

CableFAX Daily™

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What the Industry Reads First

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FCC Reboot: Reform, Confirmations Eek Along at FCC

While *Meredith Attwell Baker* and *Mignon Clyburn* moved one step closer to joining the FCC Tues, FCC chmn *Julius Genachowski* and Republican commish *Robert McDowell* traded letters on overhauling the agency. The FCC will open an internal website this week (Reboot.FCC.gov) to solicit ideas for reforming the agency from every FCC employee, Genachowski said. The revelation came in a written response Tues to McDowell, who on Mon sent the new chmn a number of suggestions for improving the Commission, including an operational, financial and ethics audit. That audit would include a look at the FCC's assessment of fees and the Universal Service Fund. Genachowski said the ongoing review process will address the concerns raised by McDowell, who sent a similar letter earlier this year to interim chmn *Michael Capps*. Other concerns McDowell listed include attracting and retaining new professionals as well as hiring non-attorneys. "There is no reason why we cannot use engineers to help investigate complaints and petitions that involve technical and engineering questions," he wrote. "This would be especially useful as we continue to consider matters pertaining to network management." Congress has called on Genachowski to make the agency more transparent, and one of McDowell's suggestions for this is to release a schedule for the production of all statistical reports and analyses conducted by the FCC. (The FCC's last video competition report for '06 wasn't released until Jan of this year.) As for Baker and Clyburn, the **Sen Commerce** cmte approved their nominations to the FCC Tues, sending them on for a full vote by the Senate. There's a push for a Senate vote before the Aug break. Tues' approval wasn't surprising given the relatively easy go they had at last week's confirmation hearing.

Competition: **Qwest** and **DirecTV** extended their marketing pact, with the telco agreeing to sell DirecTV service to customers for 5 more years. The 2 also introduced new services, including remote DVR scheduling via Qwest's broadband portal and the ability to manage Qwest home phone service from the TV. The latter is in beta, and would allow customers to play voice mail messages, see incoming Qwest-branded Caller ID alerts, keep track of incoming and outgoing calls and even return calls with the touch of a button from their DirecTV remotes.

Wirelessly Speaking: **Sprint's** 4G mobile broadband will be available in Las Vegas starting next month with Sprint offering a hot spot the size of a city to both businesses and consumers. Sprint's 4G service is running on **Clearwire's** WiMax network, which officially launched in Vegas Tues (Sprint has a 51% stake in Clearwire). Sprint says the service will deliver peak downlink speeds of more than 10Mbps and avg downlink speeds of 3-6Mbps. Sprint 1st launched 4G in Baltimore in Sept. In addition to Las Vegas, Atlanta and Portland in August, Sprint also plans to deploy Sprint 4G in these markets in 2009: Charlotte, Chicago, Dallas, Ft. Worth, Honolulu, Philadelphia and Seattle.

At the Portals: Reply comments on a national broadband plan were due to the **FCC** Tues, just one day after the agency's broadband czar complained publicly about a lack of info in comments. "There's actually very little in the 8,500-something

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pages that moves the ball forward,” the FCC’s *Blair Levin* said at conference Mon, according to *Reuters*. In reply comments filed Tues afternoon, **NCTA** offered up advice on how the FCC can pull together such wide-ranging comments and develop an effective strategy. The trade group claims it’s by keeping broadband availability to all Americans as the key focus. Not surprisingly, it rebuffs some respondents’ calls for significant new Internet regulation. “If the Commission is serious about ensuring that all Americans have access to broadband, imposing traditional utility regulation is the wrong approach,” NCTA said. The FCC must present a plan to Congress by Feb.

Stimulus: Several public interest groups, including **Public Knowledge** and **NATOA**, urged the **NTIA** to change several elements of how it determines distribution of broadband stimulus funds. Among recommendations: Allow cities to apply for funds even if “low-speed broadband” like 1st-gen DSL is available and reduce buildout requirements when it comes to “anchor institutions” like schools and libraries.

