

CableFAX Daily™

Wednesday — July 8, 2009

What the Industry Reads First

Volume 20 / No. 128

RU RUS Ready? Adelstein Poised to Take Control

By the looks of things, former Democratic FCC commissioner *Jonathan Adelstein* will be installed as the head of the **US Dept of Ag's Rural Utilities Service (RUS)** shortly. His confirmation hearing Tues was a cakewalk with Committee chmn *Tom Harkin* (D-IA) saying he'd like to get the nominees "up hopefully sometime this week on the floor of the Senate." Quizzed about the \$2.5bln in broadband stimulus grants that his agency would oversee, Adelstein stressed the importance of not letting a dime go to waste. "If we don't get this right, you said we might not get this amount of resources again... Well, we might not get any resources again from Congress," he told Harkin during the hearing. The former *Tom Daschle* (D-SD) aide has his work cut out for him, with the RUS Broadband Loan program (not attached to the stimulus) criticized over the years for slowly and ineffectively doling out funds. Cable ops bashed it for years for not promoting broadband deployment in areas where no service exists, with **Mediacom** and the **IA Cable & Telecom Assn** going so far as to sue over it. In response to questions, Adelstein said the application process should be as simple as possible, particularly for small applicants. "You shouldn't have to hire a grant writer or hire a consultant," he said. That was music to the ears of **ACA**, which represents more than 900 small and medium indie cable ops—a group that's particularly interested in the funds for middle mile projects. "ACA hopes that the RUS will award these important grants based on the merits. If that standard is followed, ACA is confident that many small and mid-sized cable operators will seek and receive their fair share of broadband stimulus funding," said ACA head *Matt Polka*. The RUS and NTIA, which has \$4.7bln in grants to distribute, will begin accepting applications July 14. The 1st round of grant applications closes Aug 14.

DTV Doings: **Wells Fargo** analysts estimate that pay TV providers will gain 653K incremental subs this year due to the digital broadcast transition that took place on June 12. That's down from the 900K it had initially projected. The firm sees cable benefiting the most, projecting the industry will add 475K subs vs 137K for DBS and 41K for telcos. Wells Fargo believes the bulk of those gains (56%) came in 1Q, with it estimating that **Comcast** took 90K, **Time Warner Cable** 80K, **DirecTV** 47K, **DISH** 35K and **Cablevision** 5K. Cable is expected to see more transition impact in Q3 than Q2, partly because ops perform quarterly sub impacts 1-2 weeks prior to quarter's end.

In the States: SC cable op **Baja Broadband** will launch **Integrated Broadband Services'** "Field Tech Scheduling Program." It also extended its services contract with IBBS for 4 additional years. -- Wired cable penetration of TV homes in May inched up to 61.8% from 61.4% a year ago, according to the **TV Bureau of Advertising**, while alternative delivery system penetration reached 28.4% of TV homes in May, up from 28.1%. The top 2 large markets for ADS penetration are Albuquerque-Santa Fe and Salt Lake City. -- **Time Warner Cable** launched in Raleigh, NC, its **Start Over** service featuring 10 nets including **BIO**, **Showtime** and **Hallmark Channel**.

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On the Hill: *Mignon Clyburn* and *Meredith Attwell Baker's* nominations hearing is set for July 15 at 2:30 before the **Sen Commerce Committee**. Baker is the former head of **NTIA** and Clyburn, daughter of Majority Whip *James Clyburn*, is a member of the SC PSC. -- Reps *Debbie Wasserman Shultz* (D-FL) and *John Shimkus* (R-IL) will join tech companies, child advocacy groups, educators and health educators Wed to release a comprehensive set of recommendations that companies in the Internet industry can adopt as best practices to help keep children safe online. The task force—which includes **Cox**, **Verizon**, **Comcast**, **Google**, **PTA** and others—has been working for more than a year on the report.

Carriage: **CBS College Sports Net** and **The Mtn.** are on deck for Aug 1 launches on **Cox** in AZ and Orange County, CA. -- **RCN** will serve as the primary provider of digital cable TV at this week's **US Women's Open** golf tourney in Bethlehem, PA.

