

# CableFAX Daily™

Tuesday — August 21, 2007

What the Industry Reads First

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## VOD a Star: Cable Reaping Benefits from Day-and-Date Trials

To be sure, commentary from cable and film studios concerning day-and-date on demand movie trials has been more *Charlie Chaplin* than *Jim Carrey*. But judging from the widespread participation by MSOs, the industry seems to view such offerings as beneficial. VOD initiatives, meanwhile, continue to emerge from industry sectors other than studios—including broadcast TV—and so far don't seem to be adversely affecting linear TV. Further proof surfaced Mon when **RHI Ent** announced its plan to first feature original movie premieres on demand and to subsequently roll them out linearly through net partners including **Spike** and **Lifetime**. A soft launch occurred on **Time Warner Cable** in Apr, **Cablevision** became a participant in mid-July, and **Cox** comes aboard in Sept. A RHI rep called sales "good." MSOs seem to like the idea: **Comcast**, whose day-and-date trials in Denver and Pittsburgh have been extended and joined by **New Line** and **Fox Studios**, believes its 25% jump in 2Q PPV movie rev to \$211mln was largely aided by the trials. Time Warner Cable, too, is "pleased" with similar trials, which involve sibs Warner Bros and New Line in Austin and Columbus. "Day-and-date has been very good for Time Warner Cable," said a rep. The only related assertions from Hollywood have come from Warner Bros, which has also launched certain day-and-date movies nationally on Comcast and TWC, as well as on **Charter**, which featured "The Astronaut Farmer" footprint-wide last month. The studio said in June that DVD sales in trial markets have actually increased, and it even proudly announced earlier this month tremendous HD DVD sales for "300," a film that was—you guessed it—featured on VOD. Cox, meanwhile, has "closely watched" its peers in the day-and-date film arena and is "very interested," said a rep. Many cable subs and other interested parties are watching as well.

**Competition:** AT&T's U-verse TV roll out marches on, this time hitting the Sacramento, CA, area, including parts of Sacramento County and 9 cities/towns. The telco also launched **HBO** and **Cinemax** on VOD in the San Antonio area, according to posts at **Uverseusers.com**. -- **Verizon** bowed FiOS Internet in parts of the Brooklyn, NY, communities of Canarsie, Mill Basin, Georgetown and Bergen Beach. -- **DirectTV, USA** and the **USTA** are volleying to DirectTV subs enhanced interactivity around this year's US Open tennis tourney, starting Aug 27. Included will be free interactive features on USA for the 1st time, more than 300 hours of match coverage and the ability to watch 5 matches simultaneously.

**SEC Channel?** As the **Big Ten Network** and **The mtn.** continue to struggle for cable carriage, another conference is reportedly eyeing a network play. **Lincoln Financial Sports**, which holds the SEC's syndicated TV rights through '08-'09, has emerged as a potential partner if the conference decides to move forward with its own net, *Sports Business Journal* reports. **Charter** and **Comcast** have reportedly already talked about transforming RSN **Comcast/Charter Sports Southeast** into an SEC Channel.



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**Deals:** **NBA TV** appears close to turning over the reins to a new operator. *Bloomberg* broke the news that 68 full-time employees were offered buyouts as the cable net prepares for an unidentified media company to take over operations. **Turner Sports** and **ABC/ESPN** have the current rights to NBA games, but neither offered any comment on the channel. NBA TV confirmed it offered buyouts to producers in preparation of "the transition of the operation of NBA TV to an outside media partner." -- **MTV Nets** will unveil a new digital music initiative Tues with 2 partners.

**Shift Key:** DVR users don't seem as likely to fast-forward through commercials at the beginning of a program, an analysis of **TiVo** data from media buyer **Magna Global** found. "One ongoing major concern among television buyers and advertisers, is the tendency of cable networks to allocate many of the higher rated first position of commercial pods (known as 'A positions') to their own network promos, rather than advertisers' commercials," said Magna Global's commercial pod study. While the firm cautions that its analysis shouldn't be used to project what's happening nationally, it does offer some credence to advertisers' worries. There isn't much of a difference for live viewing of commercials, but the A position apparently gains advantage during timeshifting. Among the 10 cable networks in TiVo's database, the average commercial and promo declined by roughly 40% from the timeshifted program. A positions, however, declined by less than 30%.

