

CableFAX Daily™

Monday — August 15, 2011

What the Industry Reads First

Volume 22 / No. 156

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Intern Season: Companies Return to Emma Bowen Year After Year

Like tourists to a beach, interns flocked to companies this summer, and the **Emma Bowen Foundation** made sure that minority youth were among them. Celebrating its 22nd anniversary this year, making it older than most of its interns, the foundation has grown to 260 active interns and more than 40 corporate partners. "What this program does is it feeds into the pipeline a group of really strong, young professionals who have great grades, who have experience, who have passion for the industry and matches them up with senior level industry leaders so that there is a better chance that they're going to be mentored into progress in their career," said Emma Bowen pres *Phylis Eagle-Oldson*. Emma Bowen recruits and screens prospective interns who are sent to partner companies, such as **Comcast** or **HBO**, for their final interviews. Partner companies pay an annual membership contribution and wages. The diverse, talented pool has made it "much easier to focus on diversity without hitting people over the head with it because the kids are that good that there's no doubt that they're the best for a particular position," said *Scott McElhone*, HBO evp, HR and admin. Last year, 59 new students from 30 cities around the country were selected from approximately 750 applications to participate in the Foundation's multi-year work/study program. This year, the Foundation created a pool of 600 students from approx 3K applications, with 110 students added to the program, according to Emma Bowen vp *Sandra Rice*. "It's always been great having them around," said *Rob Kennedy*, co-pres of **C-SPAN**, a partner company of the Foundation for more than 10 years. "They're hard workers and they contribute, but now they're also adding even more from, I'd guess you say, a strategic perspective as they talk to us about how they consume television or about how they consume media." Lending more to the companies than just social media how-to's, many Emma Bowen interns rotate through different departments as they spend 4-5 summers starting their senior year in high school with a single company. This long-term relationship pays off for both company and intern. "You're actually developing talent and talent is the largest resource an organization has," said *Kimberly Maki*, **Bright House's** vp, corporate comm, and a new addition to the Bowen board. For the interns, it's an opportunity they don't take for granted. "Just because they've given us an opportunity doesn't mean it's something easy. Because it's not," said *Joe Sutton*, a past Bowen intern with **Turner Broadcasting**. "It's something that you have to be dedicated to, you have to strive for excellence and really make the opportunity work for you. Because again, the foundation isn't doing it for

CableFAX™ THE MAGAZINE Most Influential Minorities in Cable

Celebrate Diversity Week! This issue profiles CableFAX's most influential minorities in cable and the winners of NAMIC's EMMA Awards (Excellence in Multicultural Marketing Awards) and the Top 10 Places to Work in Cable.

Distribution: NAMIC and CableFAX Breakfast Honoring the 2011 Most Influential Minorities in Cable; Kaitz Dinner; WICT Conference.

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you; they're literally planting a seed for us to sprout." Sutton credits the foundation with giving him the opportunity to travel to China during the 2008 Olympics; his first trip out of the country. Currently an assignment editor and live shot producer with **CNN**, Sutton stayed in the industry after his internship experience, just like many Emma Bowen alum. "We've had all the different combinations you can have with Emma Bowen interns," said C-SPAN's Kennedy. "We've had interns who worked for us and left and went to work for other media companies. We've had EBF interns from other companies who've come and worked for us. And then we've had our own EBF interns who have stayed with us for a number of years. I think that's a good thing for the industry long term."

In the Courts: The patent scrap isn't over yet. **ActiveVideo** Fri filed an injunction against **Verizon** to stop it from using its intellectual property in its **FiOS** TV service. Last week, a federal jury ordered Verizon to pay \$115mln to ActiveVideo for patent infringement (**Cfax**, 8/3). "The decision of the court to uphold our intellectual property rights was very clear," said *Jeff Miller*, pres/CEO of ActiveVideo Networks. "We insist that Verizon immediately cease its unlawful use of the patented technology developed by the employees and investors of ActiveVideo Networks." ActiveVideo filed suit against the telco in May, alleging that it infringed on 4 patents. Verizon did not immediately return messages.

VOD: **Time Warner Cable** added **Fox** programming to its VOD lineup, giving subs instant access to Fox prime shows at no additional cost. "Glee," "Family Guy" and "American Dad" are among the shows available with fast-forward disabled. The deal does not include Fox's new authenticated online viewing service, for which only **DISH** has a deal so far. Starting Mon, Fox fans will have to wait until at least 8 days after a show is broadcast to view it online unless their pay TV provider is part of Fox's authenticated TV Everywhere service. **HBO** officially launched its **Max Go** app for mobile viewing of **Cinemax** on **Apple** and select **Android** devices. Free to Cinemax subs, the app features more than 700 hours of programming and bowed Fri to coincide with the premiere of "Strike Back," the premium net's 1st original series. The **HBO Go** app has been downloaded approx 4mln times.

