

# CableFAX Daily™

Tuesday — August 18, 2009

What the Industry Reads First

Volume 20 / No. 157

## Serve & Volley: Tennis Channel Goes After Cablevision Over Lack of Carriage

With the NFL season weeks away, this is the time of year when NFL Net usually launches missives against cable operators that don't carry the channel. Instead, it's independent net Tennis Channel that came out swinging with a campaign in the \$500K-\$1mln range against Cablevision. Ads appear this week in the *NY Times*, *NY Post*, *Westchester Journal* and on radio stations such as sports talk radio station WFAN warning fans that they'll miss out on the net's US Open coverage. One place you won't see the ads is CVC-owned *Newsday*. "The Tennis Channel ads are nasty, unfair and intentionally misleading, and we don't think anyone should carry them," Cablevision said in a statement Mon. Tennis' ads begin with "Thanks a lot Cablevision" in large letters and promote DirectTV, Verizon FiOS and DISH Network as alternate providers who carry the net. "You've dropped the ball by preventing your subscribers from seeing Tennis Channel's round-the-clock coverage of the 2009 US Open," says one ad. The problem, according to a Tennis spokesman, is that CVC wants to put the net on a sports tier. "We've been in talks to get launched on Cablevision for years. Tiers we don't think are very fair," said spokesman Eric Abner, pointing to Tennis' popularity with females (not typical sports tier purchasers) and its fan base in the NY area. The net is carried on sports tiers in some systems, including Time Warner Cable NY, but Abner said those deals were completed years ago when the net was just starting out. "We haven't done a deal like that since 2005," he said. The impetus for the CVC assault is the 72 hours of US Open coverage Tennis will air after joining with ESPN to ink deals last year to telecast the US Open, Aussie Open, French Open and Wimbledon through '14. ESPN2 will air 94 hours. CBS also will have coverage, including the finals. "No Cablevision customer is going to miss the US Open on television, with the best and most significant matches available on CBS and ESPN—in both standard-definition and HD," Cablevision countered in a statement Mon afternoon. "We have offered to make the Tennis Channel available to any Cablevision customer who wants it, and would put it on tomorrow if it would accept an agreement that is fair for all Cablevision customers. Unfortunately, the leadership of the Tennis Channel seems to be only interested in money, and continues to demand that all our customers be forced to receive and pay for its programming, whether they want it or not. We urge tennis fans to contact the Tennis Channel and encourage it to accept an agreement that is fair for all Cablevision customers."

**In the States:** Suddenlink inked a deal with ESPN for broadband sports network ESPN360.com. Suddenlink Internet customers can access ESPN360.com for no charge from any PC connected to Suddenlink Internet service. They can also access ESPN360.com from the Suddenlink.net home page or get a password for when they're away from home.

**Competition:** AT&T launched U-verse TV in parts of Memphis, TN. -- DirectTV's The 101 Network returns former ABC series "Eyes" to its lineup Sept 15, with a 12-ep run including 7 that have never been seen.

**At the Portals:** Media General filed an emergency enforcement complaint at the FCC on Fri after Time Warner Cable removed WBTW, the CBS-affil for the Grand Strand area of SC, from some cable systems earlier in the week. The station



NOW AVAILABLE

## We power your HD business



TM and © 2009, Turner Broadcasting System, Inc. A TimeWarner Company. All Rights Reserved. [TurnerResources.com](http://TurnerResources.com)



2009 Walter Kaitz Foundation  
Annual Fundraising Dinner

Make a Statement. Make a Difference.