VOD: **Comcast Media Center** bowed for its **HITS** programming distribution service a pricing plan allowing cable systems that offer **HITS'** linear programming to add a managed VOD service at a reduced rate. MSOs with 2500 digital subs, for example, could potentially launch a complete VOD solution for as low as 31 cents/sub per month. -- **Cablevision** expanded its FVOD library to include content from nets including **Syfy**, **A&E**, **History**, **Cartoon Net** and **CNN**.

Intl: To accommodate its new rights contract covering 46 **English Premier League** soccer matches for the upcoming season, **ESPN** is set to launch an eponymous UK channel Aug 3. To be offered in both SD and HD, the net marks the sports giant's 1st HD channel in Europe and will also feature intl sports and US sports content from the integrated **ESPN America**. **Sky** will make the net available on a premium subscription basis to all Sky homes.

Technology: **Cisco** is developing with cable ops and telcos products and services that would allow customers to stage video conferences through TVs, according to reports. Expected to bow within 12 months, the offerings are based on Cisco's corporate conferencing system and would also allow customers to exchange messages and video with friends.

MJ Watch: It was nonstop *Michael Jackson* coverage on the cable news nets and many of the music nets Tues, despite a **Pew Research Center** survey that found nearly 2-in-3 Americans believe news organizations gave the story too much coverage last week. But despite all the grumbling over too much hype, MJ continues to be a top topic of conversation on social networking sites (all 10 trending topics on Twitter were MJ related when we glanced at it Tues afternoon). And we're willing to bet Tues' memorial pulls in a decent number of eyeballs as well... **Keynote Systems**, a mobile and Internet monitoring firm based in San Mateo, CA, said it saw some slow-down Tues on its "News Website Performance Index," but that overall the Internet was performing OK based on its Business 40 Web Performance Index.

Programming: **Bravo** picked up a 3rd season of "The Real Housewives of New York City." -- **MTV's** "Randy Jackson Presents America's Best Dance Crew" moves to Sundays this year, beginning with a 90-min season 4 premiere on Aug 9. -- **Starz** comedy series "Martin Lawrence Presents 1st Amendment Stand-up" returns Jul 17 (11pm) for a 4th season. -- **World Fishing Net** picked up carriage on **Charter** in several states including MA, CT, VT and NY. -- **Smithsonian Channel's** Jul slate includes specials "Secrets of the Barrier Reef" (Jul 12) and "Thunderheads" (Jul 26), featuring scientists' pursuit to understand the role of thunderstorms in climate change. -- **History's** "Pawn Star\$" (Jul 19) spotlights a family-run pawn shop in Las Vegas. -- Produced by the **BCC**, **Discovery Channel's** "Wild Pacific" (Jul 12) chronicles in 6 parts the constant volcanic eruptions in the ocean and the adaptations of fauna to extreme conditions. -- The Wed premiere of **Style Net** special "Clean House: Messiest Home in the Country" delivered a 0.83 HH rating and more than 620K viewers to become the net's highest-rated and most-watched telecast of '09.

On the Circuit: **Bravo's TelevisionWithoutPity.com** has put out nominations for its annual Tubey Awards. Several cable shows are in the running for categories ranging from Most Underrated Show to Best Performance by an Inanimate Object. -- **The Autism Society** has bestowed an Autism Champion award on **VH1 Classic's** Rock Autism campaign, which includes PSAs, a Website, fundraising and the help of musicians such as *Robert Plant*

BUSINESS & FINANCE

and Steven Tyler.

Editor's Note: The deadline for **CableFAX 100** nominations has been extended until Fri. Info at Cable360.net/cablefaxmag/2009cablefax100.html.

People: **WWE** named former **NFL** exec *Jim Connelly* svp, consumer products.

