

CableFAX Daily™

Friday — July 18, 2008

What the Industry Reads First

Volume 19 / No. 138

Dramatic Success: Cable Loaded for Prime Emmys

There's no hardware involved with the announced **Primetime Emmy Awards** nominations, but several cable nets fared particularly well and helped move the industry even closer to permanently deposing broadcasters from the content throne. Even as usual stalwart **HBO** led all cable and broadcast nets with 85 nods, including a staggering 23 (also tops) for miniseries "John Adams," **AMC's** "Mad Men" and **FX's** "Damages" stole the limelight by earning basic cable's 1st-ever noms for Best Drama Series. **Showtime** also earned its 1st nom in the category for "Dexter." "There's no question that balance is changing," said **Rainbow Ent Services** pres *Ed Carroll* in reference to the cable/broads programming duel. The mood was "ebullient" at AMC (20), he said, as net original "Breaking Bad" also fared well, earning 4 noms while airing just 7 eps. "We're drinking and smoking in the office," said Carroll in his own nod to Mad, which tallied 16 total noms. Showtime's originals are smoking as well, delivering a historical net best with 21 overall noms while following Dexter's (5) lead. "The 2nd season of a show is really where it starts to show its sea legs," said Showtime chmn/CEO *Matt Blank* in partial explanation of the latter's Best Drama recognition. The show was also aided, he said, by improved marketing and broader awareness—ironically gained in part through its run on **CBS**. FX pulled down 11 noms, including 7 for current net shining star Damages. "This day is historic and I'm so proud of everyone associated with" the show, said FX pres/gm *John Landgraf* in a release. Star *Glenn Close* earned a "Lead Actress in a Drama Series" nom, and *Ted Danson* and *Zeljko Ivanek* both earned nods for "Supporting Actor in a Drama Series." Other cable notables: **Sci Fi** (15, including 9 for "Tin Man"); **TNT** (10, 6 for "The Company"); **A&E** (9); HBO's "Recount" (11) and "Bernard and Doris" (10); and **Discovery Channel's** "Deadliest Catch" (4).

In the Courts: The federal appellate court in D.C. denied **Verizon's** stay request that would have blocked an **FCC** decision requiring the telco to cease its retention marketing practices related to phone customers (*Cfax*, 6/30). It's a win for cable, but the issue may not be closed, said **Stifel Nicolaus**. "We... continue to be skeptical [Verizon] will prevail in its underlying legal challenge to the FCC order, but the 2-1 stay verdict combined with the murky rationale give Verizon some further reason for hope," wrote the firm.

Fighting Child Porn: In a sweeping initiative announced Thurs, cable operators will help authorities fight child pornography under a new agreement between the **NCTA**, the National Center for Missing and Exploited Children and the National Assn of Attorneys General. Under the plan, all cable ops represented on the NCTA's board have signed a memorandum of understanding agreeing to use NCMEC's list of active child-porn Web sites to ensure that no such site is hosted on servers owned or controlled by those cable ops. The ops have also agreed to report any such instances and, where appropriate, revise their policies to prevent other potential child-porn sources such as

Premieres
Monday, July 21
WEEKNIGHTS
7:30/6:30c
Hosted by
Alfonso Ribeiro

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.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, 240/753-5696, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist.Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

newsgroups. NCTA pres/CEO *Kyle McSparrow* said cable ops signing the MOU are “reaffirming their strong commitment to online safety and Internet literacy for all American families.” NAAG President *Patrick Lynch* said it's the first time NCMEC has been able to strike such a deal with, effectively, an entire industry. Participating cable ops include: **Comcast, Cox, Charter, Cablevision, Bright House, Suddenlink, Mediacom, Insight, Bresnan, Midcontinent, Broadstripe, GCI, Harron, US Cable Corp, BendBroadband, Eagle Communications** and **Sjoberg's, Inc.** **Time Warner Cable** had already signed the MOU. FCC comsr *Robert McDowell*, Sen *Ted Stevens* (R-AK) and Rep *Fred Upton* (R-MI) are among several officials praising the cable industry's participation.

