** and **Hiawatha** already in the fold. Thus, BSPA is going away and the 4 will entrust ACA with the primary responsibility of representing their interests. The group's membership had dwindled over the years, due primarily to consolidation. In an FCC filing, the companies and ACA noted the core issues of historical interest to the 2 groups, including access to programming, programming prices and retrans consent negotiations. "ACA is pleased to welcome RCN and Knology into the independent operator family. These experienced companies are joining us at a critical stage in our ongoing effort to secure fair and non-discriminatory policy results for independent operators serving hometown America," ACA pres/CEO *Matt Polka* said.

CableFAX THE MAGAZINE Most Influential Minorities in Cable 2010

Nomination Deadline: July 9, 2010

2010

Who are cable's most influential minority executives?

Help us decide by nominating the executives you think should be included in our annual list of the Most Influential Minorities in Cable. We will rank the top 50 minorities, and run a list of the second 50, in the September issue of *CableFAX: The Magazine*.

CableFAX: The Magazine distribution includes: NAMIC/CableFAX Breakfast, Diversity Week.

Free and Easy
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In the States: Time Warner Cable and Sierra Wireless bowed **Intelligo**, a mobile hotspot providing 4G and/or 3G network access to up to 5 WiFi enabled devices simultaneously through the MSO's **Road Runner Mobile** broadband service. Available in TX, NC, HI and Kansas City, the device costs \$50 (after a mail-in rebate) with a 2-year contract. Monthly service fees vary by region. Also, it fits inside a shirt pocket and includes a MicroSD slot for up to 16GB memory cards creating shared storage with up to 5 connected devices.

Technology: Comcast Media Center's **HITS** unit bowed a promo aimed at helping independent cable ops beef up their digital programming offerings. Through Dec, cable ops can add HITS Quantum SD and HD digital services at "substantially reduced" rates. HITS also provides ops with a free business-planning tool and system analysis that evaluates the ROI for converting to a digital architecture. -- The latest **Philips** Blu-ray players will feature **Blockbuster On Demand**.

Net Rumors: Sony plans to augment the planned Oct 1 linear launch of **FEARnet (Cfax, 6/22)** by bowing **Sony Pictures Movies HD** on the same date, according to the *LA Times*. The channel will reportedly compete with **Universal HD** and **MGM HD** instead of positioning itself as a premium option. -- According to *Variety*, **BBC Worldwide** plans to launch more US channels over the next year to join with **BBC America**.

One Bad Apple: That's how *Bruce Leichtmann* of Leichtmann Research describes **Apple TV**, a set-top that has floundered since its Jan '07 launch but will reportedly re-launch later this year using the co's iOS4 operating system while integrating **Hulu** and **Netflix**. According to Leichtmann, Apple CEO *Steve Jobs* said at a recent conference that "the television industry fundamentally has a subsidized business model that gives everybody a set-top for free... and that pretty much squashes any opportunity for innovation, because no one is willing to buy a set-top." But Leichtmann said "Apple TV lacks a unique selling proposition... [and] remains Steve Jobs' hobby because consumers have not seen the value in the product given other alternatives." *Bloomberg* reported that Jobs will attend **Allen & Co's** Sun Valley media confab this week.

Advertising: An ad on the *NY Times*' HTML5 site Mon for the premiere of **Syfy's** "Warehouse 13" is being called the 1st HTML5 in-browser rich media ad that's compatible to run on iPhones and iPads. The ad was developed by **Glow Interactive**, which worked with **EyeWonder** and **Ignited** to develop the rich media delivery mechanism and platform. "We recognize that our fans want access to our content everywhere. So we knew we wanted to be on the iPad and the new iPhone," said *Blake Callaway*, SyFy svp, brand strategic marketing.

Window Shut: **Netflix** and **Relativity Media** forged a movie streaming partnership that closes the content window on premium cable nets. Major theatrically released films from Relativity will be licensed directly and exclusively to Netflix for streaming during the pay TV window, including forthcoming features "The Fighter" and "Skyline," which will hit theatres later this year and Netflix in early '11. "This clearly is a natural step in the evolution of the movie business and opens up a whole new world of revenue and marketing opportunities," said Relativity CEO *Ryan Kavanaugh*, whose studio produces and/or finances approx 20-30 films/year and counts current releases such as "Robin Hood" and "Get Him to the Greek."

Online: Now available at **foursquare.com/ifc** is "The IFC Always On. Slightly Off. Guide to America," a crowd sourced virtual travel guide from the net and **foursquare** offering recommendations for local restaurants and bars. -- **NASCAR.com** garnered 986K total video views for its Sat night coverage of the NASCAR Sprint Cup Series, a new single-day record for the metric, and delivered growth among page views (+27%), daily uniques (+22%) and total streams on TNT RaceBuddy (+71%). -- Trying to reach women 18-34? Make sure you're online. A new **Oxygen** study found that 57% of women 18-34 admit to talking to people online more than face-to-face, while 34% say they check Facebook 1st thing in the morning (before brushing their teeth or going to the bathroom). 26% said they get up in the middle of the night to read text messages.

Twitter Time: Chuckled after reading *David Katzenberg's* Tweet thanking the **Parents' TV Council** for naming **MTV's** "The Hard Times of RJ Berger" the "worst cable TV show of the week," with the series' co-creator calling it a "dream come true." PTC thanked him for the retweet, but responded that the award is "not a dream come true." Past PTC "Worst Cable Show of the Week" recipients include: MTV's "Warren the Ape," **Spike's** "Blue Mountain State" and **FX's** "Archer."

