

CableFAX Daily™

Wednesday — July 18, 2007

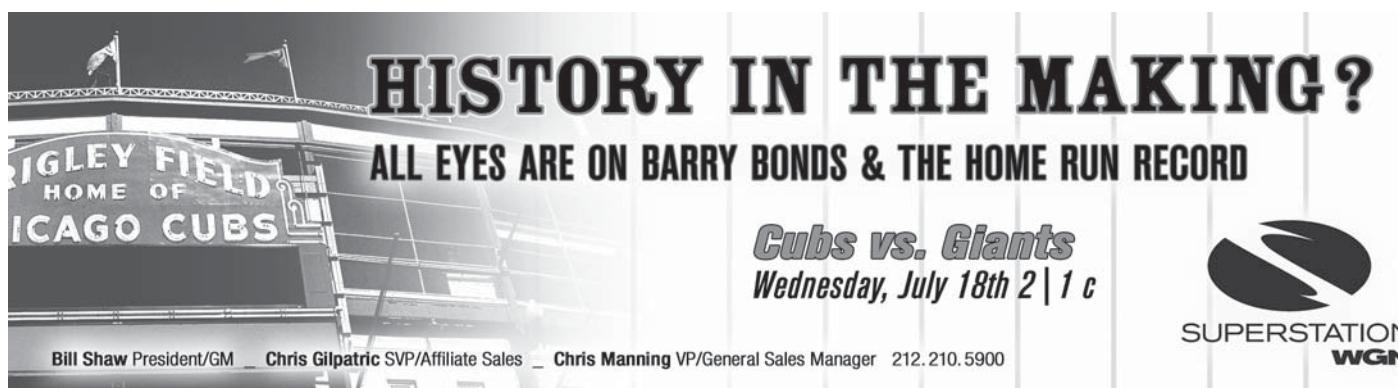
What the Industry Reads First

Volume 18 / No. 138

OCAP Wrap: CableLabs Works to Encourage Apps, Innovation

The industry's OpenCable platform is moving along swimmingly, thank you. That was the message at **CableLabs'** media briefing Tues. **CEA** has expressed doubts about the "cost and uncertainty" associated with OCAP, asking the **FCC** to allow consumer electronics makers to offer equivalent 2-way products that build on existing digital cable technologies. The FCC is now seeking comment on the progress of 2-way plug and play. CableLabs declined to tackle any public-policy related questions, instead focusing on the status of the platform. MSOs are looking to launch IPG applications via OpenCable initially, said *Margit Tritt*, dir, APS program mgmt at CableLabs. She pointed to seamless functionality, telling reporters that "you may not even know you have an OpenCable programming guide." After IPGs, it's an OCAP grab bag with developers frantically working to develop apps that will pique operators' interest. CableLabs plans to continue to hold developer conferences and forums to encourage innovation. Tritt stressed that the spec has "minimum" requirements, leaving open the door for advancements. **NCTA** chief *Kyle McSarrow* should be beaming. Not once did CableLabs' staff slip up and refer to the spec by its cumbersome OCAP acronym. "OpenCable by itself is a very effective term," Tritt said of the new industry policy to eliminate the use of the term OCAP. -- While CableLabs is staying out of the public policy debate, CEA and NCTA continue to lob barbs. Late Mon, NCTA filed comments at the FCC blasting CEA's argument that one single solution for downloadable security is the answer. Instead, the FCC's Media Bureau has indicated multiple downloadable approaches—including the development of separate solutions for IP, ATM and IP/QAM networks—are the answer. The cable group also noted that while CEA is speaking out against the "proprietary" technology, it hasn't made a peep about the proprietary tech used by **DirecTV**, **EchoStar**, **AT&T** and others. As for CableLabs' OpenCable-based downloadable security specs known as DCAS, or Downloadable Conditional Access System—it is being made ready for commercial deployment. Phase 1 DCAS chips have been developed and successfully tested on an end-to-end basis across the network, and Phase 2 DCAS ASIC chip development is underway.

On the Phone: **Bright House** finally launched cable **Pivot** to its 1st market. The cable-**Sprint** jv wireless service became available to customers in the MSO's Central FL division (9-county Orlando area) Tues. The launch came months after the initial launches from jv partners **Time Warner Cable**, **Comcast** and **Cox**. "We kind of stake our reputation on customer service... We always want to make sure we get it right the first time," a rep said, noting that BH had been testing the service for months with friendlies and employees. BH's cheapest individual calling plan is \$33/month for 200 anytime minutes. An additional \$15-\$25/month provides mobile video, Web browsing and other multimedia features. -- **Cox** added Pivot to its available services in CT and RI, offering myriad service plans and features such unlimited mobile to home calling and linked wireless and home voice mail. Monthly plans run from \$30/month to \$215/month. N VA will be the next Cox market to launch the service.