Business/Finance: **DirecTV** announced the '09 base salaries of evp/genl counsel and acting CEO *Larry Hunter*, whose \$1mln salary represents a more than 25% raise; evp/CFO *Patrick Doyle*, who received a 50% raise to \$750K, and evp/CTO *Romulo Pontual*, whose base this year is \$880K. -- **Colins Stewart** analyst *Tom Eagan* believes the reported sale of the **Chicago Cubs** (approx \$900mln and including **Wrigley Field** and a 25% stake in **Comcast SportsNet Chicago**) plus the recent sale of the **Montreal Canadiens** (approx \$550mln) puts the value of **Cablevision's NY Knicks** at \$800mln, leading to "even greater conviction that our current \$1bln MSG valuation is conservative." This becomes important, said Eagan, as the MSO is currently exploring options for the spin-off of MSG. -- **S&P** maintained its 'strong buy' rating on **AT&T** shares. -- **DH Capital** announced the closing of \$48mln in sr credit facilities for IT infrastructure provider **Cervalis** from a consortium of commercial lending institutions.

CableFAX Daily Stockwatch

| Company | 07/07 Close | 1-Day Ch | Company | 07/07 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| BROADCASTERS/DBS/MMDS | | | | | |
| BRITISH SKY: | 30.06 | (0.47) | AMPHENOL: | 31.29 | (0.45) |
| DIRECTV: | 22.92 | (0.8) | APPLE: | 135.40 | (3.21) |
| DISH: | 14.63 | (0.83) | ARRIS GROUP: | 11.43 | (0.49) |
| DISNEY: | 22.53 | (0.56) | AVID TECH: | 11.84 | (0.59) |
| GE: | 11.01 | (0.47) | BIGBAND: | 4.78 | (0.15) |
| HEARST-ARGYLE: | 4.50 | 0.00 | BLNDER TONGUE: | 1.49 | 0.23 |
| NEWS CORP: | 9.47 | (0.39) | BROADCOM: | 23.59 | (0.78) |
| MSOS | | | | | |
| CABLEVISION: | 17.62 | (0.71) | CISCO: | 18.24 | (0.29) |
| COMCAST: | 13.30 | (0.6) | CLEARWIRE: | 5.28 | (0.21) |
| COMCAST SPCL: | 13.06 | (0.56) | COMMSCOPE: | 24.02 | (0.23) |
| GCI: | 6.61 | (0.28) | CONCURRENT: | 5.38 | (0.02) |
| KNOLOGY: | 7.68 | (0.3) | CONVERGYS: | 8.46 | (0.3) |
| LIBERTY CAPITAL: | 11.79 | (0.28) | CSG SYSTEMS: | 13.88 | (0.27) |
| LIBERTY ENT: | 24.82 | (0.8) | ECHOSTAR: | 15.45 | (0.32) |
| LIBERTY GLOBAL: | 14.90 | (0.38) | GOOGLE: | 396.63 | (12.98) |
| LIBERTY INT: | 4.70 | (0.16) | HARMONIC: | 5.49 | (0.23) |
| MEDIACOM: | 4.34 | (0.22) | INTEL: | 16.25 | (0.29) |
| SHAW COMM: | 15.66 | (0.62) | JDSU: | 4.99 | (0.14) |
| TIME WARNER CABLE: | 29.70 | (0.92) | LEVEL 3: | 1.38 | (0.13) |
| VIRGIN MEDIA: | 9.19 | (0.11) | MICROSOFT: | 22.53 | (0.67) |
| WASH POST: | 350.84 | (4.16) | MOTOROLA: | 6.15 | 0.02 |
| PROGRAMMING | | | | | |
| CBS: | 5.80 | (0.31) | OPENTV: | 1.26 | (0.01) |
| CROWN: | 1.50 | (0.01) | PHILIPS: | 17.77 | (0.26) |
| DISCOVERY: | 21.82 | (0.12) | RENTRAK: | 16.90 | (0.5) |
| EW SCRIPPS: | 2.05 | (0.05) | SEACHANGE: | 7.79 | 0.32 |
| GRUPO TELEVISA: | 16.30 | (0.75) | SONY: | 24.34 | (0.93) |
| HSN: | 8.97 | (0.21) | SPRINT NEXTEL: | 4.40 | (0.07) |
| INTERACTIVE CORP: | 15.80 | (0.34) | THOMAS & BETTS: | 26.38 | (1.01) |
| LIBERTY: | 25.95 | (0.68) | TIVO: | 8.73 | (0.27) |
| LODGENET: | 3.40 | (0.02) | TOLLGRADE: | 5.25 | 0.00 |
| NEW FRONTIER: | 2.29 | (0.05) | UNIVERSAL ELEC: | 19.37 | (0.29) |
| OUTDOOR: | 5.99 | (0.11) | VONAGE: | 0.35 | (0.01) |
| PLAYBOY: | 2.37 | (0.14) | YAHOO: | 14.44 | (0.47) |
| RHI: | 2.80 | (0.17) | TELCOS | | |
| SCRIPPS INT: | 27.07 | (0.4) | AT&T: | 24.33 | (0.47) |
| TIME WARNER: | 23.42 | (0.82) | QWEST: | 3.82 | (0.16) |
| VALUEVISION: | 1.65 | (0.03) | VERIZON: | 29.64 | (0.72) |
| VIACOM: | 22.00 | (0.67) | MARKET INDICES | | |
| WWE: | 11.95 | (0.2) | DOW: | 8163.60 | (161.27) |
| TECHNOLOGY | | | | | |
| 3COM: | 4.59 | (0.13) | NASDAQ: | 1746.17 | (41.23) |
| ADC: | 6.87 | (0.28) | | | |
| ADVANTAGE: | 1.81 | 0.01 | | | |
| ALCATEL LUCENT: | 2.10 | (0.11) | | | |
| AMDOCS: | 19.94 | (0.41) | | | |



