

CableFAX Daily™

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What the Industry Reads First

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No Sale: Lowe Says Scripps Nets Not on the Block

While several media companies may want to buy **Scripps Networks**, **Scripps Nets Interactive** CEO *Ken Lowe* on Thurs said it's not for sale. "We did not execute this spin-off for the purpose of selling the cable network interactive businesses. They're not for sale," he said during an earnings call. "It's somewhat flattering to have a house that everybody wants to buy before you even put a 'For Sale' sign in the front yard. There's no 'For Sale' sign." SNI split off from **E.W. Scripps** and began trading as a separate stock on July 1—a move that sparked acquisition talk. Lowe expressed confidence that SNI can grow these brands, especially as it moves content to other platforms beyond cable networks. "We believe if anything we can increase the value of these properties over the coming weeks and months," he said. Thurs 2Q earnings call marked the last time SNI and E.W. Scripps will present earnings together. Scripps Nets 2Q revenue rose 13% to \$349mln, while profit was up 9.8% to \$180mln. Execs were bullish on the cable nets, saying they've completed about 50% of inventory in the upfront and expect to be at the high-end of CPM increases. Of particular note is **Food Network**, which SNI's *John Lansing* described as "severely underpriced and undervalued." The net enjoyed its best ratings ever last month. Scripps plans to seek a rate increase for the net in '09, he indicated. Online shopping services **Shopzilla** and **uSwitch** recorded a 13% increase in revenue (\$67mln). Shopzilla's sponsored link contract with **Google** ends Oct 31, which "depending on where we end up" could result in some impact beginning in 4Q, an exec said.

In the States: **Buckeye CableSystem** will serve as a BETA site for advanced interactive applications being tested and supported by **Comcast Media Center's** HITS Advanced Interactive Services. The platform has been upgraded to support apps that use ETV EBIF as well as tru2way. -- **Cablevision** expanded its free VOD library, adding hundreds of titles from **MTV**, **MTV2**, **VH1**, **VH1 Classic** and **CMT**. -- **ION** added a new station affiliate, **WRCX-TV** in Dayton. **Time Warner Cable** currently carries that station on Channel 22.

Advertising: **NebuAd's** actions continue to be watched closely by Congress. Reps *Ed Markey* (D-MA), *John Dingell* (D-MI) and *Joe Barton* (R-TX) raised concern over **Embarq's** test of NebuAd software, which provides information



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on Websites visited. Embarq recently answered a series of questions from the lawmakers, but Markey wants more. "I am still troubled by the company's failure to directly inform their consumers of the consumer data gathering test and the notion that an 'opt-out' option is a sufficient standard for such sweeping data gathering," Markey said Thurs. **Charter** recently canceled plans to trial NebuAd's software after criticism from the Hill and concerns from customers. **Knology** and **WOW** are among those with relationships with NebuAd, according to reports.

On the Hill: **DirectTV** and **DISH** on Thurs applauded the House Judiciary's admin law subcmte's passing of the State Video Tax Fairness Act, which would require states to apply taxes equally to all video providers. The bill is sponsored by Judiciary Committee chmn *John Conyers* (D-MI) and Rep *Chris Cannon* (R-UT).

DTV Doings: Former "Price is Right" host *Bob Barker* is in a new DTV transition PSA. **NAB** tapped him for its latest spots, encouraging antenna TV viewers to upgrade their sets. See it at www.dtvanswers.com/30secspot.

From the Street: Just because **XM** and **Sirius'** marriage is poised for approval, **Sanford Bernstein** Thurs said that doesn't mean a **DISH** and **DirectTV** union would be granted a similar blessing, as regulatory issues in each merger are entirely different. **DISH** and **DirectTV's** '02 merger attempt failed, with both the **DOJ** and **FCC** concluding that it would hurt consumer choice. The investment firm doesn't think the market has changed. Sure, the telcos are now offering video, but they "have not built video facilities in rural America, nor do they plan to," the note said. Satellite radio, on the other hand, was determined to compete in an "in-car" market, that includes iPods, terrestrial radio stations, etc.

