

CableFAX Daily™

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What the Industry Reads First

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iN Greater Demand? Cable Set to Ramp Movies On Demand Promotion

The timing is so good, it's almost comical. Approx a week after **Netflix** perturbed many of its customers with price hikes, **iN Demand** will prop up the **CTAM Marketing Cooperative's Movies On Demand** initiative through targeted outreach at **Comic-Con** in San Diego (July 21-24) and the launch of a dedicated MOD Website. Netflix's move absolutely "presents another media opportunity to tell cable's compelling Movies on Demand story and to illustrate to consumers the platform's features and benefits," said CTAM dir, comm and media relations *Jason King*. 2 of the key benefits highlighted in CTAM's ongoing MOD campaign asking consumers to "Push It" (*Cfax*, 4/18)—ease of access to cable movies and their wide availability before Netflix and **Redbox**—will be underscored at the new Website due to launch in the coming days. It will act largely as a "catch-all for a national audience," said iN Demand sr dir, digital marketing *Vincent Onorati*, by showcasing new release titles, providing links to individual MSOs' offerings and integrating social media. The upgraded MOD Facebook page at facebook.com/movieson-demand is getting involved as well, said Onorati, with a fan attraction campaign featuring a new app through which fans can create top 5 lists in certain film categories to share with friends. At Comic-Con next week, both the MOD platform and Website will receive a spotlight through the platform's 1st-ever on-site presence. Included will be an "MOD Lounge" at the area Hard Rock Hotel featuring giveaways from studio partners including **Lionsgate** and **Warner Bros**, consumer events and screenings, sweepstakes and celebrity appearances. Also, **Cox** will use local radio spots for promotion and street teams donning MOD outfits will help spread the word to the expected confab audience of approx 130K. The overall goal is to elevate the MOD brand's coolness factor—and opportunistically at a time when Netflix's own brand reputation has taken a hit.

TWC Change: **Time Warner Cable** tapped *Jeffrey Hirsch* as evp and chief marketing officer, residential services. Hirsch replaces *Sam Howe*, but there was no further word from TWC about Howe's departure after 6 years in the post.

On the Hill: The seemingly endless fight over what to do with the "D-Block" of wireless spectrum went another round on Capitol Hill Fri, with members of the House Commerce subcmte on comm and tech sparring about it.

MSNBC IS 15. IT'S TIME TO CELEBRATE.

- The #2 news network in prime beating CNN for 7 straight quarters
- The leading voice for progress in America
- The viewing destination for a highly engaged audience that's seeking solutions to the issues affecting us all

LEAN FORWARD

Source: Nielsen Co., 4Q09-2Q11. Live + Same Day P2+ (000). Prime: M-S 8p-11p.



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Republicans are circulating a draft spectrum bill that would allow incentive auctions for the D-Block, with proceeds going toward building an interoperable public safety network, but many Dems—who had supported the idea last year—are now gelling around *President Obama's* call in Feb to simply allocate the D-Block itself for use by public safety agencies. “I will say from the outset that I am skeptical about the idea of creating a large, federal bureaucracy to manage this network when we would largely be duplicating the systems and expertise already in place in the commercial, government and public safety communities,” said full Commerce Committee chmn *Fred Upton* (R-MI). In testimony, **NAB** chief *Gordon Smith* urged members to ensure than any action doesn't degrade local broadcasts, which he reiterated once again are vital during emergencies. And the saga continues...

Ratings: **ESPN** scored 3.35mln total viewers for its Wed afternoon coverage of the **Women's World Cup** semi-final match between the US and France, the best ever for a weekday tourney game and 4th-best ever. Don't expect the net's July 17 coverage of the Women's World Cup final (US-Japan) to exceed the nearly 18mln total viewers garnered by **ABC** for the '99 final (US-China), but patriotism and a compelling American side—perhaps even ramping stateside interest in soccer—will likely push the match to #2 all-time behind the '99 semi on ESPN (4.92mln). Through 30 matches on ESPN nets, US tourney ratings have soared 200% over '07. “We had great hopes that we would get to some measure of our success to date, but needless to say we have benefited immensely from the interest in the U.S. team as a result of their remarkable play on the field and the stories that they have provided to us,” said ESPN svp.exec prod, production *Jed Drake* during a Thurs conference call.