**“We need diversity  
of thought in the world  
to face the new challenges.”**

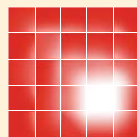
Tim Berners-Lee



**Wednesday, October 28, 2009**

Hyatt Regency Denver at  
Colorado Convention Center  
Denver, Colorado

Purchase tickets now at  
[www.walterkaitz.org/dinner2009](http://www.walterkaitz.org/dinner2009)



walter  
**kaitz**  
foundation



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.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, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● 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: Carol Bray, 301/354-1763, cbray@accessintel.com

is a duplicate signal in the market. The MSO plans to remove the station from more systems on Thurs, Media General said. WBTW said TWC didn't provide it with notice. It also claims there was not reasonable notice to subs, arguing that running "rarely read" legal notices in a newspaper to which more than 75% of the HHs in the county don't subscribe is inadequate. "We believe that we complied with the law. But we just learned about this complaint, and will need to look into the matter further before providing additional comments," a TWC rep said Mon.

**Carriage:** NFL Net is launching its NFL RedZone channel in time for the regular season. While NFL Net said distribution discussions continue with multichannel ops, a *Sports Business Journal* story claims that no cable op other than Comcast is interested in RedZone, whose carriage is contingent on an NFL Net deal.

**In the Courts:** Top MSOs and modem makers have asked a federal court to invalidate 2 patents from Rembrandt IP Mgmt. Comcast, Time Warner Cable, Cablevision, Motorola, Cisco and others have asked the US District Court for DE to invalidate the patents, filing a motion for summary judgment last week in the long-lasting legal battle.

**Research:** Though not quite to a halt, US net broadband adds in 2Q by the 19 largest cable ops and telcos slowed to 634K, according to Leichtman Research—the fewest of any Q in the 8 yrs LR has been tracking the data. As 2Q's overall adds represented 71% of those from a year ago, the top telcos added 384K subs while the top cable ops, who control 54% of the market, or 38mln customers, added 249K. At the high end, Time Warner Cable (94K), Comcast (64K) and Cox (30K) led cable in adds, and Verizon (186K), AT&T (112K) and Qwest (34K) paced the telcos.

**VOD:** Set to launch Aug 26 is Sundance Selects, a news transactional VOD service from Sundance Channel that will debut with Spike Lee's "Passing Strange the Movie." The national service will initially feature 1 premiere title/month, with plans to increase that number to 2.

**Technology:** HSN launched an iPhone app offering 24-hr streaming access to the channel, a library of original video and the ability to purchase products through the device. -- RGB Networks and SeaChange inked a reseller agreement that meshes for sale to small and midsize ops several related digital ad insertion products, including high-density overlays for advanced ads and interactive TV.

**Ratings:** AMC's "Mad Men" delivered a 2.1 rating for its 3rd-season premiere Sun night, the best rating ever for the series and any original on the net. -- The 4th ep of Syfy's "Warehouse 13" delivered more female viewers (1.9mln) than any other series telecast in the net's history. -- The premiere of E!'s "Kourtney and Khloe Take Miami" garnered a 2.14 HH rating and averaged 2.7mln total viewers to become the net's highest-rated and most-watched series since "The Anna Nicole Show" in '02. -- TNT's PGA Championship coverage averaged a 1.3 US HH rating for the tourney's 1st 2 rounds, up 86% over last year, and a 1.5 rating (+67%) for the final 2 rounds. The net's 4-round demo increases include total viewers (+79%), 18-49s (+88%) and 25-54s (+111%). -- The latest ep of Lifetime's "Drop Dead Diva" scored series highs among women 18-49 (1.66 rating) and women 25-54 (1.94).

**Programming:** "Supernanny" makes its cable debut on Style, Sept 4 with a Labor Day marathon. After the stunt, new eps will air 7 nights/week at 7pm. -- ESPN2 inked with Fox Sports Intl a deal to televise up to 48 live Barclays Premier League matches in the US during the '09-'10 season. -- ION TV acquired more than 40 film titles from NBCU and Warner Bros for air beginning later this month. Included are "Miami Vice" and "The Break Up."

## Promote Your Fall Programming to Top Buyers in The Programming Issue: The Best & Next

New and Exciting Sponsorships and Advertising Packages Available!!