Ratings: Tues' season finale of "Deadliest Catch" on **Discovery** marked the highest P2+ delivery (3.56mln) for the entire 4th season. -- **SNY's** Tues Mets-Phillies contest marked the highest-rated game of the season for the net, averaging a 5.0 HH rating/486K total viewers in the NY DMA. The game also garnered the net's highest rating ever in adults 25-54 (3.0), and male 25-54 (4.8) -- **FSN** likes its baseball numbers, announcing that ratings for its hometown **MLB** telecasts this season have topped cable competition and ranked 3rd or higher against broadcast nets in 7 of those markets. -- Wed's ep of **Oxygen's** "Tori & Dean" was the series' most-watched telecast ever with 1.1mln viewers. -- **ABC Family's** "The Secret Life of the American Teenager" clocked series highs in all key targets on Tues. It became the net's top series telecast on record with 3.1mln total viewers and 1.5mln adults 18-49.

Programming: A slew of **ESPN**-branded properties kicks off the '08 college football season on Aug 28, with **ESPN on ABC**, **ESPN**, **ESPN2**, **ESPNU**, **ESPN360.com**, **ESPN Classic** and **ESPN Mobile TV** and **ESPN Radio** all involved. Combined with **ESPN Regional Television's** roughly 85 syndicated productions and approx 150 games on PPV service **ESPN GamePlan**, the nets will cover more than 400 games. Other highlights include more than 300 games on **ESPN360.com** and up to 10 simulcast games per week at **ESPN Mobile TV**. **ESPN's** post-season Bowl coverage will also include 2 additional games: The the Congressional Bowl in DC and the St. Petersburg Bowl. -- First came the Puppy Bowl, and now **Animal Planet's** unveiling "Puppy Games 2008" to coincide with the Opening and Closing of the real summer Olympics. Pups representing countries from around the globe will compete for the gold in events such as boxing, swimming, gymnastics and soccer. The 3-hour special debuts at 6pm, Aug 8, and a modified version airs Aug 23 at 8pm ET. -- It's an "All Skate" over at **Comcast SportsNet Northwest**, with the channel featuring a week of roller derby action beginning Mon. After all, the net's based in the roller derby mecca of Portland. Featured programming includes

Call for Nominations

CableFAX
THE MAGAZINE

2008 Most Powerful Women 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 issue of CableFAX: The Magazine. Nominations are open to all cable operators, programmers, vendors and trade associations.

Deadline for nominations: Sept. 8, 2008 • Nominate online at www.CableFaxMag.com

BUSINESS & FINANCE

the Comcast SportsNet original "Roller Derby 101," rare archives of classic roller derby bouts from the '60s and '70s, and screenings of the '72 roller derby classic "Kansas City Bomber," starring *Raquel Welch*.

-- **Outdoor Channel** has teamed with conservation group **Pheasants Forever and Quail Forever**. The partnership centers on conservation and education, using Outdoor's multiple media platforms as promotional vehicles. -- **Universal HD's** Olympic programming kicks off at 2am ET, Aug 8 and continues all day through Aug 24. Those who can't wait for the Games can check out trial events during its "Olympic Athlete Weekend," Aug 2 (11:30am-8pm ET) and Aug 3 (8:30am-8pm). -- The live, televised announcement of the "TitleTown USA" winner on **ESPN's "SportsCenter"** has been moved to Mon, 6pm ET from Sun. ESPN.com visitors can vote through Sun on which of the 20 community finalists is TitleTown.

On the Circuit: Rep *Joe Baca* (D-CA), chmn of the Congressional Hispanic Caucus, gets the Diversity Advocate Award at the annual **Kaitz Foundation** dinner Sept 17 in NYC. **Bright House** and **Scripps Nets** gets the Diversity Champion Award. More info at www.walterkaitz.org/dinner.

People: **MTV Tr3s** svp, gm *Lucia Ballas-Traynor* was named publisher of *People en Espanol*. -- *Bob Barlow* has been named **Time Warner Cable San Diego** div pres.