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PROGRAM AWARDS FINALISTS

The Best of the Best...

As we combed through hundreds of submissions for our CableFAX Program Awards, we and our judges were impressed once again. There's just something about experiencing the breadth of cable's talent during the judging process that confirms how far this industry has come. Here we list the 2009 finalists and Hall of Fame inductees. They will all be profiled in the Program Awards issue of CableFAX magazine. (Contact Debbie Vodenos for ad opportunities: 301-354-1695 - dvodenos@access-intel.com). And on pg 7, we also review our Top Operators, which will also be honored at our Sept 16 luncheon in NYC. For more info, go to: <http://www.cablefax.com/cfpevents/program2009/> ... Hope to see you there!

Hall of Fame Inductees

Battlestar Galactica - Syfy
Eddie Falco - The Sopranos, Nurse Jackie
John Hendricks - Discovery
James Lipton - Bravo
Judy McGrath - MTV Networks
Dan Rather - HDNet
Sex and the City - HBO
Tony Shalhoub - Monk
Anne Sweeney -
Disney Media Networks/Disney-ABC Television Group
Ted Turner - Turner Broadcasting

Best Actor in Cable

Michael Chiklis, The Shield - FX
Bryan Cranston, Breaking Bad - AMC
Jon Hamm, Mad Men - AMC
Edward James Olmos, Battlestar Galactica - Syfy
Jonathan Rhys Meyers, The Tudors - Showtime

Best Actress in Cable

Glenn Close, Damages - FX
Anna Gunn, Breaking Bad - AMC
Mary McDonnell, Battlestar Galactica - Syfy
Elizabeth Moss, Mad Men - AMC
Anna Paquin, True Blood - HBO
Katey Sagal, Sons of Anarchy - FX

Best Cable Program

Battlestar Galactica - Syfy
Breaking Bad - AMC
Californication - Showtime
Hannah Montana - Disney Channel
In Treatment - HBO
Mad Men - AMC

Best Director

Bryan Cranston, Breaking Bad Season 2 Premiere - AMC
Clark Johnson, The Shield - FX
Peter Tolan, Rescue Me - FX
Matt Weiner, Mad Men Season 2 Finale - AMC
Andy Wolk, Lincoln Heights - ABC Family

Best New Cable Program/Movie

Dallas DNA - Investigation Discovery
Party Down - Starz
Sons of Anarchy - FX
Taking Chance - HBO
The Secret Life of the American Teenager - ABC Family
United States of Tara - Showtime Networks

Best Producer

Vince Gilligan & Mark Johnson, Breaking Bad - AMC
Matt Weiner & Scott Hornbacher, Mad Men - AMC
Ronald D. Moore & David Eick, Battlestar Galactica - Syfy

Best Opening Sequence

Dark Path Chronicles - FEARnet
Phineas & Ferb - Disney Channel
Sonny with a Chance - Disney Channel
The Locator - WE tv