Publication Date: Sept. 16  
Ad Space Deadline: Aug. 28  
Artwork Deadline: Aug. 31

10,000 Print Copies  
40,000+ Online  
Special Distribution at the Program Awards  
& Top Ops Event



For ad rates email Debbie Vodenos at dvodenos@accessintel.com; 301-354-1695  
or Erica Gottlieb at egottlieb@accessintel.com; 212-621-4612.  
www.cablefax.com/programawards

# BUSINESS & FINANCE

**People:** Former CBS programming exec **Lisa Leingang** joined **Comedy Central** as svp, original programming and dev, East coast. -- The **FCC** tapped sr technologists to help with the national broadband plan. It includes **Stagg Newman**, who was a principal with **Pisgah Comm Consulting**. Dr **Carlos Kirjner**, former vp, biz dev for **Telegent**, becomes sr adviser to FCC chmn **Julius Genachowski** on broadband. -- **Sara Kozak** was named vp, prod for **Discovery Emerging Nets**. -- **Turner Sports Ad Sales** upped **Jennifer Barendrecht** to vp, western region. -- **Bright House** tapped **Kimberly Maki** as vp, corp communications.

**From the Street:** **Collins Stewart** said Mon that it believes **Comcast** will lose more basic customers in 3Q than it originally expected, changing its estimate to 173K lost from 97K. The firm blamed continued weaknesses in connect activity (economic weakness, high unemployment rates, and record foreclosures) and increased competition from the RBOCs and satellite. **Collins Stewart** lowered 3Q09 and FY09 estimates for data and VoIP adds as well but increased digital net add estimates (it expects 988K for the year, up from its previous estimate of 969K). -- **Sanford Bernstein** lowered **Verizon's** target price to \$25 from \$27 and dropped **AT&T's** to \$24 from \$27 to reflect "diminished prospects even in a recovery scenario." The firm maintained its "underperform" on Verizon and "market perform" on AT&T.

## CableFAX Daily Stockwatch

Company	08/17 Close	1-Day Ch	Company	08/17 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	34.38	(0.77)	AMPHENOL:	32.41	(1.03)
DIRECTV:	24.05	(0.59)	APPLE:	159.59	(7.19)
DISH:	16.81	(0.94)	ARRIS GROUP:	12.99	(0.32)
DISNEY:	25.09	(0.77)	AVID TECH:	12.11	(0.31)
GE:	13.36	(0.56)	BIGBAND:	3.79	(0.11)
NEWS CORP:	12.23	(0.54)	BLNDER TONGUE:	1.26	(0.02)
<b>MSOS</b>					
CABLEVISION:	20.49	(0.61)	BROADCOM:	25.94	(0.73)
COMCAST:	14.56	(0.25)	CISCO:	20.73	(0.58)
COMCAST SPCL:	13.73	(0.28)	CLEARWIRE:	6.40	(0.21)
GCI:	6.57	(0.01)	COMMSCOPE:	25.71	(1.33)
KNOWLOGY:	8.00	(0.26)	CONCURRENT:	4.52	(0.2)
LIBERTY CAPITAL:	16.20	(0.66)	CONVERGYS:	10.62	0.00
LIBERTY ENT:	27.11	(0.73)	CSG SYSTEMS:	15.62	(0.23)
LIBERTY GLOBAL:	20.55	(0.92)	ECHOSTAR:	18.68	(0.35)
LIBERTY INT:	9.29	(0.61)	GOOGLE:	444.89	(15.11)
MEDIACOM:	5.28	(0.16)	HARMONIC:	6.32	(0.23)
RCN:	8.69	(0.21)	INTEL:	18.45	(0.32)
SHAW COMM:	16.60	(0.33)	JDSU:	5.70	(0.17)
TIME WARNER CABLE:	32.76	(0.9)	LEVEL 3:	1.11	(0.08)
VIRGIN MEDIA:	10.12	(0.62)	MICROSOFT:	23.25	(0.44)
WASH POST:	458.25	(13.05)	MOTOROLA:	7.06	(0.2)
<b>PROGRAMMING</b>					
CBS:	9.89	(0.34)	OPENTV:	1.25	(0.02)
CROWN:	1.78	0.06	PHILIPS:	22.15	(0.9)
DISCOVERY:	24.28	(0.49)	RENTRAK:	15.51	(0.39)
EW SCRIPPS:	6.84	0.29	SEACHANGE:	8.90	(0.26)
GRUPO TELEVISA:	17.49	(0.87)	SONY:	27.02	(0.9)
HSN:	10.75	(0.37)	SPRINT NEXTEL:	3.81	(0.04)
INTERACTIVE CORP:	18.40	(0.34)	THOMAS & BETTS:	25.16	(0.81)
LIBERTY:	31.03	(0.98)	TIVO:	10.00	(0.28)
LODGENET:	6.09	(0.07)	TOLLGRADE:	5.55	(0.35)
NEW FRONTIER:	2.28	0.00	UNIVERSAL ELEC:	19.10	(0.06)
OUTDOOR:	6.60	(0.08)	VONAGE:	0.38	0.00
PLAYBOY:	2.38	0.01	YAHOO:	14.56	(0.48)
RHI:	2.62	(0.11)	<b>TELCOS</b>		
SCRIPPS INT:	32.51	(0.92)	AT&T:	25.02	(0.43)
TIME WARNER:	26.72	(0.83)	QWEST:	3.84	0.00
VALUEVISION:	2.99	(0.18)	VERIZON:	30.22	(0.86)
VIACOM:	24.82	(0.66)	<b>MARKET INDICES</b>		
WWE:	13.97	(0.4)	DOW:	9135.34	(186.06)
<b>TECHNOLOGY</b>					
3COM:	3.97	(0.18)	NASDAQ:	1930.84	(54.68)
ADC:	8.42	(0.32)			
ADVANTAGE:	1.81	0.00			
ALCATEL LUCENT:	3.20	(0.2)			
AMDOCS:	23.58	(0.5)			