Competition: **DirectTV** and **Verizon** have joined **AT&T** in partnering with **NBCU** to offer **Olympic Games** coverage on various platforms. DirectTV has added related programming to its new VOD service, and will roll out 10 features/week (SD and HD) through the Games' completion. Verizon will spotlight the Games across **FIOS TV** on demand, broadband and wireless. The telco has also agreed to launch **Bravo HD, CNBC+ HD, USA HD** and **Universal HD**, the latter 2 dedicated to covering Olympic basketball and soccer. -- **AT&T** has launched U-verse Voice in Indianapolis.

In the States: **Cox** has increased its Internet speeds for SMBs in northern VA. High and low download speeds now tally 20Mbps (25 with **PowerBoost**) and 2Mbps.

The Tube: A partnership between **TiVo** and **YouTube** brings the popular site's content to the Boob Tube. Broadband subs with TiVo Series 3 and HD DVRs will be able to access the content over the next few weeks as a software upgrade for the boxes is rolled out. -- **Google** and **Lionsgate** have agreed to share revenue from ads placed on **YouTube** clips from the studio's movies.

Online: **Nickelodeon Kids and Family Games Group's AddictingGames.com** and **Shockwave.com** will bow new community and social networking features, including talking avatars and an app allowing visitors to play, customize, share and compare games with their friends. -- **ESPN360.com** established last month all-time marks for viewership and engagement, delivering nearly 3mln video streams while viewers averaged use of more than 180min/month.

HD: **Fox News** and **NBC** have upgraded or added to their presences at **Ascent Media Network Services'** Manhattan switching facility used to transport uncompressed HD video transport.

Programming: **E!** greenlit a 3rd season of “Keeping Up with the Kardashians.” -- **Tennis Channel** original “Only at the Open” (Sun) highlights the champions and notable moments in **US Open** history, beginning with *John McEnroe*. -- **BET** has added to its lineup of election year political coverage “The Truth with *Jeff Johnson*” (Aug 15), a talk show featuring investigative reporting and one-on-one interviews. -- A week after the 4th season premiere of **A&E's** “Crisis Angel Mindfreak” (Jul 23), the net will present a special live ep of the show featuring the star's attempted escape from shackles within a 6-story building loaded with explosives. -- *William Shatner* will interview celebs such as *Jimmy Kimmel* and *John Voight* in **Biography's** “Shatner's Raw Nerve” (Aug 19).

Honors: **Outdoor Channel** earned 16 honors at the **Telly Awards**, including 5 Silver Tellys.

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

CableFAX Webinar

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Pamela Clifton
President, RPM Frontline Solutions

BUSINESS & FINANCE

Intl: In an effort to increase its global reach, **The Weinstein Co** inked a deal with **Sky Italia** to distribute its films on pay TV in Italy.

People: Time Warner Cable promoted *Julie Laine* to group vp, regulatory. -- **HGTV** promoted *Paige Hardwick* to vp, on-air strategy and media planning. -- **Comcast Ent Group** appointed *David Palmer* svp, brand development and talent alliances.

Business/Finance: S&P maintained its 'buy' rating on **Verizon** shares, believing the telco's receipt of a NYC video franchise will help it "win back market share from cable." -- **Merrill Lynch** has agreed to sell its 20% stake in **Bloomberg** back to the financial/news company for approx \$4.5bln, according to numerous reports. -- **Comcast's** online video publisher **thePlatform** has acquired certain assets of **Chirp Interactive**, a developer of social media apps. -- In a transaction related to the completion of **DirecTV's** purchase of home ent installation company **180 Connect**, **UniTek** has acquired the latter's cable services operating unit and certain DirecTV installation services in exchange for cash and its own satellite installation services in NY and CA cities Burbank and Bloomington. -- **Concurrent** shareholders recently approved a reverse split at a ratio of 10-for-1. The split was effective Wed.