Best Writer

Brenda Hampton - The Secret Life of the American Teenager - ABC Family
Vince Gilligan - Breaking Bad - AMC
Ronald D. Moore - Battlestar Galactica - Syfy
Shawn Ryan - The Shield - FX
Matt Weiner - Mad Men - AMC

PROGRAM AWARDS FINALISTS

Best Online/Mobile Extras for a Linear Show

Bizarre Foods in the Kitchen - Travel Channel
 Most Haunted Live: Gettysburg - Travel Channel
 No LOL in HIV Text Message Campaign - Cable Positive
 Sonny with a Chance - Disney Channel
 The Sunnyside Up Show Microsite and Dress Chica iPhone Application - PBS Kids Sprout

Best Online-Only/Mobile-Only Show

Crash the Parties '08 - SiTV
 E! News Now - E!
 Great & Telling Tales with Timothy Dickinson: Rasputin - History Channel
 The Adventures of Mark & His Monkey - Travel Channel

Best Video on Demand Program/Special

Carolina on Demand:
 High School Sports - Time Warner Cable
 Legends of Wrestling: Soul of Wrestling - World Wrestling Entertainment
 NCAA VOD: The Best of March Madness - CBS College Sports Network

Best Actor/Actress/Host: Comedy

Lizzy Caplan, Party Down - Starz
 Stephen Colbert, The Colbert Report - Comedy Central
 Tony Shalhoub, Monk - USA Network

Best Host: Educational/Instructional

Lisa Aprati, Inside Comcast - Comcast CN100 Chicago
 Lynn Doyle, It's your Call with Lynn Doyle - Comcast CN8 Philadelphia
 Paul Lisnek, Political Update with Paul Lisnek - Comcast CN100 Chicago
 Pat and Linda Parelli, Parelli Natural Horsemanship - RFD-TV

Best Host: Food

Guy Fieri, Diners, Drive-ins and Dives - Food Network
 Pat and Gina Neely, Road Tasted with the Neelys - Food Network
 Adam Richman, Man vs. Food - Travel Channel

Best Host: Animals/Nature

Cesar Milan, The Dog Whisperer - National Geographic Channel
 Jai Rodriguez, Groomer Has It - Animal Planet
 Victoria Stilwell, It's Me or the Dog - Animal Planet

Best Host: News

Jim Cramer, Mad Money with Jim Cramer - CNBC
 Melissa Lee, Options Action - CNBC
 Dan Rather, Dan Rather Reports - HDNet

Best Actor/Actress/Host: Other

Anthony Bourdain, Anthony Bourdain: No Reservations - Travel Channel
 Whoopi Goldberg, Stream - FEARnet
 Mark Zona, World's Greatest Fishing Show - ESPN

Best Host: Regional Program

Scott Fais, Surf the Mall/Florida on a Tankful - Bright House Networks/Central Florida News 13
 Virginia Johnson - Bright House Networks/Tampa Bay on Demand
 Russ Thaler - Comcast SportsNet/Washington Post Live

Best Actor/Actress/Host: Talk Shows

Elvis Costello, Spectacle: Elvis Costello with... - Sundance Channel
 Chelsea Handler, Chelsea Lately - E!
 Suze Orman, The Suze Orman Show - CNBC
 William Shatner, William Shatner's Raw Nerve - Biography Channel

PROGRAM AWARDS FINALISTS

Best Show or Series: Animals/Nature

Evolve: Eyes - History Channel
River Monsters - Animal Planet
Wild China - Travel Channel

Best Show or Series: Animated

Great & Telling Tales with Timothy Dickinson: Rasputin - History Channel
Handy Manny - Disney Channel
Phineas & Ferb - Disney Channel

Best Show or Series: Children

Camp Rock - Disney Channel
Handy Manny - Disney Channel
Hannah Montana - Disney Channel
Spongebob Squarepants - Nickelodeon
The Sprout Sharing Show - PBS Kids Sprout

Best Show or Series: Comedy

Gavin & Stacey - BBC America
Greek - ABC Family
Monk - USA Network
Psych - USA Network
The Soup - E!

