

CableFAX Daily™

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What the Industry Reads First

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Targeted Touring: FCC Commissioners to Visit 81 DTV Endangered Markets

The FCC commissioners are about to rack up a lot of frequent flyer miles. With the DTV transition 6 months away, the FCC has made a list of the markets most in danger of being left behind when the country turns off analog on Feb 17. Over the coming months, the FCC's 5 commissioners and staff will visit 81 markets, including Missoula, MT; Atlanta; and Phoenix, AZ. Targeted markets include those in which more than 100K HHs, or at least 15% of HHs, rely solely on over-the-air TV. Commissioners divvied up who would visit each targeted market in what FCC chmn *Kevin Martin* described as "the equivalent of an NFL draft." The first visit is scheduled for Aug 27 in Anchorage, AK, though it wasn't immediately known which commissioner would be going. The FCC and NAB are exploring whether each of these markets could participate at the same time in a soft turn-off, in which analog would be shut off for a minute or so. "If you're not on the list, the other markets should not feel left out," Martin said at a DTV press conference in DC Mon. "The FCC is also announcing today that it's launching an FCC Speakers Bureau for any group or locality throughout the country that wants to request a speaker to come and discuss the upcoming digital transition." The Commission will provide speakers, without cost, to any group requesting one (visit www.dtv.gov, "Request a Speaker"). At each of the 81 stops, a public event will be held, such as a roundtable, town hall meeting, workshop, etc. Martin didn't provide a price tag for the unprecedented tour, but Congress recently approved \$12mln for consumer education efforts related to the transition. A complete list of the 81 markets can be found at www.fcc.gov. The FCC also released more info Mon about Wilmington, NC, which will make the DTV transition on Sept 8. Starting at noon that day, the market's **ABC, FOX, NBC, CBS** and **Trinity Broadcasting** affils will transmit commercial programming only via digital. Their traditional analog channels will feature graphics for the entire month informing viewers of how to receive digital signals. In the event of an emergency, such as a hurricane, stations may elect to provide emergency info on their old analog channel. Stations will not be able to do a similar thing for the national transition since they are required by law to give up their analog channel on Feb 17.

Advertising/Marketing: A new agreement allows **NCC** to integrate select RSN feeds offered to **DirectTV** subs into cable advertising interconnects in 9 US markets while assuming natl spot sales representation of the nets in those areas. The cable/satellite ad sales cooperation includes Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Houston, Los Angeles and San Francisco. -- **ABC's** getting creative in marketing its fall shows. For the 1st time in **TV Guide's** 55-year history, a single advertiser will sponsor an entire issue of the magazine. Thurs' issue will feature 21 pages by ABC.

Digital Rights: The **NBA** is on the brink of becoming the 1st major US sports league to stream live games in local markets, setting up potential fireworks between cable ops and RSNs, reports *Sports Business Journal*. Just how the streaming will be presented and whether there will be a price tag attached remains up in the air. There is con-

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cern that the streaming will anger distributors, who would lose the exclusivity of games on 1 of their most expensive channels.

Competition: AT&T is offering up to \$10K for information leading to the prosecution of those responsible for stealing its telephone cable from utility poles throughout CA. Theft of copper and other metals has jumped in recent years as the price for copper has increased. -- **Qwest** has reached separate tentative agreements with 2 employee unions covering more than 20K workers in MT.

In the States: Aaay! A life-size statue of Arthur "Fonzie" Fonzarelli from "Happy Days" will be dedicated Tues in Milwaukee, which joins 6 other cities in honoring classic TV characters through sponsorship from **TV Land**. -- **RCN** has received approval from **Educational Housing Services** to deliver cable, phone and Internet service to a student facility in NYC that will house more than 1K students. -- Aided by recent launches on various **Comcast** systems, **WE tv** has surpassed the 70mln sub plateau.

Mobile: **Sprint** is teaming with the **NFL** for **NFL Mobile Live**, offering access to live radio broadcasts of every league game this season and video coverage of all 8 **NFL Net** contests. -- **ICO Global** has inked an agreement to provide content from **Comedy Central** and **Nickelodeon** in alpha trials of its interactive mobile service **ICO mim**.

Technology: **Broadcom** has introduced a new digital-to-analog system-on-a-chip solution enabling cable set top OEM's to provide cable ops with a device that transitions analog cable customers to digital broadcasting. The chip is currently being used by manufacturers building DTA converter boxes for **Comcast**.

