

CableFAX Daily™

Monday — July 12, 2010

What the Industry Reads First

Volume 21 / No. 132

Bull's Eye: New Sportsman Chief Targeting 30mln+, Fine-Tuning Brand

You'll find **Sportsman Channel's** new CEO *Gavin Harvey* on **Twitter** under the name *DaggaBoyTV*. It's a handle he chose after travels to Africa, where he encountered dagga boys—mature, respected buffalo bulls that eventually leave the herd and go off on their own into the sunset. "It was kind of reflective. I asked is this happening to me in my career because I decided not to relocate to Philly (as pres of **Versus**). That's certainly a big herd, and I was wondering, 'where is the sunset taking me as I go into my golden years?'" After nearly a year-long stint as **Fuse's** gm, the sunset recently deposited him in New Berlin, WI, as CEO of the Sportsman Channel. A shooter since he was 10 years old, it's a job that combines 2 of Harvey's passions—brand building and the outdoors. At 26mln subs, with huge distribution gains in the past year and a half through deals with **Comcast** and others, his short-term goals include taking Sportsman past the 30mln mark. "It's about fine-tuning the brand so we can unleash the equity that we have—the purity of that position, the strength of those trademarks, refine scheduling, refine marketing," said Harvey, who has been on the job 2 weeks now and wants distributors to "know and understand the unbeatable value that we bring to them in this game." Joking that he's living out of a suitcase, Harvey is dividing his time between WI, his family in CT and affiliates on the road. Sportsman definitely isn't alone in the space, with **Outdoor Channel** a top 5 finisher among metered networks in distribution gains last year based on **Nielsen** universe estimates for Jan '09 and Dec '09 (it grew 15% to 34mln). Sportsman is not a nationally rated Nielsen net at this point, but it plans to look at becoming one as it approaches the 30mln mark. Between Jan '09 and Mar of this year, Sportsman says it added more than 15mln subs (that includes deals with **DISH** and **DirectTV**). "It is highly competitive," Harvey acknowledged. "I'm glad I'm where I am... Is it hard? Yeah. Do we have to prove our value every single day? Absolutely. But every day, more and more the signs are that we're winning that battle." While Harvey loves the singular outdoor focus of Sportsman, he's also looking to the formats of other great cable nets, ticking off **Food**, **DIY**, **Discovery**, **Nat Geo** as examples. "We've got a billion stories to tell in the outdoor space that could be really compelling, and I think the sky's the limit," he said.

Wanted: The always entertaining **Free Press** is urging supporters to post fliers around Chicago alerting folks to Tues' **FCC** public hearing there on **Comcast-NBCU**. The entertaining part? The fliers resemble Wanted posters, with FCC chmn *Julius Genachowski's* photo on them and the words "Will he show up?" The group is disappointed he's not expected to attend, but the chmn's not the only one skipping the Windy City. Dem *Michael Copps* is the only commissioner slated to attend.

At the Portals: Never one to miss an opportunity to plug retrans consent reform, **ACA** told the **FCC** it should widen its quadrennial media ownership review by examining whether the pooling of retrans consent rights by local TV stations has produced negative effects. "ACA believes the ability of one TV station to arrange cable carriage for another TV station within the same local market reduces competition among local TV stations and erodes the quality and quantity of the

CableFAX WEBINAR

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

GOING INTERACTIVE:
CAPITALIZING ON iTV AND
ADVANCED ADVERTISING

REGISTER AT
www.cablefax.com/webinars

The cable industry has talked up interactivity for years, but now it's finally happening. And consumers—trained by years of using the Internet on a variety of devices—finally seem ready to take the plunge. But how will interactivity and advanced advertising work in the real world? What's the role of EBIF? And what's the status of cable's efforts to satisfy advertiser needs?

Register now for this *CableFAX* Webinar that will provide expert guidance on how cable operators and programmers use interactivity to increase revenue from advertisers, subscribers and perhaps even other untapped sources.