CableFAX Daily Stockwatch

Company	07/24 Close	1-Day Ch	Company	07/24 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	36.82	0.13	ADC:	10.23	(0.07)
DIRECTV:	26.56	(0.24)	ADVANTAGE:	2.69	(0.11)
DISHNEY:	31.02	(0.13)	ALCATEL LUCENT:	6.03	(0.04)
ECHOSTAR:	28.09	(0.02)	AMDOCS:	30.39	1.59
GE:	28.71	(0.62)	AMPHENOL:	47.97	(1.18)
HEARST-ARGYLE:	20.00	(0.02)	APPLE:	159.03	(7.23)
ION MEDIA:	1.44	0.00	ARRIS GROUP:	8.67	(0.31)
NEWS CORP:	14.91	(0.06)	AVID TECH:	19.69	(0.13)
MSOS					
CABLEVISION:	21.11	(0.47)	BIGBAND:	4.06	(0.12)
CHARTER:	1.17	0.02	BROADCOM:	23.71	(2.53)
COMCAST:	19.87	(0.18)	C-COR:	11.00	0.00
COMCAST SPCL:	19.72	(0.2)	CISCO:	21.76	(0.41)
GCI:	8.78	(0.13)	COMMSCOPE:	50.66	(2.17)
KNOLGY:	10.80	(0.87)	CONCURRENT:	6.30	0.00
LIBERTY CAPITAL:	15.53	(0.25)	CONVERGYS:	12.11	(0.61)
LIBERTY ENTERTAINMENT:	23.99	(0.19)	CSG SYSTEMS:	16.51	(0.43)
LIBERTY GLOBAL:	29.00	(0.78)	ECHOSTAR HOLDING:	32.01	(0.49)
LIBERTY INTERACTIVE:	13.42	(0.65)	GOOGLE:	475.62	(13.6)
MEDIACOM:	5.86	(0.12)	HARMONIC:	9.56	(0.04)
ROGERS COMM:	42.97	0.00	JDSU:	10.68	(0.35)
SHAW COMM:	22.23	(0.59)	LEVEL 3:	3.34	(0.22)
TELEWEST:	24.20	0.00	MICROSOFT:	25.44	(0.99)
TIME WARNER CABLE:	26.82	(0.54)	MOTOROLA:	7.15	(0.32)
VIRGIN MEDIA:	11.29	(0.7)	NDS:	57.43	0.03
WASH POST:	605.20	(6.05)	NORTEL:	7.19	0.05
PROGRAMMING					
CBS:	17.37	(0.69)	OPENTV:	1.86	0.13
CROWN:	4.44	0.18	PHILIPS:	34.49	(0.64)
DISCOVERY:	20.93	(0.78)	RENTRAK:	14.07	0.02
EW SCRIPPS:	8.51	(0.69)	SEACHANGE:	6.98	(0.13)
GRUPO TELEVISIA:	22.51	(1.37)	SONY:	41.53	0.47
INTERACTIVE CORP:	18.08	(0.45)	SPRINT NEXTEL:	8.50	(0.01)
LIBERTY:	41.90	(1.52)	THOMAS & BETTS:	40.81	1.01
LODGENET:	3.57	(0.17)	TIVO:	7.65	(0.19)
NEW FRONTIER:	3.19	(0.02)	TOLLGRADE:	4.71	0.36
OUTDOOR:	6.85	(0.01)	UNIVERSAL ELEC:	23.10	(0.5)
PLAYBOY:	5.15	0.27	VONAGE:	1.59	(0.01)
RHI:	12.55	(0.04)	WORLDGATE:	0.30	0.00
SCRIPPS INTERACTIVE:	40.75	0.81	YAHOO:	20.53	0.14
TIME WARNER:	14.49	(0.22)	TELCOS		
UNIVISION:	36.23	0.00	AT&T:	31.70	(1.36)
VALUEVISION:	3.01	(0.24)	QWEST:	3.62	(0.19)
VIACOM:	30.01	(1.15)	VERIZON:	35.09	(0.75)
WWE:	16.82	0.08	MARKET INDICES		
TECHNOLOGY					
3COM:	1.98	0.01	DOW:	11349.28	(283.1)
			NASDAQ:	2280.11	(45.77)

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August 3, 2008
 Putting Info Online In Drips And Drops Causes Messages To Run Dry

About two years ago, when the Internet was still a relatively new phenomenon, the New York Times published an article titled "The Internet Is a Drip and Drop." The article described how the slow, steady trickle of information from the Internet was causing a "run dry" in traditional media. The article was a prescient warning of the challenges that would come with the rise of digital communication.