23<sup>RD</sup> ANNUAL CONFERENCE



OCTOBER 26-28  
GRAND HYATT, DENVER, CO

**EMMA**  
EXCELLENCE IN MULTI-CULTURAL  
MARKETING AWARDS

**NAMIC** PRESENTS THE 2009  
**EXCELLENCE IN MULTI-CULTURAL  
MARKETING AWARDS**

Submit your entry today at [www.namic.com](http://www.namic.com).

PRESENTED IN PARTNERSHIP WITH: **CableFAX Daily**  
"What the Industry Reads First"

SPONSORED BY: **ESPN DEPORTES**

**ENTRY DEADLINE:  
AUG 14**

# EYE ON DIGITAL

## Days of Summer

The Web was a key destination for many American students during July, the 1st full month of summer vacation for high-schoolers and their younger counterparts. **ABC Family** delivered an impressive 60% in Jul uniques vs Jun to 2.68mln, completing a 2-month run up of approx 100%, from 890K in May. The site's avg min/visitor also rose, by 9% to 13.7min, representing a 25% rise since May. **Nick Kids**, meanwhile, rode the trend to 19% growth in uniques, to 14.85mln, although avg min/visitor dipped slightly to 68min. The time-spent number (2nd only to **Fox News**) bears noting, however.

Meanwhile, the start of NFL training camps and fantasy football drafts likely provided a big boost to **ESPN.com**'s monthly performance. The site notched 21.65mln uniques (+3%) and averaged slightly more than 57min/visitor for a 4.7% increase. Look for each metric to rise again in Aug, maybe even substantially. Then there's **FoodNetwork.com**, which likely benefited from a typical summer uptick in picnics and BBQs. The site enjoyed a 6% increase in uniques to 7.37mln.