Programming: **FCC** commish *Robert McDowell* will discuss comm topics including the FCC's work to create a common 911 service for emergency calls and its crackdown on unauthorized consumer phone bill charges during “The Communicators” on **C-SPAN** (Sat, 6:30pm ET) and **C-SPAN2** (Mon, 8pm ET). -- **ESPN Deportes** will premiere “E:60” Tues (6pm ET), a Spanish-language version of the sports newsmag featured on ESPN. The 1st ep spotlights the experiences of Latino players in **MLB** and their impact in the league. -- **Encore** announced its foray into original programming with miniseries “Moby Dick” (Aug 1) and “The Take,” based on *Martina Cole's* crime thriller, plus doc “Method to the Madness of Jerry Lewis.” -- In response to fan feedback, **USA** and the producers of “White Collar” are letting viewers vote at characterchatter.com on whether to keep the show's new main title sequence or revert back to the old version.

On the Circuit: **CTAM** officially changed the name of its annual confab to **CTAM in New York**, and announced that the speaker slate for this year's event (Oct 5-7) includes Harvard Business School associate professor *Mikolaj Jan Piskorski* and **BBDO America** chmn/chief creative officer *David Lubars*.

Mobile: **Apple** said customers have downloaded more than 15bln mobile apps from iTunes, up from 3bln in Jan.

Editor's Note: Here's a rundown of the latest **CableFAX** events and deadlines that you need to know about. First of all, don't miss our special Webinar on Connected TV on July 20 at 1:30pm ET. Invite your whole team and learn about this hot area. Just added as a speaker: **Informa** research analyst *Andrew Ladbrook*. More info at http://www.cablefax.com/cfp/webinars/2011_july20.html. -- And now is also the time to get in your nominations for our annual **Most Powerful Women in Cable** list. The July 29 deadline will be here before you know it. More info: <http://www.cablefax.com/cfp/2011powerfulwomen/>

People: **Discovery Channel** elevated *Dolores Gavin* to svp, dev and prod.

Business/Finance: With the eyes of US regulators and legislators now on **News Corp** because of the company's highly publicized hacking scandal, NWS shares hit \$15.46 in early Fri trading, their lowest level since Oct, before rebounding to gain 0.63% on the day. News announced early Fri that **News International** boss *Rebekah Brooks* has resigned and that *Tom Mockridge* will take her place. -- **Crown Media Holdings** closed its previously announced private placement offering of \$300mln in aggregate principal amount of 10.5% sr notes due '19 and entered into new \$240mln sr senior secured credit facilities consisting of a 7-year \$210 mln sr secured term loan facility and 5-year \$30mln sr secured super-priority revolving credit facility. -- **CenturyLink** completed its purchase of cloud services firm **Savvis** that leads to the operation of 48 data centers located in North America, Europe and Asia.

CableFAX Week in Review

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	52.15	(1.75%)	56.37%
DISH:	DISH	30.77	(3.18%)	48.15%
DISNEY:	DIS	39.27	(1.6%)	21.77%
GE:	GE	18.41	(3.05%)	21.68%
NEWS CORP:	NWS	16.09	(7.16%)	1.07%

MSOS

CABLEVISION:	CVC	25.91	(4.81%)	0.35%
CHARTER:	CHTR	57.34	(0.8%)	0.00%
COMCAST:	CMCSA	24.13	(5.41%)	43.12%
COMCAST SPCL:	CMCSK	23.36	(4.58%)	45.91%
GCI:	GNCMA	12.22	(2.4%)	91.54%
KNOLLOGY:	KNOL	14.31	(5.04%)	31.04%
LIBERTY CAPITAL:	LCAPA	86.82	(0.36%)	263.57%
LIBERTY GLOBAL:	LBTYA	43.67	(3.98%)	99.50%
LIBERTY INT:	LINTA	17.15	(3.33%)	58.21%
SHAW COMM:	SJR	22.89	0.75%	11.28%
TIME WARNER CABLE:	TWC	77.29	(2.46%)	86.74%
VIRGIN MEDIA:	VMED	27.52	(5.1%)	63.52%
WASH POST:	WPO	412.32	(0.88%)	(6.21%)

