

# CableFAX Daily™

Thursday — July 16, 2009

What the Industry Reads First

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## Summer Grilling: FCC Nominees Face Senate Commerce Cmte

Sen Commerce chmn *Jay Rockefeller* (D-WV) continued his excoriation of the **FCC** (*Cfax*, 6/17) at Wed's joint nomination hearing for potential Commission members *Mignon Clyburn* and *Meredith Attwell Baker*, adding that the cmte "is going to be watching very closely" the strides of a new regime headed by chmn *Julius Genachowski*. Judging from comments and sentiment during the hearing, both nominees will likely become part of that regime—1 tasked with devising a natl broadband plan while navigating thorny issues like net neutrality and media ownership. Though chastised by Sen *Sam Brownback* (R-KS) for their "struggle with simple questions," Baker and Clyburn were clear and united in their opinions for a broadband plan focused on unserved areas, against the **Fairness Doctrine** and for, as Baker said, ISPs using "reasonable network management" tools to help protect against unlawful online content such as porn and spam. Also, Baker favors incentives to expedite broadband buildouts and issue rewards for related investments. Sen *Byron Dorgan* (D-ND), meanwhile, underscored the need for non-discrimination rules to govern the Web while calling for a much-needed resolution to the net neutrality debate, which most cmte members cited as a key issue. Further addressing that issue, Baker said current Web innovation is working well, but she's "worried about unintended consequences" that may arise from hasty and uninformed Internet regulation. On media ownership, Clyburn said she's "very weary of media consolidation," noting a beneficial need for "a cacophony of voice over our airwaves." Baker believes the issue should be investigated but that care is required to "not throw burdens" on traditional media outlets already struggling in the current economic environment. Both women lauded Genachowski's desire to improve consumer accessibility to FCC data, including his goal to modernize the commission's Website.

**Competition:** **FiOS TV** announced a pair of social TV services, the **Widget Bazaar** apps store and **Internet Video on TV**. The store now features free widgets from **Facebook**, **Twitter** and **ESPN Fantasy Football**, providing, for example, linear access to Facebook accounts and Tweets related to programs, movies or sporting events being watched. Later this month customers who subscribe to FiOS TV's Home Media DVR will receive an Internet Video feature allowing searches and views of user-generated online videos from **blip.tv**, **Dailymotion** and **Veoh**. Verizon also plans an open platform that would enable developers to publish apps to FiOS TV's base of more than 7mln interactive set-top devices.

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**In the Courts:** A federal judge in TX will hear Jul 28 the latest salvo in the **TiVo/DISH** legal saga, TiVo's request for \$1bln in contempt sanctions from DISH and **EchoStar** for continuing to infringe on a DVR patent. The judge denied DISH's motion that the contempt hearing is unnecessary given a recent stay in the case issued by a US appellate court (**Cfax**, 7/8).

**Carriage:** Citing expansion into markets including Atlanta, Detroit, Tampa and Orlando, **Universal Sports** said its distribution now totals 56mln broadcast homes and 29mln digital cable homes, a total increase of more than 75% since Jan 1.

**VOD: Faith & Family Ent** inked with **Cox** a distribution deal covering a SVOD service that offers Christian-themed movies and miniseries.

**Earnings:** Covering Apr 1-Mar 31, **BBC Worldwide's** annual results include a 39% jump in ad sales for **BBC America**, which delivered a 23% increase in viewership among 25-54s during the year with distribution of approx 64mln. Including 1st-time programming sales to **SOAPnet** and **Smithsonian Channel**, Worldwide's sales and distribution profit in the Americas rose to \$21mln. A US-focused version of **BBC.com** is planned for '10. -- **Gannett's** overall 2Q TV rev slipped 20% to \$148mln while its \$14.3mln in retrans rev tripled versus a year ago.

**Satisfaction:** Cablevision's **Optimum Business** ranked highest in satisfaction among SMBs and home-based businesses that receive phone service, according to **JD Power and Assoc'** '09 Major Provider Business Telecom Voice Services Study, while **Verizon** paced the large enterprise business segment. Also in the home-based segment, **Comcast** and **Time Warner Cable** trailed all other providers by posting satisfaction scores well below the segment avg.

**Advertising/Marketing:** **Long John Silver's** signed on to sponsor the "Shark Week" microsite at **Discovery.com** and will receive complete ownership of the site's Sharkrunners game and brand exposure within content including historical shark videos. -- **The Weinstein Co** is using the series premiere of **TNT's** "Dark Blue" to promote **Quentin Tarantino's** forthcoming film "Inglorious Basterds."

**Online:** **Break.com** joined with **G4's** "Web Soup" for new segment "Break.com This Week in Fail," featured on both the site and show.

**Ratings:** **ESPN's** Mon night coverage of the '09 **State Farm Home Run Derby** earned a 6.0/5.86mln, off slightly from last year's record 6.4/6.18 though the coverage delivered in St. Louis a best-ever market rating of 18.9. -- **Discovery en Espanol** in 2Q won for the 1st time ever Sun prime among 18-49s (67K) and men 18-49 (43K) over **Galavision**, **Mun2**, **Fox Sports en Espanol**, **ESPN Deportes** and **GoITV**. -- **YES' Yankees** telecasts averaged a 4.6 HH rating for the season's opening half, marking the highest 1st-half Yanks viewership ever for a NY RSN.

**Programming:** **TBS** ordered from **Debmar-Mercury** 10 eps of sitcom "Are We There Yet?" (Jun '10), based on the eponymous feature film starring **Ice Cube**. -- **Discovery Channel** greenlit a 2nd season of "Pitchmen" despite the recent passing of co-star **Billy Mays**, and will re-air "Pitchman: A Tribute to Billy Mays" Jul 24. -- **Syfy** renewed a deal with **Starz Media's Manga Ent** for a 3rd season of its Ani-Mondays (11pm-1am ET) programming block. Also, **Chiller** inked a deal with Manga for a Mon night (9-11pm ET) horror-based anime block. -- **Food Net** renewed "Sandra's Money Saving Meals" (fall).