Research: **Cox** ranked highest in customer satisfaction among data service providers to SMBs, according to **J.D. Power and Assoc**, earning the highest score in 5 of the 6 measured metrics. **Verizon** ranked 2nd, **Comcast** and **Time Warner Cable** tied for 3rd, and **Qwest** and **AT&T** trailed the field in 4th. Regarding service to large enterprise business customers, Qwest ranked highest, followed by Verizon, AT&T and Comcast. -- While the TV news audience has remained stable since '06, the proportion of the audience regularly watching cable news has increased from 34% in '06 to 39% this year, according to **The Pew Research Center**. Over the same period, local TV news slipped 2% to 52% and nightly network news inched up 1% to 29%. Other findings: 51% of regular **CNN** viewers are Democrats, up from 45% 2 years ago, while 39% of **Fox News** viewers are Republicans, approx the same as in '06.

Programming: "HDNet World Report" will present exclusive footage from inside the Georgia conflict, Tues, 9pm ET. The net was already in the country to report on tensions before the latest hostilities broke out. -- **Golf Channel** original "School of Golf: Hilton Head Island" (Sept 2) spotlights pupils who live and learn at the **Hank Haney Intl Junior Golf Academy**. Haney serves as *Tiger Woods'* swing coach.

Public Affairs: **Lifetime Nets** will launch in Oct its 14th annual **Stop Breast Cancer for Life** campaign, a multiplatform initiative featuring PSAs, a dedicated site at **MyLifetime.com**, community events and new VOD content.

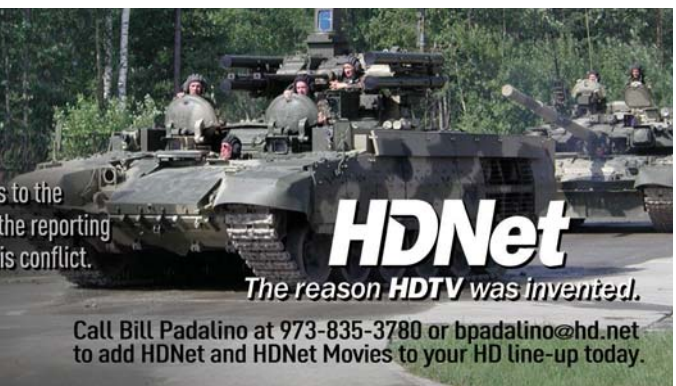
On the Circuit: The following were named members of **The Cable Center's** Hall of Fame Honorary Cmte, charged with serving as official ambassadors for the Cable Hall of Fame event (Oct 16): chair **Joshua Sapan**, pres/CEO, **Rainbow**; Insight svp, corp comm, **Sandy Colony**; **Cox** pres **Pat Esser**; **The Sportsman Channel** vp, affil relations

EXCLUSIVE NEWS

Under Siege: Inside Georgia as Russia Attacks

World Report was in Georgia before and during hostilities providing exclusive access to the breakaway regions that are at the center of the fighting. World Report goes beyond the reporting on the violence, and the current diplomatic back and forth, to explain the roots of this conflict.

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BUSINESS & FINANCE

Mark Kang; Scripps Nets Interactive chmn/CEO Ken Lowe; Charter CTO Marwan Fawaz; Disney/ESPN Media Nets svp, national accounts Steve Raymond; Cable Pioneers exec dir Les Read; Carlsen Resources founder/CEO Ann Carlsen; Western Media Group pres Greg Liptak; and former C-COR pres, global strategy Mike Pohl. -- CEA is accepting entries for its CES Innovations Design and Engineering Awards through Sept 24. Visit CESweb.org/innovations. -- Gospel Music Channel founder/pres Charley Hubbard will hit NPR's "News & Notes" (Wed, 1:40pm ET), along with Rep Sheila Jackson (D-TX) to discuss the 1st ever Gospel Music Heritage Month this Sept. Meanwhile, Gospel-musicheritage.com went live Mon.

People: Former DirectTV exec Eddy Hartenstein has been named publisher of *The LA Times*. -- Ellen Stone was upped to svp, marketing for Bravo Media. -- Mike O'Connor is shifting from Cox San Diego to Cox New Orleans, where he was named vp, biz ops.

Business/Finance: During a CNBC appearance Mon morning, GE chmn/CEO Jeff Immelt expressed concern over lingering economic trouble for consumers and the financial markets, but reiterated his bullish outlook on cable. NBCU has "good global growth [and] high margins," he said, and GE is "not done doing cable deals."