Somewhat surprisingly, every other measured site or group besides the aforementioned and **C-SPAN.org** (+20%) posted month-to-month losses among uniques, sending the gainers to a resounding 10-5 victory over the decliners (1 site was flat). Interestingly, those numbers are a virtual inversion

of those from the Jun, when just 4 entries posted losses, 11 achieved gains and 1 was flat.

**HGTV.com** suffered a 30% decline in uniques to 2.37mln. Avg min/visitor also fell, by 21.7% to 9.5min. Like home prices and the real estate market at large, the site has been battered recently, suffering through marked 2-month declines in both uniques (-45%) and avg min/visitor (-39%). Meanwhile, **Lifetime Digital** posted a 12% dip in uniques to 3.21mln and **TBS**' 10% metric dip to 1.15mln was followed by **Comedy Central**'s 7% drop to 4.58mln, plus a trio of 6% decliners. **Discovery sites**

uniques tallied 13.28mln (-5%), **MT-VN**'s 16.69mln (-2%) and **The Weather Channel**'s 41.10mln (-2%).

But a silver lining became visible, with 157mln US Internet surfers viewing online video in Jun, according to comScore. That's the largest monthly audience ever. As a result, several sites posted gains in avg min/user despite shedding uniques. Comedy Central, for example, blazed to 33.7% growth in the metric, to 13.9min, while TBS and **TNT.tv** posted impressive respective gains of 17.8% and 19.5%, to 7min and 7.3min. Discovery visitors lingered for an avg of 9.5min (+4.9%).

-Chad Heiges



## comScore Web Box Scores

	Total Unique Unique Vistors (000)	Total Unique Unique Vistors (000)	Total Unique Vistors (000)	Average Minutes Per User	Average Minutes Per User	Total Average Minutes
	Jun-2009	July-2009	% Change	Jun-2009	July-2009	% Change
<b>Total Internet : Total Audience</b>	193,896	195,538	1	1,807.5	1,823.8	0.9
<b>The Weather Channel</b>	41,751	41,095	-2	12.3	11.9	-3.3
<b>CNN</b>	35,119	35,060	0	42.6	33.2	-21.9
<b>ESPN</b>	20,984	21,654	3	54.6	57.2	4.7
<b>MTV Networks Music</b>	16,971	16,685	-2	13.8	12.4	-10.3
<b>Nickelodeon Kids</b>	12,508	14,845	19	69.2	68.0	-1.7
<b>Discovery Digital Media Sites</b>	14,015	13,281	-5	9.1	9.5	4.9
<b>FoxNews.com</b>	9,521	8,974	-6	80.4	70.6	-12.1
<b>FoodNetwork.com</b>	6,958	7,365	6	16.2	15.6	-3.7
<b>Comedy Central</b>	4,925	4,578	-7	10.4	13.9	33.7
<b>Lifetime Digital</b>	3,665	3,214	-12	19.6	19.6	0.0
<b>ABC Family</b>	1,679	2,680	60	12.6	13.7	8.9
<b>HGTV.com</b>	3,395	2,368	-30	12.2	9.5	-21.7
<b>TBS</b>	1,274	1,151	-10	5.9	7.0	17.8
<b>USANetwork.com Sites</b>	1,111	1,043	-6	10.0	9.9	-1.3
<b>TNT.tv</b>	1,081	1,013	-6	6.1	7.3	19.5
<b>C-SPAN.org</b>	102	122	20	5.6	3.1	-44.4

Data represents the top 10 most trafficked Web sites among the top 20 cable programmers based on the NCTAs rankings

Source: ComScore (www.comscore.com)

## Value-Added Benefits

### for CableFAX Daily Subscribers Only

As part of your CableFAX Daily subscription, did you know that you can view the latest industry Datapoints from our partners including Nielsen, Rentrak, comScore and MediaBiz?

Plus as a subscriber, you also have access to an archive of CableFAX Daily stories and articles most relevant to your business needs. Browse articles by topic, keyword search, or download recent issues.

Log onto <http://www.cablefax.com/cfax/>

**CableFAX Daily™**