**Plan B:** Start-up "**Building B**" (still in stealth mode) said it raised \$17.5mln in its 1st round of venture capital financing, with **Morgenthaler Ventures**, **Omni Capital** and **Index Ventures** among investors. The company is developing a set-top that will marry traditional TV, VOD and Web video via wireless tech. Building B's board includes **Sony BMG Music Ent** chmn *Andy Lack*, and former **Sony** CTO *Phil Wiser* has joined as pres/chmn and co-founder.

**User-Generated Football:** **ESPN** will feature fan-generated videos during "Monday Night Football" for the 1st time this year. Two videos hyping a fan's favorite team will be selected and shown each week. Some other videos will be featured online at ESPN.com.

**Ratings:** *Elvis Lives*. At least on **TV Land**, which scored double-digit gains among 25-54s in delivery (486K) and rating (0.5) for original special "Myths and Legends: Elvis." TVLand.com set a record Thurs for its most visited day this year.

**Programming:** **Animal Planet** will posthumously honor *Steve Irwin* with a special week of prime programming, dubbed "Crocs Rule!" (Sept 1-6). Included will be the premiere of "Secrets of the Crocodile" (Sept 4, 9pm), featuring new footage of Irwin amid a related research project.

**Online:** **Food Network** and **Cooking.com** entered a multi-year partnership to launch FoodNetworkStore.com in Oct. The deal takes Food Network Store's product offerings from 1K to more than 20K. -- **Turner Sports** and the **PGA Tour** drove out Mon a redesigned **PGATour.com** in support of the inaugural PGA TOUR Playoffs for the FedExCup, which tees off Thurs in NY. Site enhancements include an expanded video player featuring live tourney coverage and a player-tracking option, and a themed fantasy game offering a trip to Hawaii and other prizes. A broader site redesign is planned for early '08.

**Marketing:** **AMC** created a customize campaign for **f.y.e. – for your entertainment**, to determine the favorite movie moments of AMC's audience. It includes on-air messaging, online components, a sweeps and a retail presence.

**On the Circuit:** Local chapters of **Cable Positive**, **CTAM** and **NAMIC** will face off during **The Cable Center's** 1st

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is for happy hour

  
insidehallmarkchannel.com

The top 10 network now happily at home in well over 80 million households.

# BUSINESS & FINANCE

“Cable Center Showdown,” a trivia challenge in which the winning team gets \$1K. The showdown takes place Oct 10, 11am-1pm, during Cable Days ([www.cabledays.com](http://www.cabledays.com)).

**Affiliate Relations:** Culminating the 50-market affil promotion “Lifetime’s Five Star Army Wives Experience” is the net’s Aug 25 L.A. gala cast party, at which 5 real-life army spouses will attend along with ad execs from **Bright House, Comcast, Cox** and others. In addition to celebrating the show’s season debut with cast members, the winning wives get a free VIP trip to the city.

**Obit:** *Dorothea Kaitz* passed away last Wed. She was 93. Kaitz and her husband *Walter Kaitz* worked for years at the **CA Cable TV Assoc**, which was founded by Walter. A funeral service was held Mon.

**People:** **A&E** tapped **William Morris Agency’s Scott Lonker** to the vp, nonfiction & alternative programming post. -- *CJ Olivares* was promoted to GM, **Fuel TV**. -- Broadband satellite provider **WildBlue** tapped former **OpenTV** exec *Ed Knudson* as vp, sales & marketing.

**Business/Finance:** **Post/Newsweek Stations** purchased a minority interest in digital multicast net **LATV**, which offers bilingual music and entertainment programming aimed at 12- to 34-year-old Latinos. It had previously agreed to multicast LATV on a digital channel at 4 of its 6 stations.