CableFAX Daily Stockwatch

Company	07/17 Close	1-Day Ch	Company	07/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	36.33	1.45	AMDOCS:	29.50	0.15
DIRECTV:	26.82	0.30	AMPHENOL:	51.39	6.55
DISNEY:	31.20	0.77	APPLE:	171.81	(1)
ECHOSTAR:	27.74	(0.26)	ARRIS GROUP:	8.41	0.15
GE:	28.00	0.32	AVID TECH:	19.14	0.21
HEARST-ARGYLE:	19.43	0.43	BIGBAND:	4.07	(0.11)
ION MEDIA:	1.44	0.00	BLNDER TONGUE:	1.06	(0.08)
NEWS CORP:	14.53	0.02	BROADCOM:	29.07	(0.67)
MSOS					
CABLEVISION:	20.49	0.15	C-COR:	11.00	0.00
CHARTER:	1.01	0.00	CISCO:	21.52	0.42
COMCAST:	19.71	0.68	COMMSCOPE:	52.24	1.93
COMCAST SPCL:	19.60	0.70	CONVERGYS:	13.85	(0.07)
GCI:	8.44	0.22	CSG SYSTEMS:	14.94	0.22
KNOLOGY:	10.91	0.27	ECHOSTAR HOLDING:	31.56	1.04
LIBERTY CAPITAL:	15.32	0.30	GOOGLE:	533.44	(2.16)
LIBERTY ENTERTAINMENT:	24.39	0.23	HARMONIC:	9.66	0.03
LIBERTY GLOBAL:	30.02	(0.2)	JDSU:	10.86	0.02
LIBERTY INTERACTIVE:	13.71	0.09	LEVEL 3:	2.95	0.10
MEDIACOM:	5.37	0.20	MICROSOFT:	27.52	0.26
SHAW COMM:	21.54	(0.15)	MOTOROLA:	7.38	0.36
TIME WARNER CABLE:	27.39	0.21	NDS:	57.78	0.26
VIRGIN MEDIA:	11.37	(0.01)	NORTEL:	6.93	0.22
WASH POST:	607.00	28.50	OPENTV:	1.63	0.04
PROGRAMMING					
CBS:	17.31	0.40	PHILIPS:	34.55	1.39
CROWN:	4.02	0.10	RENTRAK:	13.97	(0.08)
DISCOVERY:	21.22	(0.23)	SEACHANGE:	6.96	0.20
EW SCRIPPS:	8.71	(0.6)	SONY:	42.26	0.71
GRUPO TELEVISA:	23.91	1.51	SPRINT NEXTEL:	8.31	(0.38)
INTERACTIVE CORP:	18.00	0.18	THOMAS & BETTS:	36.72	1.46
LIBERTY:	43.02	(0.33)	TIVO:	7.62	0.13
LODGENET:	2.97	0.10	TOLLGRADE:	4.70	0.07
NEW FRONTIER:	3.31	(0.07)	UNIVERSAL ELEC:	21.64	0.77
OUTDOOR:	6.83	(0.01)	VONAGE:	1.56	(0.01)
PLAYBOY:	4.60	0.06	WEBB SYS:	0.03	(0.01)
RHI:	12.55	(0.01)	WORLDGATE:	0.30	0.00
SCRIPPS INTERACTIVE:	41.72	1.51	YAHOO:	22.44	(0.04)
TIME WARNER:	14.65	0.00	TELCOS		
VALUEVISION:	3.10	0.03	AT&T:	31.75	(0.17)
VIACOM:	29.77	0.72	QWEST:	3.80	0.21
WWE:	16.29	0.12	VERIZON:	35.43	0.05
TECHNOLOGY					
3COM:	1.99	0.05	MARKET INDICES		
ADC:	13.39	0.18	DOW:	11446.66	207.38
ADVANTAGE:	2.66	(0.01)	NASDAQ:	2312.30	27.45
ALCATEL LUCENT:	5.71	0.09			



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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Blank-et Opinion