HISTORY IN THE MAKING?
ALL EYES ARE ON BARRY BONDS & THE HOME RUN RECORD

Cubs vs. Giants
 Wednesday, July 18th 2 | 1 c

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Competition: Verizon's steady national roll out of **FiOS TV** hit its 12th state, IN, with the service's availability to 122K homes in Fort Wayne, New Haven and Hometown. The telco also expanded the reach of its **V Cast** mobile TV service in FL, to Naples, Fort Myers, Gainesville and Ocala. -- **DirectTV** added **Television Dominicana** to its "Mas" programming lineup, offering more than 55 Spanish-language channels.

Rupert Nears Victory: News Corp and Dow Jones reached a tentative merger agreement, according to the *WSJ*, but the \$5bln deal must still be approved by DJ's board and the *Bancroft* family. The pact ends more than 2 months of negotiations and even reports of negotiations by DJ with other parties, including a consortium involving **EchoStar**.

In the States: Cox will launch **Nat Geo HD** nationwide beginning this year. It expects to complete the rollout in '09.

Charge of the Sirs: About 20 smug-mannered men—all dubbed "Sir Charge" and dressed like wealthy, English aristocrats—made their way around NYC Mon and Tues in limos, reminding folks on the street how much they like to take their money. The punny stunt was courtesy of **Time Warner Cable NY & NJ**, which says it wanted to alert consumers to the surcharges in Verizon's bills and to TW's \$39.95/month digital phone product. Sir Charges could be seen lighting paper money on fire, waving Verizon bills around and turning dollars into paper airplanes all over Manhattan, Queens and Brooklyn. They even popped in at Yankees Stadium Tues night. The operator also ran ads in local papers and on the radio introducing the English gentleman who "pops up unexpectedly...all over your Verizon bill." Calling him Verizon's best-kept secret, the ads urge consumers to "Stop supporting this guy."

Gaming: **Oberon Media** said it will acquire **PixelPlay**, a creator/distributor of games and entertainment to the iTV market, and the power behind **DISH's** "DishGames" service. The move aims to make Oberon the 1st provider of integrated casual-games solutions across the iTV, online and mobile platforms, allowing cable ops to launch multi-platform game services and advertisers to roll out interactive spots across 3 screens. -- **Lifetime** and **RealNetworks** are partnering to create "Lifetime Presents," a series of downloadable games targeting females. The ad-supported series will be promoted both online and on-air, and RealNetworks will promote Lifetime within its own ad-supported games.

Ratings: Shortly after Cable **TCA** festivities suggested more programmer interest in strong female leads, **Nielsen** ratings from last week suggest that viewers are on board. **TNT's** "The Closer," starring *Kyra Sedgwick*, maintained its perch atop the weekly telecast rankings, delivering a 5.7/5.39mln HHs. **Lifetime's** "Army Wives" continued its impressive run, garnering a 3.3/3.06mln, and the debuts of the net's "Side Order of Life" and "State of Mind," which led into *Army*, both earned a 2.1. It's the 1st time 3 freshman dramas on a single ad-supported net have all scored over a 2.0, said Lifetime. And don't forget the steady dominance of **Disney's** "Hannah Montana," which may not qualify as having a "strong" female lead but is noticeably female-centric, nonetheless. A staggering 15 eps of the series hit the week's top 50. -- **Disney** (2.5/2.29mln, and no doubt with help from Ms. Montana) earned top prime honors, followed by **USA** (2.0/1.92mln) and **TNT** (1.9/1.76mln). **Lifetime** (1.4/1.32mln) and **ESPN** (1.4/1.28mln) tied for 4th. -- **Brag Book:** **WE tv** posted its best month ever in June for women 18-49 and 25-54 as part of the strongest 2Q in the net's history. The net credited its recent "We Go Bridal" initiative, which increased wedding content on the network. June to June, WE tv's W18-49 delivery is up +27% and its W25-54 delivery has gained 15% in prime.

New on 360: 360: With **CTAM** Summit nearing, **CableWorld's** got *Chuck Klein's* list of DC's best eateries, plus those

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Honors: CNN and HBO led the cable nets in news & doc Emmy nominations, with 6 apiece. **Cinemax, History** and **Discovery** each received 5 nods. Also getting multiple noms: **National Geographic** (3), **WE tv** (2), **Animal Planet** (2) and **Discovery HD** (2). **Discovery Times, Documentary Channel, HD Net, Discovery en Espanol, Court TV, VH1** and **Travel Channel** all got 1 nomination. Awards will be presented Sept 24 in NYC.

People: **TiVo** tapped *Clent Richardson* as CMO. -- **Cedar Point** named as CFO *Donald Halsted*, who joins later this month. -- **FBN** tapped *John McCann* as vp, ad sales. -- **Synacor** named *Dallas Collet* vp, information technology. -- **NAB** gave **ION** pres/CEO *Brandon Burgess* a network rep seat on its board. He'll also fill the seat on NAB's Exec Committee vacated by **Disney's** *Preston Padden* (Padden will remain on the board).