## CableFAX Daily Stockwatch

Company	08/20 Close	1-Day Ch	Company	08/20 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	52.06	0.08	AMPHENOL:	33.95	(0.25)
DIRECTV:	21.73	(0.84)	APPLE:	122.22	0.16
DISNEY:	32.91	0.23	ARRIS GROUP:	14.92	0.03
ECHOSTAR:	38.70	(1.14)	AVID TECH:	30.57	(0.36)
GE:	38.22	(0.23)	BIGBAND:	9.15	0.15
HEARST-ARGYLE:	20.37	(0.09)	BLNDER TONGUE:	1.35	0.08
ION MEDIA:	1.30	0.02	BROADCOM:	33.89	(0.52)
NEWS CORP:	21.77	0.02	C-COR:	13.47	(0.46)
TRIBUNE:	27.02	1.35	CISCO:	29.76	(0.23)
<b>MSOS</b>					
CABLEVISION:	32.36	(0.09)	COMMSCOPE:	52.23	(0.05)
CHARTER:	2.50	(0.02)	CONCURRENT:	1.40	0.01
COMCAST:	24.63	(0.62)	CONVERGYS:	17.06	(0.04)
COMCAST SPCL:	24.46	(0.63)	CSG SYSTEMS:	23.10	(0.01)
GCI:	13.27	(0.39)	GEMSTAR TVG:	5.69	0.10
KNOLOGY:	14.56	(0.15)	GOOGLE:	497.92	(2.12)
LIBERTY CAPITAL:	109.76	0.12	HARMONIC:	8.59	0.11
LIBERTY GLOBAL:	39.69	(0.27)	JDSU:	13.79	0.06
LIBERTY INTERACTIVE:	17.90	(0.18)	LEVEL 3:	4.91	(0.03)
MEDIACOM:	8.29	0.03	MICROSOFT:	28.26	0.01
NTL:	28.22	0.00	MOTOROLA:	16.32	0.01
ROGERS COMM:	42.97	0.00	NDS:	48.67	(0.67)
SHAW COMM:	22.35	0.64	NORTEL:	18.22	(0.03)
TIME WARNER CABLE:	33.64	(0.09)	OPENTV:	1.48	(0.02)
WASH POST:	790.90	(4.1)	PHILIPS:	37.61	0.39
<b>PROGRAMMING</b>					
CBS:	30.45	0.20	RENTRAK:	11.13	(0.23)
CROWN:	7.05	(0.12)	SEACHANGE:	6.83	(0.08)
DISCOVERY:	23.64	0.47	SONY:	45.79	(0.78)
EW SCRIPPS:	38.32	(0.2)	SPRINT NEXTEL:	18.26	(0.06)
GRUPO TELEVISIA:	24.07	(0.24)	THOMAS & BETTS:	53.87	0.68
INTERACTIVE CORP:	27.50	0.23	TIVO:	6.08	(0.16)
LODGENET:	27.10	(0.29)	TOLLGRADE:	10.25	0.05
NEW FRONTIER:	6.00	0.01	UNIVERSAL ELEC:	28.46	(0.01)
OUTDOOR:	9.10	(0.28)	VONAGE:	2.09	(0.05)
PLAYBOY:	10.63	(0.1)	VYYO:	5.67	(0.37)
TIME WARNER:	18.42	0.13	WORLDGATE:	0.38	0.01
UNIVISION:	36.23	0.00	YAHOO:	23.34	(0.2)
VALUEVISION:	8.24	0.03	<b>TELCOS</b>		
VIACOM:	37.49	0.12	AT&T:	38.65	(0.4)
WWE:	14.55	0.13	QWEST:	8.86	(0.14)
<b>TECHNOLOGY</b>					
3COM:	3.74	0.20	VERIZON:	41.11	0.31
ADC:	16.62	(0.01)	<b>MARKET INDICES</b>		
ADVANTAGE:	5.72	0.07	DOW:	13121.35	42.27
ALCATEL LUCENT:	10.68	0.13	NASDAQ:	2508.59	3.56
AMDOCS:	33.79	(0.9)			

# CORPORATE LICENSES



**CableFAX Daily™**

# WHAT THE INDUSTRY READS FIRST.

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# Mobi-lize

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The screenshot displays the Mobi-lize website layout. At the top, it features the 'Brewed Fresh Every Morning CABLE360AM' logo and a search bar. The main navigation includes 'Mobi-lize' and categories like 'PROGRAMMING', 'MARKETING', 'TOOLS', 'HANDSETS', 'TECHNOLOGY', 'BUSINESS', and 'DISTRIBUTION'. The content area is divided into several sections: 'Latest Stories' with articles like 'Mobile Bootcamp at National Cable Confab' and 'Q&A with Mark Raudonis, VP of Post Production, Bunim/Murray Productions'; 'Recent Comments' with user feedback; 'FEATURED VIDEO' with a video player for 'DEV- Advertising 2.0: Driver TV'; 'VIDEO GUIDE' listing various content items; and a sidebar with 'get ten' (a stack of mobile phones) and 'It's a Multi-Format World' (a globe). The footer contains contact information and a 'ciena' logo.

You'll find a lively mix of video reporting, columns, Q&A, and analysis.

**Mobi-lize.com: The 411 for Optimizing Content On the Go.**

# Mobi-lize.com