17757



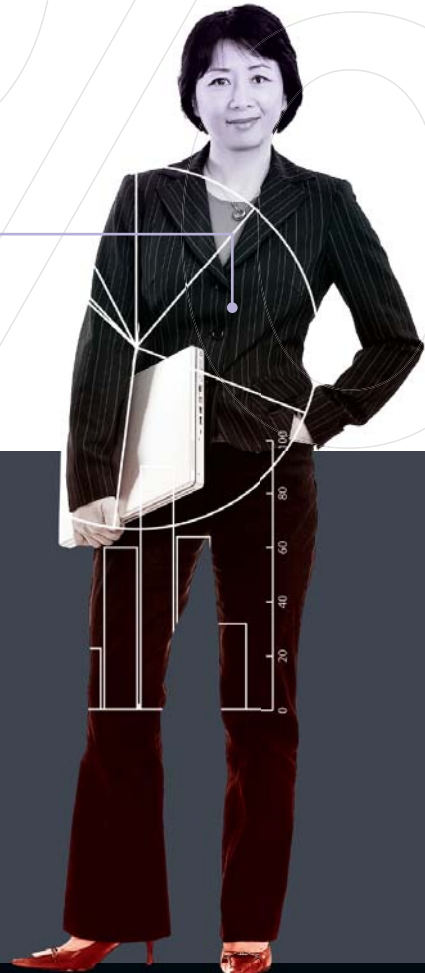
WOMEN IMPROVE THE BOTTOM LINE. ORGANIZATIONS WITH MORE WOMEN EXECUTIVES IN THEIR TOP MANAGEMENT TEAMS DELIVER BETTER FINANCIAL PERFORMANCE.¹

THE 25 BEST CORPORATIONS FOR WOMEN ON THE FORTUNE 500 LIST HAD 34 PERCENT HIGHER PROFITS THAN INDUSTRY MEDIANS.²

THE WICT 2010
LEADERSHIP CONFERENCE



The Business of Leadership



IMPACT YOUR BOTTOM LINE.

REGISTER FOR THE WICT LEADERSHIP CONFERENCE TODAY AT WICT.ORG

1. Catalyst; 2. Pepperdine University Study



SEPTEMBER 13-14, 2010
DURING CABLE'S DIVERSITY WEEK
HILTON NEW YORK | NEW YORK, NY

SEPTEMBER 13, 2010
11:30 AM TO 1:30 PM
HILTON NEW YORK | NEW YORK, NY

WICT RECOGNIZES COMCAST AND THE COMCAST FOUNDATION AS THE GOLD SPONSORS FOR THE 2010 WICT LEADERSHIP CONFERENCE



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.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 ● Publisher: Debbie Vodenos, 301.354-1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

programming offered by these stations,” said ACA pres/CEO *Matt Polka*. Of course, ACA is also concerned that by jointly negotiating retrans, stations have deliberately attempted to increase their bargaining leverage over cable and satellite.

In the States: **Frontier** took ownership of approx 14mln access lines across 14 states from **Verizon** earlier this month, including some **FIOS TV** subs, and the transition has been a bumpy one for **Epix**. Without disclosing the number of affected subs or the problem areas, the premium net said technical issues have prevented some of the FIOS subs from receiving rightful access to **EpixHD.com**. The net said it’s working with Frontier to disseminate free passes to affected customers so they can access its site during the transition. Frontier did not reply to inquiries.

South Beach Sourness: Scorn was rampant Fri after *LeBron James’* announcement that he’s joining the Miami Heat, with the intensity of Cavaliers management’s disdain of James perhaps rivaled by the pervasive potshots at **ESPN** from widespread media for its 1-hour special spotlighting The King’s decision. That the special was far too contrived and unnecessarily sycophantic were common barbs, and those gripes may be dead on. But the telecast scored a 7.3 overnight rating—the highest for any non-NFL ESPN program in ’10—and the net admirably agreed, at James’ behest, to donate the ad proceeds to the **Boy & Girls Clubs of America**. Plus, anchors’ and reporters’ penetrating and insightful queries of James after his bombshell was delivered proved yet again why ESPN’s considered the top sports media brand in the US. Going forward, the Heat and its cable broadcast partner **Sun Sports** are clear winners due to James’ arrival, and **Fox Sports OH** and **MSG** the hard luck losers (*Cfax*, 7/8). Shares of MSG plummeted 4.61% in reaction to the James news, falling to a 4-week low after spiking to \$21.57 on Wed.

In the Courts: According to the *NY Post*, *Hayden Christensen*, who played Anakin Skywalker in the “Star Wars” movies, filed a lawsuit in NYC claiming **USA** pilfered his idea for a series about a “concierge” doctor. The actor alleges that USA’s “Royal Pains” is similar to “Housecall,” a show he pitched to the net in ’05. USA didn’t respond to a request for comment.