Lost in cable's well-earned **Prime Emmys** celebration is the intriguing but still tepid competition that may soon bullyrag the premium nets. First, there are basic cable nets such as **AMC, USA, FX, Lifetime** that have made tremendous strides recently in original programming, once the strict domain of **HBO, Showtime** et al. Then there's a potential block bully, the **Paramount/MGM/Lionsgate** premium channel slated to launch next year in the pay neighborhood. For his part, Showtime chmn/CEO **Matt Blank** isn't particularly concerned by either camp. Indeed, the cable programming space now operates on a more "level playing field," conceded Blank, who nonetheless prefers his net's position on all fronts. While wishing the studio jv well (largely tongue-in-cheek), he underscored the commitments of Paramount, MGM and Lionsgate to provide Showtime with films through '11 and, perhaps more importantly, the recent deal with **The Weinstein Co (Cfax, 7/15)** that gives Showtime "a big head start in securing movie volume." Plus, "we have a brand that everyone in our universe wants," said Blank. As for the basic cable nets, they're playing catch up and are hamstrung by their carriage placement, he said. "There's nothing like the commercial-free environment with uncut and unedited content," said Blank. "Our franchise in premium is safe as long as we continue to make good programming." 1 project exciting Blank is "The United States of Tara," exec produced by **Steven Spielberg** and featuring **Toni Collette** as a wife/mother stricken by multiple personalities. "It has all the makings of a Showtime hit: a strong lead character, a dysfunctional family and behavior either on the edge or just over the edge of respectability," said Blank. Showtime will unveil additional projects Fri during its **TCA** presentation, but Blank still sees bright futures for established series including "Weeds," "Californication" and "Dexter." Win or lose the "Best Drama" Emmy, Dex is the "most unique program on the list" of candidates, said Blank. Just the way Showtime likes it. *CH*

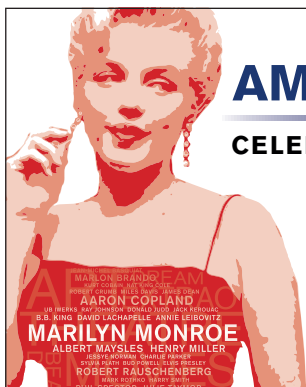
Highlights: "Black in America," Wed, Trs, 9pm, **CNN**. Made before **Barack Obama's** nomination, this 2-part series is a first-rate examination of a wide cross-section of issues, though with few solutions. Still, stats like these beg examination: 70% of black children are born to unwed mothers; and 1 in 3 black men will serve prison time. *SA*

Worth a Look: "Heidi Fleiss: The Would-Be Madam of Crystal," Mon, 9pm, **HBO**. Like many, Fleiss is complex and flawed. A chess champ at 13, she had 20 older teens working for her babysitting "ring." Fleiss eventually turned to sex. Now out of prison, she's trying to build a human stud farm in a part of Vegas where prostitution is legal. Her business plan? Male studs will serve female customers. -- "How to Look Good Naked," season 2 debut, Tues, 10pm, **Lifetime**. The series' concept—help women to change negative perceptions about their bodies—totally connects with Lifetime's demo. And now outrageous **Carson Kressley** gets 60 mins (up from 30) to do it. *SA*

Notable: "Mad Men" Marathon, Sun, noon, **AMC**. If 20 Emmy noms didn't impress subs, a 13-hr season 1 marathon gets them ready for season 2, which tips July 27. *SA*

Basic Cable Rankings (7/07/08-7/13/08) Mon-Sun Prime			
1	USA	2.1	2029
2	DSNY	1.9	1827
2	TNT	1.9	1805
4	TBSC	1.4	1321
5	LIFE	1.3	1227
5	FOXN	1.3	1182
7	NAN	1.2	1157
7	FAM	1.2	1121
7	FX	1.2	1077
10	TOON	1.1	1068
10	HGTV	1.1	1007
10	HALL	1.1	935
13	A&E	1	955
13	ESPN	1	926
13	HIST	1	906
13	AMC	1	896
13	SCIF	1	890
18	SPK	0.9	881
18	DISC	0.9	873
18	TRU	0.9	767
21	FOOD	0.8	742
22	CMDY	0.7	688
22	MTV	0.7	660
24	CNN	0.6	605
24	TVLD	0.6	585
24	TLC	0.6	565
24	BET	0.6	521
24	MSNB	0.6	501
24	OXYG	0.6	473
24	LMN	0.6	372
31	VH1	0.5	504
31	APL	0.5	461
31	NOGG	0.5	339
34	EN	0.4	401
34	BRAV	0.4	389
34	ESP2	0.4	364
34	TTC	0.4	328
34	WGNA	0.4	294
34	NGC	0.4	290
34	SOAP	0.4	264
41	HLN	0.3	272
41	CMT	0.3	253
41	WE	0.3	243
41	GSN	0.3	204
41	TDSN	0.3	197
41	DHLT	0.3	190

*Nielsen data supplied by ABC/Disney



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