Best Show or Series: Documentary

Marijuana Inc: Inside America's Pot Industry - CNBC
102 Minutes that Changed America - History Channel
KKK: Inside American Terror - M2 Pictures
Let Freedom Sing: How Music Inspired the Civil Rights Movement - Brainstorm Media
Marathon Love - LMNO Productions

Best Show or Series: Drama

Britz - BBC America
Damages - FX
Lincoln Heights - ABC Family
Mad Men - AMC
The Secret Life of the American Teenager - ABC Family
The Tudors - Showtime

Best Show or Series: Educational/Instructional

Inside Comcast - Comcast CN100 Chicago
Parelli Natural Horsemanship - RFD-TV
What Happens Next? - Veria TV

Best Show or Series: Food

Bizarre Foods with Andrew Zimmern - Travel Channel
Fed Up! - Veria TV
Iron Chef - Food Network
Man vs. Food - Travel Channel

Best Show or Series: Music

Revealed: Third Day - Gospel Music Channel
Fall Out Boy: Live from the Chicago Theatre - Fuse
HDNet Concert Series - HDNet
Live from Abbey Road - Sundance Channel
Spectacle: Elvis Costello with... - Sundance Channel

Best Show or Series: News

Dan Rather Reports - HDNet
Who's Protecting Our Money - CNBC
BBC World News America - BBC America
E! News - E!

Best Show or Series: Other

Attack of the Show - G4
Brink - Science Channel
HDNet World Report, News Magazine - HDNet
Whale Wars - Animal Planet

Best Show or Series: Public Affairs

Botswana: The President's Tour - Travel Channel
It's your Call with Lynn Doyle: Voluntary Breast Removal - Comcast CN8 Philadelphia
No LOL in HIV - Cable Positive
Political Update with Paul Lisnek - Comcast CN100 Chicago

PROGRAM AWARDS FINALISTS

Best Show or Series: Reality/Game Show

Groomer Has It - Animal Planet
Jammin - SiTV
Keeping Up with the Kardashians - E! Entertainment
Model Latina - SiTV
My Fair Wedding - WE tv
What's Next? - Retirement Living TV

Best Show or Series: Regional Program

CenterStage - YES Network
Florida on a Tankful Holiday Roadtrip -
Bright House Networks
Washington Post Live Presents O What a Night -
Comcast
Prime Time Chicago - Comcast

Best Show or Series: Religious

EveryDay with Marcus & Lisa - FamilyNet
Judie Byrd's Kitchen - FamilyNet
The World Over Live - EWTN

Best Show or Series: SciFi

Battlestar Galactica - Syfy
Primeval - BBC America
Sanctuary - Syfy
Torchwood, Season 2 - BBC America

Best Show or Series: Sports

2009 Bassmaster Classic - ESPN
Dhani Tackles the Globe - Travel Channel
Waukegan Sectional Prep Basketball Series -
Comcast CN100 Chicago
Yankeeography - YES Network
Yankees Baseball - YES Network

Best Show or Series: Talk Shows

Chelsea Lately - E!
Idol Tonight - TV Guide Network
The Suze Orman Show - CNBC

And Congrats to Our 2009 Top Operators...

Independent Operator of the Year
NPG Cable, Inc.

Independent Community Service Award
Full Channel

Independent Customer Service Awards
Beld Broadband
NewWave Communications

Independent Lifetime Achievement
Gene Hager, Antietam Cable Television, Inc.

Independent Marketer of the Year
Cynthia Boles, Avenue Broadband

Independent Project Launch of the Year
Coaxial Cable

Independent Strategic Thinker of the Year
Bob Gessner, Massillon Cable TV, Inc.

Independent System Executive of the Year Award
Greg Latham, NewWave Communications

Independent Tech Innovation or Innovator
Sunflower Broadband

MSO of the Year
Mediacom

MSO Commercial Sales Team of the Year
Cox Business

MSO Community Service Award - MSO Wide
Bresnan Communications

MSO Community Service Award - System
Suddenlink

MSO Competition Award
Cablevision

MSO Customer Service Award
Charter Communications

MSO Leadership Award
Time Warner Cable

MSO Lifetime Achievement
Pam Euler Halling, Insight Communications

MSO Project Launch of the Year
Bright House Networks

MSO Regional Executive Award
Woody Hutton, Insight Communications

MSO Technology Award
Comcast