CableFAX Daily Stockwatch

Company	08/18 Close	1-Day Ch	Company	08/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	34.28	(0.78)	AMDOCS:	30.22	(0.03)
DIRECTV:	27.89	0.01	AMPHENOL:	50.39	(1.56)
DISNEY:	32.08	(0.42)	APPLE:	175.39	(0.35)
ECHOSTAR:	30.47	(1)	ARRIS GROUP:	9.49	(0.06)
GE:	29.35	(0.45)	AVID TECH:	23.45	(1.09)
HEARST-ARGYLE:	21.30	(1.03)	BIGBAND:	4.25	(0.22)
ION MEDIA:	1.44	0.00	BLNDER TONGUE:	1.30	0.00
NEWS CORP:	14.08	(0.24)	BROADCOM:	27.90	0.44
MSOS					
CABLEVISION:	32.05	(0.07)	C-COR:	11.00	0.00
CHARTER:	1.13	0.02	CISCO:	24.49	(0.42)
COMCAST:	21.82	(0.46)	COMMSCOPE:	46.81	(0.31)
COMCAST SPCL:	21.67	(0.55)	CONCURRENT:	7.35	(0.05)
GCI:	10.70	0.04	CONVERGYS:	14.35	(0.01)
KNOLGY:	10.54	(0.37)	CSG SYSTEMS:	19.46	(0.1)
LIBERTY CAPITAL:	16.12	(0.18)	ECHOSTAR HOLDING:	31.54	(0.11)
LIBERTY ENTERTAINMENT:	26.30	0.28	GOOGLE:	498.30	(11.85)
LIBERTY GLOBAL:	33.19	(1.28)	HARMONIC:	8.36	(0.42)
LIBERTY INTERACTIVE:	13.73	(0.24)	JDSU:	11.53	(0.05)
MEDIACOM:	7.72	(0.21)	LEVEL 3:	3.29	(0.01)
SHAW COMM:	20.77	(0.41)	MICROSOFT:	27.69	(0.12)
TIME WARNER CABLE:	26.92	(0.62)	MOTOROLA:	9.90	(0.43)
VIRGIN MEDIA:	10.71	(0.21)	NDS:	60.66	0.00
WASH POST:	622.72	(9.08)	NORTEL:	6.05	(0.24)
PROGRAMMING					
CBS:	17.56	(0.48)	OPENTV:	1.94	(0.03)
CROWN:	5.00	0.05	PHILIPS:	33.68	(0.23)
DISCOVERY:	19.66	(0.88)	RENTRAK:	15.75	0.00
EW SCRIPPS:	7.12	(0.13)	SEACHANGE:	8.11	0.01
GRUPO TELEVISA:	25.59	(0.37)	SONY:	39.03	0.66
INTERACTIVE CORP:	17.92	(0.7)	SPRINT NEXTEL:	9.12	(0.21)
LIBERTY:	41.57	(0.81)	THOMAS & BETTS:	46.84	(0.67)
LODGENET:	4.12	0.02	TIVO:	7.74	(0.15)
NEW FRONTIER:	4.05	0.03	TOLLGRADE:	6.83	0.24
OUTDOOR:	7.99	0.06	UNIVERSAL ELEC:	26.99	(0.11)
PLAYBOY:	4.54	(0.26)	VONAGE:	1.33	0.00
RHI:	14.62	(0.62)	WEBB SYS:	0.04	0.00
SCRIPPS INTERACTIVE:	41.72	(1.03)	WORLDGATE:	0.30	0.00
TIME WARNER:	15.99	(0.18)	YAHOO:	19.73	(0.71)
VALUEVISION:	2.92	(0.04)	TELCOS		
VIACOM:	29.35	(0.1)	AT&T:	31.40	(0.26)
WWE:	16.14	(0.08)	QWEST:	3.83	(0.09)
TECHNOLOGY					
3COM:	2.14	(0.11)	VERIZON:	34.74	(0.22)
ADC:	10.38	(0.15)	MARKET INDICES		
ADVANTAGE:	3.01	(0.04)	DOW:	11479.39	(180.51)
ALCATEL LUCENT:	5.93	(0.18)	NASDAQ:	2416.98	(35.54)

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For sales and sponsorship opportunities contact: Debbie Vodenos, Publisher, 301-354-1695 dvodenos@accessintel.com

Erica Gottlieb, Account Executive, 212-621-4612 egottlieb@accessintel.com

Call For Nominations

The 2008 **100** *CableFAX*

Deadline for nominations: Sept. 5, 2008

It's that time again. Nominate your colleagues, your boss or even yourself for the CableFAX100—our annual cable industry power list—which will appear in the December edition of *CableFAX: The Magazine*.

There are a number of changes we have made to the 100 for this year, so please read the online form carefully.

Please do not limit yourself to CEOs, SVPs, etc. Also nominate influential people who might not be headline makers but who are influential behind the scenes within their company and the industry.

New for 2008!

We are also looking for important regional/local/state cable executives (operators, vendors, programmers and others in the industry) to honor on a new Regional 100 list.

**Visit www.cable360.net/cablefaxmag/2008cablefax100.html
to nominate online today!**