PROGRAMMING

AMC NETWORKS:	AMCX	37.09	(3.76%)	(6.93%)
CBS:	CBS	27.65	(3.56%)	96.80%
CROWN:	CRWN	1.73	(10.36%)	19.31%
DISCOVERY:	DISCA	41.60	(0.79%)	35.64%
GRUPO TELEVISIA:	TV	21.66	(8.14%)	4.34%
HSN:	HSNI	33.23	(3.88%)	64.59%
INTERACTIVE CORP:	IACI	36.88	(4.33%)	80.08%
LIBERTY:	L	40.77	(3.75%)	12.16%
LIBERTY STARZ:	LSTZA	74.80	0.39%	62.08%
LIONSGATE:	LGF	7.04	5.23%	21.17%
LODGENET:	LNET	3.05	(2.24%)	(44.85%)
NEW FRONTIER:	NOOF	1.41	(5.37%)	(25.4%)
OUTDOOR:	OUTD	6.93	(2.39%)	19.48%
SCRIPPS INT:	SNI	47.76	0.78%	15.08%
TIME WARNER:	TWX	35.63	(2.76%)	22.27%
VALUEVISION:	VVTV	7.98	(3.27%)	66.25%
VIACOM:	VIA	57.21	(3.15%)	81.62%
WWE:	WWE	9.85	0.10%	(35.75%)

TECHNOLOGY

ADVANTAGE:	AEY	2.57	0.00%	30.46%
ALCATEL LUCENT:	ALU	5.09	(13.44%)	53.31%
AMDOCS:	DOX	30.69	(0.26%)	7.57%
AMPHENOL:	APH	50.77	(6.33%)	9.94%
AOL:	AOL	19.65	(4.29%)	(15.59%)
APPLE:	AAPL	364.92	1.45%	73.17%
ARRIS GROUP:	ARRS	11.43	(3.22%)	0.00%
AVID TECH:	AVID	20.00	1.57%	56.74%
BIGBAND:	BBND	2.10	(1.87%)	(38.95%)
BROADCOM:	BRCM	33.27	(3.9%)	5.72%
CISCO:	CSCO	15.59	(0.95%)	(34.88%)
CLEARWIRE:	CLWR	3.26	(14.21%)	(51.78%)
CONCURRENT:	CCUR	6.18	1.31%	56.06%
CONVERGYS:	CVG	13.13	(4.72%)	22.14%
CSG SYSTEMS:	CSGS	18.47	4.00%	(3.25%)

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
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EHOSTAR:	SATS	36.66	(4.43%)	82.03%
GOOGLE:	GOOG	597.62	12.34%	(3.61%)
HARMONIC:	HLIT	6.84	(3.66%)	8.23%
INTEL:	INTC	22.37	(3.12%)	9.66%
JDSU:	JDSU	14.91	(6.46%)	80.73%
LEVEL 3:	LVLTL	2.35	(9.27%)	53.59%
MICROSOFT:	MSFT	26.78	(0.52%)	(12.14%)
MOTOROLA MOBILITY:	MMI	21.12	(2.4%)	0.00%
RENTRAK:	RENT	18.63	0.05%	5.43%
SEACHANGE:	SEAC	10.65	(1.57%)	62.35%
SONY:	SNE	27.03	(0.26%)	(6.79%)
SPRINT NEXTEL:	S	5.35	(2.55%)	46.17%
THOMAS & BETTS:	TNB	53.32	(3.49%)	48.98%
TIVO:	TIVO	10.12	(6.12%)	(0.59%)
UNIVERSAL ELEC:	UEIC	24.49	(4.07%)	5.47%
VONAGE:	VG	4.41	(2.86%)	215.00%
YAHOO:	YHOO	14.69	(5.89%)	(12.46%)

TELCOS

AT&T:	T	30.31	(2.67%)	8.13%
VERIZON:	VZ	36.82	(1.76%)	11.14%

MARKET INDICES

DOW:	DJI	12479.73	(1.4%)	19.67%
NASDAQ:	IXIC	2789.80	(2.45%)	22.94%
S&P 500:	GSPC	1316.14	(2.06%)	14.97%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. GOOGLE:	597.62	12.34%
2. LIONSGATE:	7.04	5.23%
3. CSG SYSTEMS:	18.47	4.00%
4. BLNDER TONGUE:	1.68	3.07%
5. AVID TECH:	20.00	1.57%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CLEARWIRE:	3.26	(14.21%)
2. ALCATEL LUCENT:	5.09	(13.44%)
3. CROWN:	1.73	(10.36%)
4. LEVEL 3:	2.35	(9.27%)
5. GRUPO TELEVISIA:	21.66	(8.14%)

Most **CableFAX's** Powerful Women 2011 in Cable

Who are cable's most powerful women executives?

Help us decide by nominating the executives you think should be included in our annual list of the Most Powerful Women in Cable. We will rank the top 50 most powerful women, and run a list of the second 50, in the November 2011 issue of CableFAX: The Magazine. Nominations are open to all cable operators, programmers, vendors and trade associations.

Nominations Due: **July 29, 2011**
 Nominate Now at: www.cablefax.com/2011powerfulwomen

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