

# CableFAX Daily™

Tuesday — July 15, 2008

What the Industry Reads First

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## Heat Wave: Cable's On Fire with Original Programming

As new originals have continued cable's recent summer success—and its year-round usurpation of broadcast viewers—the industry kicks off Mon its showcase week of the season with proven commodities. Returning to the air are ad-supported cable's 3 most popular original series from '07: TNT's "The Closer" (Mon), USA's "Monk" (Fri) and USA's "Psyche" (Fri), which based on Turner's extrapolation of Nielsen data averaged a respective 8.06mln, 5.34mln and 4.74mln total viewers last summer (live + SD/7). The former alone was responsible for 12 of cable's top 40 telecasts of '07. And on Sun, AMC will feature a "Mad Men" marathon allowing viewers to catch up on the critically-acclaimed and multiple award-winning series before it returns Jul 27. Add to the mix accomplished new originals such as USA's "In Plain Sight" (4.97mln through 4 eps) and History's "Ax Men" (2.09mln through 13), and cable's approx 23% increase in 2Q HH delivery versus '03 and 6% over last year, again per Turner, seem expected. In a recent interview with **Women and Hollywood**, Nancy Miller, the creator of TNT's "Saving Grace," which airs following "The Closer," offered an explanation of cable's success with originals. "I think cable is much smarter on the whole about everything [than broadcasters]," said Miller when asked about cable's accommodation of female leads. "Cable is much, much braver." That bravery has led to the following: 9 returning ad-supported originals averaged more than 3mln total viewers last year while 8 new ones averaged more than 2mln; and this year, 5 new originals have averaged more than 2mln viewers.

**Competition:** A Tues launch is planned for an **EchoStar** satellite that will ostensibly allow **DISH** to offer more than 100 HD channels before fall. The DBS op announced plans last week to soon add 17 additional HD nets, and said 100% HD programming package **TurboHD** will be available Aug 1. -- **AT&T** has bowed **U-verse** services in more than 20 OH communities, including Dayton, Miami Township and Fairborn.

**In the States:** Following positive customer response to the pilot program, **Charter** has launched nationally its free customer appreciation and loyalty program letting members earn and redeem points for Charter products and services, prizes, and entries into sweepstakes. Info at **LiveltWithCharter.com**.

**Carriage:** **ReelzChannel** has launched on **Charter** in Southern CA; **Comcast** in Detroit and Richmond; **RCN** in Boston; and **Verizon FiOS TV** in Ft. Wayne, IN, the first market in a rollout to all FiOS customers nationwide.

**Deals:** **Comcast** has extended its contract to use **CSG Systems'** customer care and billing products and services through '12. **Time Warner Cable** and **Cox** are also CSG clients. -- Showtime has inked an exclusive 7-yr distribution arrangement with The Weinstein Co. Effective with the latter's '09 release schedule, the deal will encompass up to 95 films and also includes releases from Dimension Films.

**Advertising/Marketing:** **Comcast's** partnership with **Warner Bros'** feature film "The Dark Knight" features exclusive

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behind-the-scenes footage, mini-movies and trailers on the MSO's VOD service. (For more details and some analysis, go to [www.cablefaxcontentbusiness.com](http://www.cablefaxcontentbusiness.com)). -- **Veoh.com** has launched in beta a behavioral targeting system allowing marketers to connect with the site's more than 28mln viewers based on video viewing passions and interests. The site's content partners include **MTVN** and **ESPN**.

**Mobile:** **CaribeVision TV** has partnered with **Tactical Wireless** to develop interactive text messaging apps. The service can now be seen on 3 of the net's prime shows. -- **Bravo Media** launched an **iPhone**-optimized "Top Chef" recipe finder at [iphone.bravoTV.com](http://iphone.bravoTV.com). Fans of the series may browse by ingredients, contestants and specific eps. Citing data from **M:Metrics**, the net said 85% of iPhone users browse the mobile Web.

**GLAAD Tags:** **ABC** and **FX** are the most gay-friendly nets, according to the **Gay & Lesbian Alliance Against Defamation's** Responsibility Index, data for which included the monitoring of more than 1.2K hours original programming on cable. The report said 45% of **FX's** programming, led by "Nip/Tuck," was inclusive of LGBTs, while **HBO** (26%) and **Showtime** (32%) were also considered "good" at including the group. **Lifetime** (10%) and **MTV** (16%) were "adequate," and **Spike** (10%), **TBS** (7%), **A&E** (4%), **USA** (4%) and **TNT** (1%) were all ranked "failing."

**Programming:** 4-hr block "**IFC Automat**" bows in Sept with net premieres, originals and Web shows making the jump to TV. IFC plans to roll out the Automat brand on **IFC.com** and IFC VOD following the linear launch. -- **NFL Net's** 8-game regular-season game package may be static this year, but the net is upping its pre-season coverage to include a record 54 games, 42 of which will be aired in HD. -- **Ovation TV's** original music series "Bonefish Grill's Notes from the Road" (Aug 7) will feature artists such as *3 Doors Down* and *Vanessa Carlton*.