Earnings: **Mediacom Broadband** reported rev of \$219.8mln (+3%) on flat video rev and increases in HSD and phone rev, OIBDA of \$83.9mln (+6.1%) and FCF of \$15.8mln, compared to \$10.6mln a year ago. Versus 1Q, the unit shed 20K basic subs and 6K digital while adding 1K HSD and 2K phone customers. Respective totals as of June 30: 634K, 415K, 470K and 177K. PSUs dipped 17K to 1.28mln. **Mediacom LLC** delivered rev of \$170.8mln (+4.3%), adjusted OIBDA of \$69.3mln (+7.2%) and FCF of \$18.6mln, compared to \$16.9mln. Sequentially, the segment lost 16K basic and 10K digital subs to tally a respective 505K and 309K as of June 30. HSD totaled 385K (-1K) and phone 158K (flat). -- **Atlantic Broadband's** 2Q results included a 3.9% increase in rev to \$82.6mln on increases in HSD (+7.9%), phone (+9.7%) and comm (+14.1) rev. As of June 30, the company had approx 196K basic, 94K digital, 146K residential HSD and 69K home phone subs.

Ratings/Traffic: Powered by the US-Mexico soccer match, **Univision** ranked as the top broadcast net in prime Wed night among several demos including 18-49s (2.58mln) and 18-34s (1.51mln). The match reached a total of 9.4mln viewers and averaged 4.5mln P2+, 2.69mln 18-49s and 1.58mln 18-34s.

Programming: **PTC** isn't crying any tears over **MTV** pulling the plug on high school sex comedy "The Hard Times of RJ Berger" after 2 seasons. -- **TNT** renewed "Leverage" for a 5th season. After the show's Aug 28 summer finale, "Leverage" will return to wrap up its 4th season with new eps in Nov and Dec. -- On Mon, **RLTV** airs special "Making Medicare Work for You: Your Questions, your Choices" with *Deborah Norville* (9pm). -- **Syfy** picked up a 4th season of "Warehouse 13," its most-watched series in history.

Marketing: **Karmaloop**, which is launching **Karmaloop TV** later this year, has taken a sponsorship role in music fests Rock the Bells 2011 and The IDentity Tour.

Public Affairs: **Sportsman Channel** has made a short film on its Hunt.Fish.Feed public affairs initiative available on **Comcast's** VOD service in the Atlanta area on the "Get Local ATL" channel. Viewers will see a recap of a May event at Atlanta's Wheat Street Pantry, where 300 people were served bison meatloaf courtesy of Comcast, **Ted' Montana Grill** and Sportsman. Special guests include *Ted* and *Beau Turner* as well as Ted's Montana Grill CEO *George McKerrow*.

Business/Finance: **Charter**, **TiVo** and **Knology** joined the cable/media share buyback parade. Charter's board OK'd repurchases of up to \$200mln of Class A shares and outstanding warrants over the next year, TiVo's board authorized \$100mln from its existing cash, and Knology set up a plan to repurchase 2mln shares, or \$26.7mln as of Fri's closing price.

CableFAX Week in Review

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	43.34	(4.52%)	8.54%
DISH:	DISH	23.10	(8.04%)	17.50%
DISNEY:	DIS	33.09	(5.94%)	(11.78%)
GE:	GE	15.88	(3.82%)	(11.33%)
NEWS CORP:	NWS	16.67	9.89%	1.52%

MSOS

CABLEVISION:	CVC	18.74	(12.84%)	(44.62%)
CHARTER:	CHTR	47.23	2.54%	21.29%
COMCAST:	CMCSA	20.64	(5.67%)	(6.05%)
COMCAST SPCL:	CMCSK	20.30	(4.38%)	(2.45%)
GCI:	GNCMA	8.38	(19.5%)	(33.81%)
KNOLOGY:	KNOL	13.35	(1.98%)	(14.59%)
LIBERTY CAPITAL:	LCAPA	69.50	(1.93%)	11.09%
LIBERTY GLOBAL:	LBTYA	39.50	7.34%	11.64%
LIBERTY INT:	LINTA	15.06	8.27%	(4.5%)
SHAW COMM:	SJR	21.48	1.13%	0.47%
TIME WARNER CABLE:	TWC	65.51	(3.66%)	(0.79%)
VIRGIN MEDIA:	VMED	23.64	0.13%	(13.22%)
WASH POST:	WPO	357.04	(5.98%)	(18.76%)