Programming: **AMC** contracted **E1 Ent** to prod and **Endemol USA** to exec prod pilot "Hell On Wheels," a contemporary western centered on the construction of the Transcontinental Railroad. -- *David Strathairn* agreed to star in **Syfy's** action adventure pilot "Alphas," which follows a team of ordinary citizens who possess extraordinary and unusual mental skills. -- Series set to debut this month on **Cooking Channel** include "Emeril's Fresh Food Fast" (Sat) and "The Next Food Network

BUSINESS & FINANCE

Star After Party" (Jul 18). -- ESPN inked a multi-year broadcast deal with **Street League Skateboarding** covering distribution in more than 198 countries.

People: Fox Cable Sales upped *Todd Siegel* to evp, a post covering ad sales for nets including **Speed, Fox Soccer, Fuel TV** and national **Fox Sports Net** content. -- **Hallmark Channels** tapped *Whitney Holland* as vp, acquisitions. -- **Discovery Education** upped *Scott Kinney* to svp, global prof dev, policy and education outreach.

Business/Finance: Counting **Discovery** and **ESPN** among its clients, IPTV streaming video provider **Move Networks** laid off much of its staff and said pres/CEO *Roxanne Austin* will step down after a "brief transition period" as it reviews alternatives including a possible sale. Evp, sales and business dev *Marcus Liassides* will take over as pres to oversee the co's day-to-day ops. Move investors include **Comcast Interactive Media, Steamboat Ventures, Cisco** and **Microsoft**. -- Late last week, **Lionsgate** adopted a Shareholder Rights Plan to issue and attach 1 share purchase right to each outstanding common share owned as of Jul 12 if a person, together with affils, assocs and joint actors, buys or announces an intention to buy beneficial ownership of LGF shares which, when aggregated with current holdings, total 38% or more of outstanding shares. Meanwhile, *Carl Icahn* upped his stake in LGF to approx 37.9% through open market purchases.

CableFAX Daily Stockwatch

Company	07/06 Close	1-Day Ch	Company	07/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	34.32	0.68	ARRIS GROUP:	9.95	(0.13)
DISH:	18.03	0.09	AVID TECH:	12.04	(0.37)
DISNEY:	31.72	0.34	BIGBAND:	3.06	0.04
GE:	13.97	0.09	BROADCOM:	33.50	0.00
NEWS CORP:	13.70	0.22	CISCO:	21.34	0.21
MSOS					
CABLEVISION:	23.89	(0.04)	CLEARWIRE:	7.12	(0.11)
COMCAST:	17.80	0.34	COMMSCOPE:	23.18	0.24
COMCAST SPCL:	16.63	0.15	CONCURRENT:	4.53	(0.11)
GCI:	7.69	0.05	CONVERGYS:	9.52	(0.15)
KNOLOGY:	10.72	0.06	CSG SYSTEMS:	17.65	(0.33)
LIBERTY CAPITAL:	41.98	0.77	ECHOSTAR:	18.96	(0.08)
LIBERTY GLOBAL:	26.44	0.40	GOOGLE:	436.07	(0.48)
LIBERTY INT:	10.35	0.12	HARMONIC:	5.35	(0.25)
MEDIACOM:	6.70	(0.05)	INTEL:	19.48	0.28
RCN:	14.82	(0.04)	JDSU:	9.29	(0.4)
SHAW COMM:	18.82	0.40	LEVEL 3:	1.02	0.05
TIME WARNER CABLE:	52.55	0.42	MICROSOFT:	23.82	0.55
VIRGIN MEDIA:	16.55	(0.04)	MOTOROLA:	6.54	0.06
WASH POST:	406.65	(1.6)	RENTRAK:	23.87	(0.12)
PROGRAMMING					
CBS:	12.92	0.10	SEACHANGE:	7.72	(0.18)
CROWN:	1.75	0.00	SONY:	26.88	0.52
DISCOVERY:	35.63	0.24	SPRINT NEXTEL:	4.14	(0.02)
GRUPO TELEVISA:	18.18	0.31	THOMAS & BETTS:	34.31	0.45
HSN:	25.69	0.07	TIVO:	6.99	(0.26)
INTERACTIVE CORP:	21.70	0.12	TOLLGRADE:	6.34	0.05
LIBERTY:	33.86	0.29	UNIVERSAL ELEC:	16.51	0.10
LIBERTY STARZ:	51.39	(0.64)	VONAGE:	2.18	0.01
LIONSGATE:	6.91	(0.03)	YAHOO:	14.13	0.06
LODGENET:	3.18	(0.06)	TELCOS		
NEW FRONTIER:	1.46	(0.05)	AT&T:	24.41	0.12
OUTDOOR:	4.63	0.05	QWEST:	5.27	0.03
PLAYBOY:	3.99	(0.15)	VERIZON:	26.61	(0.2)
SCRIPPS INT:	40.84	(0.12)	MARKET INDICES		
TIME WARNER:	28.22	0.02	DOW:	9743.62	57.14
VALUEVISION:	1.59	(0.18)	NASDAQ:	2093.88	2.09
VIACOM:	35.64	0.18			
WWE:	15.52	0.20			
TECHNOLOGY					
ADC:	7.63	(0.04)			
ADVANTAGE:	2.70	0.07			
ALCATEL LUCENT:	2.58	0.05			
AMDOCS:	26.91	0.21			
AMPHENOL:	38.88	(0.08)			
AOL:	20.07	(0.3)			
APPLE:	248.63	1.69			

CableFAX WEBINAR

JULY 21, 2010 // 1:30-3:00 PM ET

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