**Online:** **Netflix** subs will starting this fall be able to stream movies and TV eps from the Netflix site to their TVs through **Microsoft's** Xbox 360 gaming console. -- **Yahoo! Games** plans to offer by year-end more than 400 ad-supported downloadable games from casual game publishers. The in-game advertising will integrate pre-roll, mid-roll and post-roll video ads. -- **MySpace TV** has rolled out with *Sid and Marty Krofft* an exclusive branded channel featuring short-form eps of classic series such as "H.R. Pufnstuf" and "Land of the Lost." The Kroffts will also regularly communicate with fans through personal videos and introductions.

**VOD:** **Cablevision** has added content from **MTVN** and **BETN** to its free VOD lineup, including **Comedy Central's** "Daily Show with Jon Stewart," **Logo's** "Exes and Ohs" and **BET's** "Baldwin Hills."

**Honors:** **Pinnacle Advertising** has earned a **Bronze Telly** award in the public service category for its creation of **NCTA's PoinSmartClickSafe** educational campaign stressing Internet safety for children.

**On the Circuit:** **Bright House** and **Scripps Nets** will earn **Diversity Champion Awards** at the **Walter Kaitz Foundation's** 25th Anniversary Fundraising Dinner, Sept 17 in NYC. -- **The Cable Center** and the Denver chapter of **Cable Positive** will jointly present at TCC's 2nd annual Cable Days (Oct 15-17) **Positively Cable**, a musical satire of the cable industry's current state of affairs. Also, TCC will unveil its new permanent Cable Hall of Fame exhibit during the event. -- **Cable Positive's** Annual Broadway Benefit (Sept 16) during this year's Diversity Week will feature the Tony Award-winning "In The Heights," a story of hope and self-discovery set in NYC. Information at [CablePositive.org](http://CablePositive.org).



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# BUSINESS & FINANCE

**Public Affairs:** Results from the **Cox Tween Internet Safety Survey** will be discussed next week (Jul 22) at the **Cox Communications National Summit on Internet Safety** in D.C., with *John Walsh* and Miss America '07 *Lauren Nelson* set to participate. Some findings: 73% of tweens said their parents have talked to them "a lot" about Internet safety, 79% tell their parents everything they do online, and 90% are online by age 9.

**People:** **Scripps Nets'** interactive div **SN Digital** appointed *Jillian St. Charles* vp/site dir, **FineLiving.com.** -- **Comcast Intl Media Group** promoted *Jene Elzie* to vp, intl sales and strategic planning. -- **Ex-Showtime** exec *Melissa Rivera-Renet* was named vp, program research, **Bravo Media** and **Oxygen Media.** -- **Italian American Net** tapped *Patrick Peters* as svp, business development and marketing.

**Business/Finance:** **Midcontinent Comm** has sold cable systems serving more than 2.2K NE customers to **Cable Nebraska V** for an undisclosed amount. **HPC Puckett & Co** represented Midcontinent in the transaction.

**Oops:** We flubbed a couple of lines last week in our **TCA** wrapup story. **History Channel**, not **National Geographic Channel**, is the home of "Sandhogs" about workers who toil beneath NYC (NatGeo's tough guys reside on "World's Toughest Fixes"). And **Lifetime's** movie starring *Shirley MacLaine* is called "Coco Chanel."