**On the Circuit:** Available at 37 locations, **CTAM's** TeleSeminar "Understanding Viewer Multi-Screen Migration" (Jul 23, noon-1:15pm ET) features execs from **Comcast**, **NBCU**, **Cox** and **Rainbow**. Also on Jul 23, CTAM is offering

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# BUSINESS & FINANCE

the lowest available rate to attend **The Summit**, Oct 25-27 in Denver. Info at **CTAM.com**.

**Public Affairs: Comcast and One Economy** launched a tech initiative aimed at teaching teens and young adults about broadband tech and ways to apply that knowledge to community service activities. Through a \$1.2mIn commitment from the **Comcast Foundation**, the program will roll out in at least 22 nationwide locations including D.C., Miami and Chicago. -- The **Open Rights Institute** awarded \$5mIn to the **Sundance Institute's** Doc Program to help raise awareness of human rights.

**People: Ron Furman** was officially named svp, **Comcast Sports Sales Group**. -- **Ensequence** appointed **ESPN** vet **Jeff Siegel** and **NBCU** vet **Manon Bone** vps, sales. -- **Cox** named **Kim Stanley** vp, operations in Roanoke, VA.

**Business/Finance: Sinclair** warned of possible bankruptcy, citing possible debt defaults by affil **Cunningham Broadcasting**, for which it provides programming and operational support at 6 stations. Sinclair has presented a reorg plan to its own bond holders, though an agreement hasn't been reached. -- **AOL** acquired **MMAFighting.com**, which it plans to relaunch later this year to become the home of all MMA content produced under the umbrella of **FanHouse.com**.

## CableFAX Daily Stockwatch

Company	07/15 Close	1-Day Ch	Company	07/15 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/MMDS			AMPHENOL:	33.95	1.75
BRITISH SKY:	32.52	0.85	APPLE:	146.88	4.61
DIRECTV:	24.73	0.94	ARRIS GROUP:	12.20	0.50
DISH:	15.61	0.70	AVID TECH:	12.18	0.61
DISNEY:	24.08	0.97	BIGBAND:	4.86	0.18
GE:	12.24	0.60	BLNDER TONGUE:	1.36	0.00
HEARST-ARGYLE:	4.50	0.00	BROADCOM:	26.83	1.40
NEWS CORP:	10.42	0.39	CISCO:	19.81	1.08
<b>MSOS</b>					
CABLEVISION:	18.69	0.77	CLEARWIRE:	6.34	0.18
COMCAST:	14.10	0.54	COMMSCOPE:	25.40	1.15
COMCAST SPCL:	13.61	0.49	CONCURRENT:	5.27	(0.05)
GCI:	6.98	0.32	CONVERGYS:	8.87	0.20
KNOLOGY:	8.05	0.45	CSG SYSTEMS:	13.68	(0.24)
LIBERTY CAPITAL:	13.20	1.05	ECHOSTAR:	15.92	0.09
LIBERTY ENT:	26.48	0.92	GOOGLE:	438.17	13.48
LIBERTY GLOBAL:	16.74	1.02	HARMONIC:	5.89	0.24
LIBERTY INT:	5.77	0.36	INTEL:	18.05	1.22
MEDIACOM:	4.48	0.25	JDSU:	5.49	0.23
SHAW COMM:	16.54	0.54	LEVEL 3:	1.51	0.06
TIME WARNER CABLE:	31.15	1.08	MICROSOFT:	24.12	1.01
VIRGIN MEDIA:	10.19	0.34	MOTOROLA:	6.61	0.44
WASH POST:	375.00	24.49	OPENTV:	1.35	0.07
<b>PROGRAMMING</b>					
CBS:	6.56	0.33	PHILIPS:	20.60	1.14
CROWN:	1.61	0.10	RENTRAK:	17.41	1.25
DISCOVERY:	23.57	0.65	SEACHANGE:	8.33	0.33
EW SCRIPPS:	2.47	0.15	SONY:	25.23	0.46
GRUPO TELEVISIA:	18.22	0.99	SPRINT NEXTEL:	4.63	0.25
HSN:	9.76	0.56	THOMAS & BETTS:	28.05	1.44
INTERACTIVE CORP:	16.71	0.50	TIVO:	9.65	0.33
LIBERTY:	27.48	1.11	TOLLGRADE:	5.13	(0.12)
LODGENET:	3.42	0.12	UNIVERSAL ELEC:	19.77	0.63
NEW FRONTIER:	2.40	0.14	VONAGE:	0.35	0.01
OUTDOOR:	6.32	0.40	YAHOO:	15.71	0.53
PLAYBOY:	2.59	0.08	<b>TELCOS</b>		
RHI:	2.50	0.01	AT&T:	23.97	0.52
SCRIPPS INT:	29.21	1.19	QWEST:	3.86	0.04
TIME WARNER:	25.71	0.84	VERIZON:	29.34	0.39
VALUEVISION:	1.77	0.29	<b>MARKET INDICES</b>		
VIACOM:	23.43	1.09	DOW:	8616.21	256.72
WWE:	13.33	0.54	NASDAQ:	1862.90	63.17
<b>TECHNOLOGY</b>					
3COM:	4.10	0.26			
ADC:	7.28	0.33			
ADVANTAGE:	1.75	0.00			
ALCATEL LUCENT:	2.45	0.29			
AMDOCS:	22.35	0.54			

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