PR PULSE

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Bending Reality

A reality of cable's TCA week was that reality is no longer alternative programming. "It's the cornerstone of modern television, like it or not," **Fox Reality Channel** chief *David Lyle* said. This was obvious when critics registered not even a collective snarl when Lyle piled on, uttering this alarming statistic: in 2002 there were 22 reality shows introduced on cable; in 2008 there will be 140. Fortunately, cable's week proved the reality genre is showing signs of improving, moving from often pointless to pointed... sometimes. Take **MTV's** "From G's to Gents" (Tues, 10pm). The *Jamie Foxx*-produced reality competition is a variation on "My Fair Lady," which, of course, is a took off of "Pygmalion." 14 G's, or gangsters, attempt to become gentlemen. "It's really going to help a lot of people," Foxx said. Gentlemanly host *Fonzworth Bentley* told critics the show will be edited to encourage male viewers to "take notes," so they could "actually learn while... watching the show." Learning while watching reality TV? On MTV? This could be serious.


Fox Reality's "Long Way Down" (Aug 2, 9pm) might be the best example of reality's changing face. At TCA, Long Way's star, actor *Ewan McGregor*, spoke so eloquently about his 3-month motorcycle trip from Scotland to southern Africa, critics were scrambling to find the correct spelling of Namibia. At a time when Africa's weak public relations image is being lowered by *Robert Mugabe's* refusal to leave office in Zimbabwe, McGregor's experience offers an upbeat view of the continent and its people. The actor said the countries were "beautiful to travel through" and "we found... that when you are with people who really have very, very little, they are sometimes the most generous people..." Not a bad lesson. SA

Highlights: "Mad Men," season II, debut, 10pm, **AMC**. What a difference a year makes. Last summer, we screamed for this newbie that felt like "The Sopranos." With 20 Emmy noms, no need this time. Season 2 jumps 2 years, to Valentine's Day '62, and characters have aged, ungracefully mostly. Former secretary *Peggy (Elisabeth Moss)* has become uppity. Don's (*Jon Hamm*) feeling philosophical and his age. He can't always rise to the occasion, and his health is a concern. Sound like *Tony Soprano*? Indeed, bloggers will have a field day comparing Don and Tony (an elevator scene involving a hat is obvious). Still, strong writing, brilliant opening scene contrasts and good acting combine for a solid season 2 debut. SA

Worth a Look: "Dirty Jobs: Shark Special," Tues, 9pm, **Discovery**. How nice of Discovery chief *John Ford* to let *Mike Rowe* "celebrate" Shark Week in the Arctic looking for deadly Greenland sharks. No doubt Rowe will tune in to "How Not To Become Shark Bait" at 10pm. -- "Hook Up," Wed, 10pm, Mun 2. Good idea—pair a Latino youth with an adult mentor. Ep 1, with football's Tony Gonzalez, isn't exciting, but shows a good role model. -- "Model Latino," Sun, 9pm ET, **Si TV**. The next top Latina model will need more than looks, Si TV promises. Poise, culture and style will count, too. We'll see. SA

Basic Cable Rankings (7/14/08-7/20/08) Mon-Sun Prime			
1	USA	2.3	2255
2	DSNY	1.9	1804
3	TNT	1.8	1771
4	ESPN	1.6	1502
5	NAN	1.4	1376
5	FOXN	1.4	1264
7	TBSC	1.3	1274
8	LIFE	1.2	1113
9	A&E	1.1	1069
9	HGTV	1.1	1041
9	FX	1.1	1028
9	HALL	1.1	932
13	TOON	1	989
13	SPK	1	924
13	SCIF	1	915
16	DISC	0.9	852
16	FAM	0.9	818
16	HIST	0.9	818
19	FOOD	0.8	803
19	AMC	0.8	774
19	TRU	0.8	744
19	CMDY	0.8	715
19	LMN	0.8	462
24	CNN	0.7	669
24	MTV	0.7	631
24	BRAV	0.7	619
27	TVLD	0.6	601
27	TLC	0.6	573
27	VH1	0.6	523
30	APL	0.5	483
30	MSNB	0.5	464
30	BET	0.5	455
30	EN	0.5	444
30	OXYG	0.5	360
30	NOGG	0.5	356
30	NGC	0.5	333
37	ESP2	0.4	389
37	WGNA	0.4	280
37	SOAP	0.4	262
37	WE	0.4	245
41	HLN	0.3	324
41	TTC	0.3	319
41	SPD	0.3	241
41	CMT	0.3	233
41	GSN	0.3	226
41	DHLT	0.3	220

*Nielsen data supplied by ABC/Disney




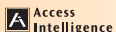
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