## CableFAX Daily Stockwatch

Company	07/14 Close	1-Day Ch	Company	07/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/			AMDOCS:	28.65	(0.83)
BRITISH SKY:	34.27	0.13	AMPHENOL:	44.71	(0.5)
DIRECTV:	25.49	0.02	APPLE:	173.88	1.30
DISNEY:	29.10	(0.1)	ARRIS GROUP:	7.55	(0.2)
ECHOSTAR:	26.69	(0.29)	AVID TECH:	17.02	(0.54)
GE:	27.18	(0.48)	BIGBAND:	4.00	0.00
HEARST-ARGYLE:	19.58	(0.02)	BROADCOM:	27.77	0.06
ION MEDIA:	1.44	0.00	C-COR:	11.00	0.00
NEWS CORP:	14.42	(0.05)	CISCO:	21.30	(0.52)
<b>MSOS</b>					
CABLEVISION:	19.48	(0.4)	COMMSCOPE:	48.94	(1.61)
CHARTER:	0.99	(0.04)	CONVERGYS:	14.31	(0.1)
COMCAST:	18.29	(0.2)	CSG SYSTEMS:	12.76	1.26
COMCAST SPCL:	18.13	(0.21)	ECHOSTAR HOLDING:	30.48	0.45
GCI:	7.88	0.07	GOOGLE:	521.62	(12.18)
KNOLOGY:	10.46	0.12	HARMONIC:	9.44	0.05
LIBERTY CAPITAL:	15.17	(0.08)	JDSU:	10.48	(0.07)
LIBERTY ENTERTAINMENT:	23.30	(0.11)	LEVEL 3:	2.85	0.37
LIBERTY GLOBAL:	29.57	0.12	MICROSOFT:	25.15	(0.1)
LIBERTY INTERACTIVE:	12.91	(0.21)	MOTOROLA:	6.80	(0.19)
MEDIACOM:	5.07	(0.1)	NDS:	58.50	0.24
SHAW COMM:	20.85	(0.32)	NORTEL:	6.45	(0.11)
TIME WARNER CABLE:	25.45	(0.37)	OPENTV:	1.47	(0.04)
VIRGIN MEDIA:	11.70	0.03	PHILIPS:	32.70	1.57
WASH POST:	573.50	(7.8)	RENTRAK:	13.94	(0.05)
<b>PROGRAMMING</b>					
CBS:	16.86	(0.35)	SEACHANGE:	6.60	(0.04)
CROWN:	4.14	(0.08)	SONY:	40.32	(0.14)
DISCOVERY:	21.16	0.52	SPRINT NEXTEL:	8.26	(0.17)
EW SCRIPPS:	3.39	0.18	THOMAS & BETTS:	33.41	(0.64)
GRUPO TELEVISA:	22.13	0.02	TIVO:	6.97	(0.03)
INTERACTIVE CORP:	17.62	0.68	TOLLGRADE:	4.70	0.22
LIBERTY:	44.78	(0.58)	UNIVERSAL ELEC:	20.05	(0.09)
LODGENET:	3.21	(0.19)	VONAGE:	1.49	(0.11)
NEW FRONTIER:	3.62	(0.07)	WEBB SYS:	0.04	(0.01)
OUTDOOR:	6.66	(0.09)	WORLDGATE:	0.30	0.00
PLAYBOY:	4.69	(0.2)	YAHOO:	22.57	(1)
RHI:	13.00	(0.46)	<b>TELCOS</b>		
SCRIPPS INTERACTIVE:	41.01	0.83	AT&T:	32.37	(0.21)
TIME WARNER:	13.94	0.16	QWEST:	3.69	(0.08)
VALUEVISION:	3.00	(0.16)	VERIZON:	34.88	(0.04)
VIACOM:	28.26	0.06	<b>MARKET INDICES</b>		
WWE:	15.50	0.63	DOW:	11055.19	(45.35)
<b>TECHNOLOGY</b>					
3COM:	2.00	(0.01)	NASDAQ:	2212.87	(26.21)
ADC:	13.45	(0.46)			
ADVANTAGE:	2.79	0.05			
ALCATEL LUCENT:	5.35	(0.03)			

Wednesday, July 23, 2008  
1:30-3:00 pm (ET)

## CableFAX Webinar

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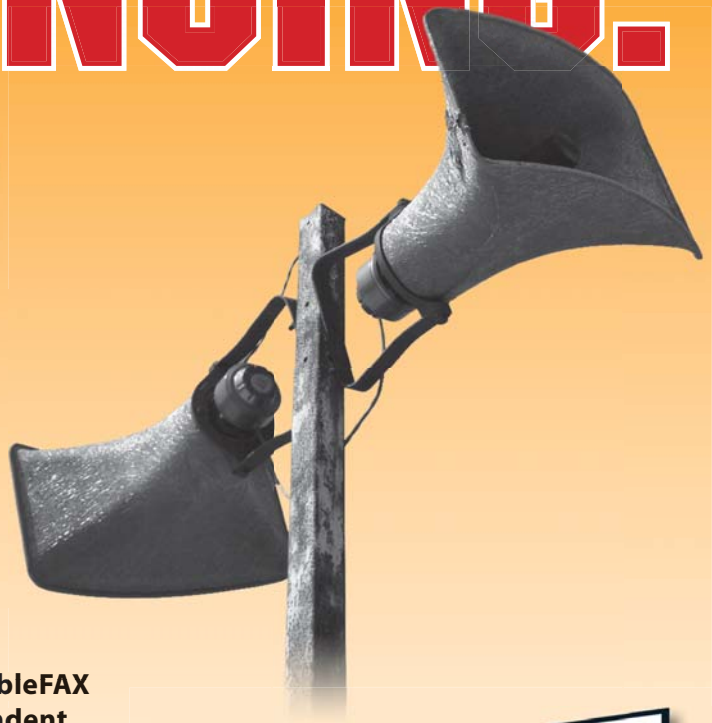
Speakers

- Charles Patti, Ph. D.**  
Senior Fellow, The Cable Center, University of Denver
- Joanne Wolf**  
Director, Customer Care, Time Warner Cable
- Pamela Clifton**  
President, RPM Frontline Solutions



# ANNOUNCING:

## CableFAX Content Business



**F**rom the industry's most trusted source, CableFAX Daily, comes Content Business: An independent source for analysis of ratings, programming trends and opportunities in the burgeoning cable content business.

Some of the many features will include:

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- Research, charts and databases on cable TV ratings, trends and ad spend.
- Digital Boxscores providing statistics on unique visitors and page views on cable network web sites.
- Campaign Tracker to keep tabs on program-related PR and marketing campaigns.
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- Free copy of CableFAX Content Business: Trends & Forecasts Report, published twice-yearly, for subscribers only (\$2495 value)



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