Trademarking: The **US Patent and Trademark Office** affirmed **Time Warner’s** request to trademark the term “On Demand Everywhere,” according to governmental search engine **Trademarkia.com**. Interestingly, the corresponding trademark serial number is listed as a reason for the USPTO’s suspension of **DISH’s** request to trademark the term “TV Everywhere.” The latter decision was based on the disposition of Time Warner’s trademark, so a ruling on DISH’s appears imminent. -- The site also shows the USPTO’s approval of **Comcast’s** trademark request for “DVR2GO.”

Technology: Rumors about a revamp and re-launch of **Apple TV** persist, the latest positing the set-top’s inclusion of a streaming rental service offering single TV eps for 99 cents.

Ratings: **ION TV** saw solid viewership growth in 2Q, earning YOY ratings growth for every night in prime. Over prime ratings increased 56%, total viewership surged 60% and HH impressions jumped 58%. Key demos also displayed growth. -- The most recent ep of **Comedy Central’s** “Tosh.0” scored series highs in 18-49 rating (1.7) and total viewers (2.4mln), marking 20% increases in the metrics and the 5th time in 6 eps of the summer season (premiered June 2) that the show has notched new highs.

Editor’s Note: Don’t miss out! Get the low-down on iTV and advanced advertising by signing up for **CableFAX’s** Jul 21 Webinar, “Capitalizing on iTV.” Speakers from **Canoe Ventures**, **Comcast**, **ActiveVideo** and **Ensequence** will walk you through it all. More info at http://www.cablefax.com/cfp/webinars/going_interactive_july21.html.

CALL FOR ENTRIES: ENTER HERE NOW!



Enter Now Online!

www.namic.com

The **NAMIC Excellence In Multi-Cultural Marketing Awards** recognizes the Top Marketing Tactics and Case Studies targeted to Multi-cultural Audiences.

Winners Acknowledged at the 24th Annual Conference

Presented in partnership with:

CableFAX
THE MAGAZINE



ENTRY DEADLINE: Wednesday, July 14, 2010

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

CableFAX Week in Review

Company	Ticker	7/09 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	35.62	(0.59%)	6.81%
DISH:	DISH	18.91	5.41%	(8.96%)
DISNEY:	DIS	33.75	9.55%	4.65%
GE:	GE	14.95	7.71%	(1.19%)
NEWS CORP:	NWS	14.44	7.12%	(9.3%)
MSOS				
CABLEVISION:	CVC	25.34	5.89%	(1.86%)
COMCAST:	CMCSA	18.07	3.49%	7.18%
COMCAST SPCL:	CMCSK	17.04	3.40%	6.43%
GCI:	GNCMA	8.37	9.55%	31.19%
KNOLOGY:	KNOL	11.31	6.10%	3.57%
LIBERTY CAPITAL:	LCAPA	44.35	7.62%	85.72%
LIBERTY GLOBAL:	LBTYA	27.75	6.57%	26.77%
LIBERTY INT:	LINTA	10.96	7.14%	1.11%
MEDIACOM:	MCCC	7.01	3.85%	56.82%
RCN:	RCNI	14.87	0.07%	37.05%
SHAW COMM:	SJR	19.59	6.35%	(4.76%)
TIME WARNER CABLE:	TWC	55.59	6.64%	34.31%
VIRGIN MEDIA:	VMED	17.79	7.23%	5.70%
WASH POST:	WPO	429.35	5.17%	(2.33%)

Company	Ticker	7/09 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	14.04	9.52%	(0.07%)
CROWN:	CRWN	1.78	4.09%	22.76%
DISCOVERY:	DISCA	36.28	2.51%	18.29%
GRUPO TELEVISIA:	TV	18.88	5.65%	(9.06%)
HSN:	HSNI	27.04	5.54%	33.93%
INTERACTIVE CORP:	IACI	22.40	3.70%	9.38%
LIBERTY:	L	35.70	6.34%	(1.79%)
LIBERTY STARZ:	LSTZA	52.83	1.54%	14.47%
LIONSGATE:	LGF	6.84	(1.44%)	17.73%
LODGENET:	LNET	3.69	13.89%	(33.27%)
NEW FRONTIER:	NOOF	1.58	4.64%	(16.4%)
OUTDOOR:	OUTD	4.92	7.42%	(15.17%)
PLAYBOY:	PLA	3.94	(4.83%)	23.13%
SCRIPPS INT:	SNI	41.61	1.59%	0.27%
TIME WARNER:	TWX	30.19	7.06%	3.60%
VALUEVISION:	VVTV	1.79	1.13%	(62.71%)
VIACOM:	VIA	37.51	5.78%	19.08%
WWE:	WWE	16.04	4.70%	4.63%

