

# CableFAX Daily™

Tuesday — July 8, 2008

What the Industry Reads First

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## Jump Ball: NBA Telecast Rights Available in OK City

Cox benefited from the NBA franchise Hornets' move from Charlotte to New Orleans in '02, and the same may hold true as the Sonics relocate from Seattle to Oklahoma City in the coming months. The MSO will likely join **FSN SW** in bidding for the telecast rights to OK City's as-yet-unnamed team (the Sonics name stays in Seattle), which tips off play next season. FSN SW, which owns approx 1mln subs in OK and also penetrates portions of TX, NM, TN, LA and AR, will definitely make a play. "We look forward to conversations with the Sonics now that they are free to discuss their future in Oklahoma," said the net, which anticipates competition from Cox. The MSO declined to discuss any future plans, but its participation is expected for 2 reasons: it dominates the OK market and already operates **The Cox Channel**, a local sports channel in the state that ironically was begat by the Hornets and currently features **MLB** games, high school sports and overflow college sports. As the now New Orleans Hornets jump-started **Cox Sports TV** in LA nearly 6 years ago—the net also holds content rights with the **New Orleans Saints**, **LSU** and **Southern University**—the team's temporary relocation to OK City during the '06-'07 season due to Hurricane Katrina necessitated a local Cox toehold. That market entry now has the net in front of approx 500K state subs. Also affected by the Sonics move is **FSN NW**, the team's former TV partner operated by **Liberty Sports Group** along with **FSN Pittsburgh** and **FSN Rocky Mountain**. The net still has broadcast deals with **MLB's** Seattle Mariners and other regional properties, but looming is a void in its winter lineup. Liberty Sports head *Mark Shuken* was traveling and unavailable for comment. Fortunately, the vacancy may be short-lived, as the NBA intends for Seattle to receive another team at some point, and a group including **Microsoft** CEO *Steve Ballmer* is prominently involved in the process. FSN NW declined last year to match **Comcast SportsNet's** rights offer for Portland Trail Blazers' NBA games, which had aired prior on the net.

**On the Hill: NebuAd**, whose ad deal with **Charter** drew so much scrutiny that the MSO canceled the trial, is slated to appear at Wed's Sen Commerce hearing about online advertising and privacy implications. Charter had planned to pilot selling some HSD subs' online viewing data to the ad firm but nixed the test following concerns from customers and members of Congress. NebuAd chmn/CEO *Robert Dykes* will join counsel from **Microsoft** and **Google**, as well as others.

**Deals:** The expected came true on Sun, when **NBCU**, **Bain Capital** and **The Blackstone Group** announced an agreement to acquire **The Weather Channel** properties from **Landmark**. Financials weren't announced, but the *WSJ* pegs the deal at nearly \$3.5bln, making it one of the largest leveraged buyouts this year. Weather will remain in the Atlanta suburbs. NBCU will manage the properties, which include Weather.com. The deal comes on the heels of NBCU purchasing independent net **Oxygen** for \$925mln last year. -- MO-based **Fidelity Comm** acquired Lawton, OK's **Lawton Cablevision**, which has about 20K TV subs (53% penetration), 4K broadband customers and 500 phone subs. **RBC Daniels** represented Lawton in the transaction.



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**Competition:** MTVN is partnering with DISH and Cadbury for its 1st ad-supported interactive TV campaign, slated during the Fri premiere of **The N's** new reality series "Queen Bees." Presented by Cadbury's Sour Patch Kids brand for DISH subs, the campaign's polling and voting will feature 3 different question sets and results presented before and after commercials, respectively. -- **AT&T** has launched its U-verse service suite in Tulsa, OK.

**In the States:** -- **Comcast** eliminated one of its 5 operating divisions, resulting in Eastern div pres *Michael Doyle* leaving the company, the *Philadelphia Inquirer* reported. Midwest div chief *Bill Connors*, whose division was eliminated, will head up the Eastern div. Doyle founded Comcast's local news channel, **CN8**, which was part of the Eastern Div. The channel will now report to *Jeff Shell*, pres, Comcast's programming group. -- **Comcast** signed a purchase agreement with **Thomson** for its digital-to-analog adapters for moving to all-digital. -- Already underway in Chicago, **RCN's** "Analog Crush" initiative began late last week converting its Boston market to an all-digital lineup. The migration will allow the overbuilder to increase its HD offering from 40 nets to approx 100.