Turf War? *Henry Schleiff* hasn’t even started his gig yet as pres, gm of **Investigation Discovery**, but he’s already bending our ear about the “absolute, elegant irony” of his net taking over **TruTV**’s lower channel slot (over which he presided during its **Court TV** days) on **Time Warner Cable NYC**. So, is this the opening salvo in a food fight between the ex-**Hallmark Channel** head and his former hire, turned TruTV evp/gm *Marc Juris*? “No, I’m not looking to pick a fight,” Schleiff said. “For a variety of reasons, TruTV has gone in a different direction... I don’t think Marc or anyone over there feels threatened by this. This is truly a win for us, and it’s not meant to be a loss necessarily for them, other than the fact that I think anybody will admit to you that they’d rather be in this position than bumped up as they were.” For Turner’s part (which also saw **CNN** and **Cartoon** move higher in the NYC lineup), there was no comment on the channel switch-up. The TWC system is making several channel moves next month, including moving **Oxygen** into **Lifetime**’s channel 12 spot and bumping Lifetime to 62. No one ever comments on the details behind these moves, but it’s understood that nets most likely buy/barter/etc placement, and NYC changes get attention because of Madison Ave. While there’s some school of thought that channel slots are less important in a 600-channel universe, Schleiff thinks ID moving to channel 23 from 113 will help with more sampling—saying that Court TV experienced similar benefits when it moved up the dial several years ago. Schleiff starts his ID gig officially Aug 3, but he’ll be out at **TCA** next week.

Ratings: **Disney** edged out **USA** last week in the race for the highest rated cable net in HH ratings. Disney’s 2.5 HH rating/2.39mln HH delivery was helped by the stellar debut of “Wizards On Deck with Hannah Montana” (a crossover of “Wizards of Waverly Place,” “The Suite Life on Deck” and “Hannah Montana”). The 90-min programming stunt Fri earned Disney a 6.0 HH rating, tying with **ESPN**’s “State Farm Home Run Derby” as the highest-rated cable show of the week. **USA** took 2nd place for the week with a 2.4/2.37mln, followed by **TNT** (1.7/1.7mln), **Nick at Nite** (1.6/1.54mln) and **Fox News** (1.6/1.53mln). **Brag Book:** **MTV**’s “16 & Pregnant” season finale (a real tear jerker) Thurs scored series highs among 12-34s (1.9) and total viewers (2.1mln). -- “Pawn Stars” debuted on **History** Sun to 1.8mln total viewers and a 1.4 HH rating.

VOD: **Nielsen** will begin measuring **Music Choice On Demand**, making it the 1st ad-supported network to receive TV ratings from Nielsen for its free VOD offerings. -- **Cox Hampton Roads (VA)** launched **Faith & Family Movies**, a new VOD service offering Christian-themed, family friendly movies from **Faith & Family Ent LLC**. It retails for \$6.99/month.

Online: **MSNBC.com** says it set an all-time record of 153mln total online video streams last month. That’s a 14%



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increase over the site's previously monthly record, set in Oct during the lead up to the presidential election.

Programming: Spike TV renewed "Deadliest Warrior" for a 2nd season in the spring. Season 1 averaged 1.8mln viewers.

Marketing: HBO and W Hotels announced the "Entourage Package," which celebrates season 6 of the premium net series. Elements include an exclusive "Entourage Bungalow" at the W South Beach and the "Entourage Experience" package, which includes a suite, champagne and the complete 5th season DVD.

Affiliate Relations: Si TV and Time Warner Cable L.A. are holding a sweeps to promote season 2 of "Model Latina" (debuts Aug 2, 9pm). Prizes include a makeover, shopping spree, spa day and VIP tix to the "Model Latina" finale party in L.A.

People: Kathleen Grillo, Verizon vp, federal regulatory affairs, joined Media Institute's board of trustees. Grillo becomes Verizon's svp, federal reg affairs Sept 1, replacing the retiring Susanne Guyer. -- FCC chmn Julius Genachowski named retired Rear Admiral Jamie Barnett as chief of the Public Safety and Homeland Security Bureau. David Furth and Jennifer Manner were named deputy chiefs. -- Izzie Pick was named vp, programming dev for BBC Worldwide.