Business/Finance: **Fitch** affirmed **AT&T's** 'A' Issuer Default Rating, 'A' senior unsecured rating and 'A' bank credit facility rating. -- Broadband video broadcaster **JumpTV** entered into a definitive agreement to acquire the broadband network unit of **XOS Technologies** for \$60.25mln in cash and 3mln retention warrants for employees. The unit streams thousands of **NCAA** sporting events, including football, men's and women's basketball and volleyball.

CableFAX Daily Stockwatch

Company	07/17 Close	1-Day Ch	Company	07/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	58.20	(0.04)	AMPHENOL:	37.95	0.88
DIRECTV:	24.50	(0.44)	APPLE:	138.91	0.81
DISNEY:	34.68	0.21	ARRIS GROUP:	17.60	0.22
ECHOSTAR:	43.49	(0.43)	AVID TECH:	37.53	(0.48)
GE:	40.71	0.59	BLNDER TONGUE:	1.71	0.00
HEARST-ARGYLE:	23.61	0.11	BROADCOM:	32.84	0.43
ION MEDIA:	1.39	0.00	C-COR:	14.98	(0.09)
NEWS CORP:	24.25	0.62	CISCO:	29.73	(0.16)
TRIBUNE:	29.73	0.08	COMMSCOPE:	62.56	0.13
MSOS					
CABLEVISION:	38.20	0.58	CONCURRENT:	1.81	(0.01)
CHARTER:	4.67	0.08	CONVERGYS:	24.23	0.02
COMCAST:	28.18	0.54	CSG SYSTEMS:	26.60	(0.05)
COMCAST SPCL:	28.05	0.57	GEMSTAR TVG:	6.61	0.05
GCI:	12.65	0.00	GOOGLE:	555.00	2.01
KNOLOGY:	17.24	0.29	HARMONIC:	9.16	0.03
LIBERTY CAPITAL:	125.50	0.65	JDSU:	15.64	0.07
LIBERTY GLOBAL:	44.65	0.56	LEVEL 3:	6.12	(0.04)
LIBERTY INTERACTIVE:	22.92	(0.04)	MICROSOFT:	30.78	0.75
MEDIACOM:	10.29	0.24	MOTOROLA:	17.94	(0.22)
NTL:	28.22	0.00	NDS:	46.85	0.17
ROGERS COMM:	42.97	0.00	NORTEL:	24.33	1.01
SHAW COMM:	46.96	0.58	OPENTV:	2.09	0.03
TIME WARNER CABLE:	40.45	0.43	PHILIPS:	44.58	0.83
WASH POST:	792.00	(1.45)	RENTRAK:	14.75	0.24
PROGRAMMING					
CBS:	34.43	(0.44)	SEACHANGE:	7.99	0.02
CROWN:	7.43	0.06	SONY:	51.92	(0.55)
DISCOVERY:	25.74	0.28	SPRINT NEXTEL:	22.17	(0.2)
EW SCRIPPS:	46.73	(0.27)	THOMAS & BETTS:	62.30	0.27
GRUPO TELEVISIA:	28.50	0.47	TIVO:	5.99	(0.02)
INTERACTIVE CORP:	33.18	0.14	TOLLGRADE:	11.14	0.87
LODGENET:	33.01	0.80	UNIVERSAL ELEC:	37.34	0.43
NEW FRONTIER:	8.68	0.02	VONAGE:	2.96	0.01
OUTDOOR:	11.51	(0.1)	VYYO:	6.96	0.13
PLAYBOY:	11.60	0.16	WEBB SYS:	0.10	(0.03)
TIME WARNER:	21.12	0.19	WORLDGATE:	0.45	(0.01)
UNIVISION:	36.23	0.00	YAHOO:	27.53	0.83
VALUEVISION:	11.48	0.02	TELCOS		
VIACOM:	41.57	(0.54)	AT&T:	39.84	(0.37)
WWE:	16.47	0.06	QWEST:	9.52	0.01
TECHNOLOGY					
3COM:	4.36	0.09	VERIZON:	42.26	(0.5)
ADC:	20.30	0.15	MARKET INDICES		
ADVANTAGE:	6.22	0.39	DOW:	13971.55	20.57
ALCATEL LUCENT:	14.08	(0.16)	NASDAQ:	2712.29	14.96
AMDOCS:	39.19	(0.06)			

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When Hurricane Katrina threatened New Orleans tourism, the livelihood of our city was also threatened. The cable industry stepped up in an unprecedented way, donating over \$12 million in advertising time to help us invite people to come fall in love with New Orleans all over again. The New Orleans Tourism Marketing Corporation and the City of New Orleans extend a heartfelt thank you to Cox Communications and their fellow cable companies: **Adlink, Bresnan Communications, Bright House Networks, Cablevision, Charter Communications, Comcast, Insight Communications, Mediacom, Suddenlink and Time Warner Cable.** With your help, we can continue to put our city back on the path to greatness.

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