Company	Ticker	7/09 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADC:	ADCT	8.83	15.12%	42.19%
ADVANTAGE:	AEY	2.69	2.67%	36.55%
ALCATEL LUCENT:	ALU	2.72	7.51%	(18.07%)
AMDOCS:	DOX	28.11	5.28%	(1.47%)
AMPHENOL:	APH	40.64	4.31%	(12%)
AOL:	AOL	20.28	(0.44%)	(12.89%)
APPLE:	AAPL	259.68	5.16%	23.23%
ARRIS GROUP:	ARRS	10.62	5.36%	(7.09%)
AVID TECH:	AVID	12.70	2.34%	(0.47%)
BIGBAND:	BBND	3.17	4.97%	(7.85%)
BLNDER TONGUE:	BDR	1.22	3.39%	7.02%
BROADCOM:	BRCM	36.30	8.39%	15.35%
CISCO:	CSCO	22.70	7.48%	(5.18%)
CLEARWIRE:	CLWR	7.00	(3.18%)	3.55%

Company	Ticker	7/09 Close	1-Week % Chg	YTD %Chg
COMMSCOPE:	CTV	24.77	7.98%	(6.63%)
CONCURRENT:	CCUR	5.12	10.34%	29.29%
CONVERGYS:	CVG	10.14	4.86%	(5.67%)
CSG SYSTEMS:	CSGS	18.68	3.95%	(2.15%)
ECHOSTAR:	SATS	19.59	2.89%	(2.73%)
GOOGLE:	GOOG	467.49	7.09%	(24.6%)
HARMONIC:	HLIT	5.73	(3.54%)	(9.34%)
INTEL:	INTC	20.24	5.42%	(0.78%)
JDSU:	JDSU	10.32	6.50%	25.09%
LEVEL 3:	LVLTL	1.02	5.15%	(33.33%)
MICROSOFT:	MSFT	24.27	4.30%	(20.37%)
MOTOROLA:	MOT	6.76	4.32%	(12.89%)
RENTRAK:	RENT	26.14	8.96%	47.93%
SEACHANGE:	SEAC	8.11	2.66%	23.63%
SONY:	SNE	27.86	5.69%	(3.93%)
SPRINT NEXTEL:	S	4.28	2.88%	16.94%
THOMAS & BETTS:	TNB	36.38	7.44%	1.65%
TIVO:	TIVO	8.17	12.68%	(19.75%)
TOLLGRADE:	TLGD	6.38	1.43%	4.42%
UNIVERSAL ELEC:	UEIC	17.34	5.28%	(25.32%)
VONAGE:	VG	2.42	11.52%	72.86%
YAHOO:	YHOO	14.89	5.83%	(11.26%)

Company	Ticker	7/09 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	24.83	2.22%	(11.42%)
QWEST:	Q	5.43	3.04%	28.98%
VERIZON:	VZ	26.65	(0.6%)	(19.56%)

Index	7/09 Close	1-Week % Chg	YTD %Chg
MARKET INDICES			
DOW:	10198.03	5.28%	(2.21%)
NASDAQ:	2196.45	5.00%	(3.2%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS		
COMPANY	CLOSE	1-WK CH
1. ADC:	8.83	15.12%
2. LODGENET:	3.69	13.89%
3. TIVO:	8.17	12.68%
4. VONAGE:	2.42	11.52%
5. CONCURRENT:	5.12	10.34%

THIS WEEK'S STOCK PRICE LOSERS		
COMPANY	CLOSE	1-WK CH
1. PLAYBOY:	3.94	(4.83%)
2. HARMONIC:	5.73	(3.54%)
3. CLEARWIRE:	7.00	(3.18%)
4. LIONSGATE:	6.84	(1.44%)
5. VERIZON:	26.65	(0.6%)

Value-Added Benefits

for CableFAX Daily Subscribers Only

As part of your CableFAX Daily subscription, did you know that you can view the latest industry Datapoints from our partners including Nielsen, Rentrak, comScore and MediaBiz?

Plus as a subscriber, you also have access to an archive of CableFAX Daily stories and articles most relevant to your business needs. Browse articles by topic, keyword search, or download recent issues.

 Log onto www.cablefaxdaily.com

CableFAX Daily™