**Ratings:** **NBCU** is going to extremes to measure the 3600 hours of programming that will air during the Beijing Olympics (2200 of which will be live streaming broadband video). In addition to **Nielsen** ratings, NBCU will publicly issue for the 1st time a Total Audience Measurement Index, designed to measure the full range of cross-platform media consumption (network, cable, online, VOD and mobile) of the Olympics throughout the 17 days of coverage. NBCU's also conducting a series of research projects during the Games on how consumers are using multiple media platforms.

**DTV Doings:** 85% of African-American HHs surveyed in a **NAB** poll between Mar 29 and May 13 reported being aware of the DTV transition. That's up 12% from a Jan NAB-commissioned survey. Also on the rise is awareness that the transition will take place in Feb, up to 32% vs 12% in Jan.

**Programming:** **Showtime** announced that *James Brown*, *Phil Simms* and *Cris Collinsworth* will host "Inside the NFL" when it debuts on its new home Sept 10, 9pm. The long-running sports program was removed from HBO's lineup in Feb. Showtime chmn/CEO *Matt Blank* pledged to keep the show's same format but promised new elements as the net takes the show into "the next generation." "Inside the NFL," a joint effort between **CBS Sports** and **NFL Films**, will run every Wed through Feb 11. -- **Versus** reporter *Robbie Ventura* will ride in the US team **Garmin-Chipotle's** car during the net's Tues **Tour de France** coverage, marking the 1st time a US reporter has ridden inside a team car. -- **ION** added '90s sitcom "Hangin' with Mr. Cooper" to its lineup Mon. It will air weekdays from 5-6 pm ET in back-to-back episodes as part of ION's "Laugh Attack" hour. -- **WE** launches reality bridal series "My Fair Wedding," featuring celeb party planner *David Tutera*, Oct 26, 10pm, as part of its Sun bridal programming block. -- Just in time for the upcoming Olympic Games, **Mojo HD** and **USA Today Live** have teamed up to present 10-part series "A Shot at Glory," which tells the stories of the lives of 10 US Olympic hopefuls. The show will air every weekday night at 9 from July 28-Aug. 8. -- **AmericanLife** will highlight the original "Batman" series, starring *Adam West*, as the new movie, "The Dark Knight," hits theaters this month. The series will run Fridays in July at 9 and 11pm ET.

**People:** **NBC Ent** is so serious about Web-based series, etc, it has created the post of svp, programming and dev—

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# BUSINESS & FINANCE

alternative & digital, and hired **20th Century Fox's** vp, comedy dev/ ex-**Bravo** exec *Jamila Hunter* to fill it. -- *Bryan Perez* was tapped for the new post of **NBA Digital** vp, gm. He'll oversee all day-to-day operations for the **NBA** and **Turner** jv, which includes **NBA TV**, **NBA.com** and **NBA League Pass**. Perez will be based in Atlanta and assume the post in mid-July. He was most recently the CEO of **Live Nation's** Global Digital division. -- **WICT** announced that former **Weather Channel** exec **Alex Dombrovich** will serve as its new vp, marketing and business development. -- **MGM HD** hired *Gracelyn Brown* as vp, programming.

**CableFAX Mag:** We've extended the deadline to nominate executives for **CableFAX: The Magazine's** 2008 Most Influential Minorities in Cable. Go to [www.cable360.net/cablefaxmag/2008topminorities.html](http://www.cable360.net/cablefaxmag/2008topminorities.html) for the online nomination form. Deadline for nominations: July 14.

**Business/Finance:** **Microsoft** CEO *Steve Ballmer* remains interested in discussing a "major transaction" with **Yahoo!**, but only if **Yahoo!** elects a new board, according to an open letter to **Yahoo!** shareholders from large stakeholder *Carl Icahn*, who has consistently argued for a **Microsoft** deal and new **Yahoo!** board appointment. *Ballmer* would be amenable, the letter contends, to purchasing **Yahoo!** in its entirety or only its "search" function with large financial guarantees.