PROGRAMMING

AMC NETWORKS:	AMCX	33.67	(4.4%)	(15.51%)
CBS:	CBS	24.93	4.92%	30.87%
CROWN:	CRWN	1.25	(26.47%)	(52.29%)
DISCOVERY:	DISCA	39.03	4.81%	(6.4%)
GRUPO TELEVISIA:	TV	20.19	(1.94%)	(22.14%)
HSN:	HSNI	31.73	(0.84%)	3.52%
INTERACTIVE CORP:	IACI	37.83	(1.33%)	31.81%
LIBERTY STARZ:	LSTZA	71.41	(2.59%)	7.42%
LIONSGATE:	LGF	7.00	(1.41%)	7.53%
LODGENET:	LNET	1.99	(29.68%)	(53.18%)
NEW FRONTIER:	NOOF	1.13	(4.24%)	(40.21%)
OUTDOOR:	OUTD	6.14	(7.67%)	(14.37%)
SCRIPPS INT:	SNI	42.68	5.30%	(17.53%)
TIME WARNER:	TWX	29.84	(5.99%)	(7.24%)
VALUEVISION:	VVTV	5.45	(1.09%)	(10.8%)
VIACOM:	VIA	55.41	6.56%	20.82%

TECHNOLOGY

ADVANTAGE:	AEY	2.40	(3.61%)	(23.57%)
ALCATEL LUCENT:	ALU	3.70	(8.64%)	25.00%
AMPHENOL:	APH	46.50	7.19%	(11.9%)
AOL:	AOL	11.78	(26.88%)	(50.32%)
APPLE:	AAPL	376.99	0.90%	16.87%
ARRIS GROUP:	ARRS	10.40	0.00%	(7.31%)
AVID TECH:	AVID	10.87	(5.89%)	(37.74%)
BIGBAND:	BBND	1.61	(6.4%)	(42.5%)
BLNDER TONGUE:	BDR	1.40	(12.5%)	(33.33%)
BROADCOM:	BRCM	33.84	(8.71%)	(22.3%)
CISCO:	CSCO	15.99	7.03%	(20.96%)
CLEARWIRE:	CLWR	1.91	6.11%	(62.91%)
CONCURRENT:	CCUR	5.94	(7.19%)	17.39%
CONVERGYS:	CVG	10.09	(10.55%)	(23.39%)
CSG SYSTEMS:	CSGS	14.01	(8.25%)	(26.03%)
ECHOSTAR:	SATS	25.17	(10.36%)	0.80%
GOOGLE:	GOOG	563.77	(2.64%)	(5.08%)

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
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HARMONIC:	HLIT	5.40	(2.7%)	(36.99%)
INTEL:	INTC	20.65	(7.52%)	(1.81%)
JDSU:	JDSU	11.52	1.32%	(20.44%)
LEVEL 3:	LVL	1.91	(2.05%)	94.90%
MICROSOFT:	MSFT	25.10	(8.39%)	(10.07%)
MOTOROLA MOBILITY:	MMI	24.47	8.56%	(15.91%)
RENTRAK:	RENT	13.74	1.25%	(54.44%)
SEACHANGE:	SEAC	7.83	(10.92%)	(8.42%)
SONY:	SNE	21.49	(7.13%)	(39.82%)
SPRINT NEXTEL:	S	3.20	(37.98%)	(24.35%)
THOMAS & BETTS:	TNB	43.40	0.88%	(10.14%)
TIVO:	TIVO	8.05	(2.66%)	(6.72%)
UNIVERSAL ELEC:	UEIC	17.66	(11.26%)	(37.75%)
VONAGE:	VG	3.21	3.88%	43.30%
YAHOO:	YHOO	13.59	15.72%	(18.31%)

TELCOS

AT&T:	T	28.22	(2.45%)	(3.95%)
VERIZON:	VZ	34.30	(2.14%)	(4.14%)

MARKET INDICES

DOW:	DJI	11269.02	(1.53%)	(2.66%)
NASDAQ:	IXIC	2507.98	(0.96%)	(5.46%)
S&P 500:	GSPC	1178.81	(1.72%)	(6.27%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. YAHOO:	13.59	15.72%
2. NEWS CORP:	16.67	9.89%
3. MOTOROLA MOBILITY:	24.47	8.56%
4. LIBERTY INT:	15.06	8.27%
5. LIBERTY GLOBAL:	39.50	7.34%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. SPRINT NEXTEL:	3.20	(37.98%)
2. LODGENET:	1.99	(29.68%)
3. AOL:	11.78	(26.88%)
4. CROWN:	1.25	(26.47%)
5. GCI:	8.38	(19.5%)



Communications Technology, the premier B2B brand serving voice, video and data service providers, unveils the 2011 Communications Technology Platinum Awards, recognizing and honoring the broadband industry's most innovative hardware, software, service, & PR marketing initiatives – the crème de la crème, as judged by a blue-chip panel of experts from within and outside the industry.

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