CableFAX Daily Stockwatch

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BROADCASTERS/DBS/MMDS					
BRITISH SKY:	33.38	(0.08)	ADC:	7.77	(0.02)
DIRECTV:	24.92	0.09	ADVANTAGE:	1.89	0.05
DISH:	17.17	0.35	ALCATEL LUCENT:	2.49	(0.02)
DISNEY:	25.20	(0.17)	AMDOCS:	22.95	(0.57)
GE:	11.47	(0.2)	AMPHENOL:	33.42	0.31
HEARST-ARGYLE:	4.50	0.00	APPLE:	151.51	(1.4)
ION MEDIA:	1.44	0.00	ARRIS GROUP:	12.70	0.13
NEWS CORP:	11.29	(0.03)	AVID TECH:	12.84	0.05
MSOS					
CABLEVISION:	18.88	(0.11)	BIGBAND:	5.07	0.03
COMCAST:	14.31	(0.19)	BLNDER TONGUE:	1.38	(0.02)
COMCAST SPCL:	13.72	(0.11)	BROADCOM:	28.08	0.05
GCI:	7.14	0.00	C-COR:	11.00	0.00
KNOLOGY:	8.45	(0.18)	CISCO:	21.59	0.44
LIBERTY CAPITAL:	13.63	(0.03)	CLEARWIRE:	7.24	0.27
LIBERTY ENT:	26.77	0.20	COMMSCOPE:	26.78	0.02
LIBERTY GLOBAL:	18.51	0.00	CONCURRENT:	5.07	(0.01)
LIBERTY INT:	6.17	0.06	CONVERGYS:	9.87	0.21
MEDIACOM:	4.73	0.02	CSG SYSTEMS:	13.80	0.00
ROGERS COMM:	42.97	0.00	ECHOSTAR:	15.09	(0.22)
SHAW COMM:	17.09	(0.02)	GOOGLE:	427.90	(2.27)
TELEWEST:	24.20	0.00	HARMONIC:	6.10	0.02
TIME WARNER CABLE:	31.86	0.89	INTEL:	18.90	0.00
VIRGIN MEDIA:	10.60	(0.09)	JDSU:	5.70	(0.04)
WASH POST:	385.10	0.30	LEVEL 3:	1.67	0.06
PROGRAMMING					
CBS:	7.23	(0.2)	MICROSOFT:	24.83	0.30
CROWN:	1.94	0.01	MOTOROLA:	6.34	0.00
DISCOVERY:	23.91	(0.07)	NDS:	62.93	0.00
EW SCRIPPS:	2.46	0.03	OPENTV:	1.27	(0.01)
GRUPO TELEVISA:	18.01	(0.18)	PHILIPS:	20.86	(0.12)
HSN:	10.12	(0.06)	RENTRAK:	18.78	0.35
INTERACTIVE CORP:	17.54	0.27	SEACHANGE:	8.31	0.10
LIBERTY:	27.89	0.09	SONY:	24.64	0.01
LODGENET:	3.88	(0.08)	SPRINT NEXTEL:	4.72	(0.03)
NEW FRONTIER:	2.13	(0.12)	THOMAS & BETTS:	28.82	0.19
OUTDOOR:	6.50	0.05	TIVO:	9.81	(0.08)
PLAYBOY:	2.46	(0.02)	TOLLGRADE:	5.19	0.14
RHI:	2.52	(0.02)	UNIVERSAL ELEC:	19.76	(0.15)
SCRIPPS INT:	31.01	0.07	VONAGE:	0.38	0.03
TIME WARNER:	26.99	(0.46)	YAHOO:	16.75	(0.26)
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	2.59	0.00	AT&T:	24.57	0.15
VIACOM:	24.37	0.31	QWEST:	4.09	0.03
WWE:	13.36	(0.1)	VERIZON:	30.32	0.55
MARKET INDICES					
TECHNOLOGY			DOW:	8915.94	67.79
3COM:	3.74	(0.19)	NASDAQ:	1916.20	6.91



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