## CableFAX Daily Stockwatch

Company	07/07 Close	1-Day Ch	Company	07/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	34.69	(1.5)	AMDOCS:	28.58	0.45
DIRECTV:	24.59	(0.41)	AMPHENOL:	44.39	(0.57)
DISNEY:	30.08	(0.82)	APPLE:	175.16	5.04
ECHOSTAR:	26.70	(0.14)	ARRIS GROUP:	8.67	0.01
GE:	27.10	0.19	AVID TECH:	17.23	(1.72)
HEARST-ARGYLE:	19.12	0.23	BIGBAND:	4.39	(0.13)
ION MEDIA:	1.45	0.00	BLNDER TONGUE:	1.20	0.03
NEWS CORP:	14.63	(0.13)	BROADCOM:	28.09	1.87
<b>MSOS</b>					
CABLEVISION:	21.00	(0.63)	C-COR:	11.00	0.00
CHARTER:	1.03	(0.01)	CISCO:	22.57	(0.55)
COMCAST:	18.46	0.19	COMMSCOPE:	50.17	(1.39)
COMCAST SPCL:	18.32	0.15	CONCURRENT:	0.63	(0.01)
GCI:	7.05	0.14	CONVERGYS:	14.78	0.20
KNOLGY:	10.25	(0.44)	CSG SYSTEMS:	11.36	(0.03)
LIBERTY CAPITAL:	14.61	0.26	ECHOSTAR HOLDING:	29.03	(1.24)
LIBERTY ENTERTAINMENT:	22.85	(0.54)	GOOGLE:	543.91	6.91
LIBERTY GLOBAL:	30.22	(0.79)	HARMONIC:	9.20	0.00
LIBERTY INTERACTIVE:	13.69	(0.21)	JDSU:	11.13	0.14
MEDIACOM:	5.12	0.06	LEVEL 3:	2.65	0.02
SHAW COMM:	20.59	(0.13)	MICROSOFT:	26.03	0.05
TIME WARNER CABLE:	25.62	0.09	MOTOROLA:	7.10	0.04
VIRGIN MEDIA:	12.05	(0.68)	NDS:	57.41	0.01
WASH POST:	574.50	(13.5)	NORTEL:	7.14	(0.24)
<b>PROGRAMMING</b>					
CBS:	17.73	(0.87)	OPENTV:	1.39	0.03
CROWN:	4.46	(0.09)	PHILIPS:	32.58	0.13
DISCOVERY:	20.39	(0.52)	RENTRAK:	13.97	(0.01)
EW SCRIPPS:	3.08	0.15	SEACHANGE:	6.81	0.06
GRUPO TELEVISA:	22.93	0.57	SONY:	42.95	(0.02)
INTERACTIVE CORP:	17.86	(0.22)	SPRINT NEXTEL:	8.63	0.12
LIBERTY:	45.23	(0.73)	THOMAS & BETTS:	35.12	(0.17)
LODGENET:	4.09	(0.15)	TIVO:	6.06	(0.06)
NEW FRONTIER:	3.48	(0.21)	TOLLGRADE:	4.66	(0.05)
OUTDOOR:	6.54	(0.02)	UNIVERSAL ELEC:	19.23	(0.6)
PLAYBOY:	4.78	(0.11)	VONAGE:	1.55	(0.1)
RHI:	12.96	(0.08)	WEBB SYS:	0.05	0.00
SCRIPPS INTERACTIVE:	40.20	(1.14)	WORLDGATE:	0.30	0.00
TIME WARNER:	14.49	(0.2)	YAHOO:	23.91	2.56
VALUEVISION:	3.08	(0.02)	<b>TELCOS</b>		
VIACOM:	28.96	(0.74)	AT&T:	32.68	0.10
WWE:	15.33	0.03	QWEST:	3.83	0.07
<b>TECHNOLOGY</b>					
3COM:	1.90	(0.03)	VERIZON:	35.43	(0.32)
ADC:	13.99	0.01	<b>MARKET INDICES</b>		
ADVANTAGE:	2.71	0.02	DOW:	11231.96	(56.58)
ALCATEL LUCENT:	5.76	(0.02)	NASDAQ:	2243.32	(2.06)



# ANNOUNCING:

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# CableFAX

## THE MAGAZINE



*is proud to announce the  
2008 Selections of Top Operators*



### **WOW! Independent Operator of the Year** In partnership with ACA and NCTC & **Insight Communications as MSO of the Year**

#### **Honorees Celebrated in this Issue:**

Independent System Exec of the Year: Amy Tykeson, BendBroadband

Independent Lifetime Achievement: Steve Weed, Wave Broadband

MSO Tech Innovation: Pragash Pillai, VP, Strategic Engineering, Bresnan Communications

MSO Lifetime Achievement: Ralph Roberts, Comcast

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#### **More category winners announced in the CableFAX: The Magazine Top Ops Issue**

Publication Date: July 27

Distribution Bonus: Independent Show in Orlando, FL

Artwork Deadline: July 11

We invite you to celebrate your most important partners' success and your achievements with a congratulatory or brand ad, in the July Issue of the Magazine.

Call us for a full list of all the honorees, as there may be additional clients that are important for you to consider in a congratulatory ad.

**If you have any questions, please let us know. We look forward to working with you.**

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