

# CableFAX Daily™

Monday — August 24, 2009

What the Industry Reads First

Volume 20 / No. 161

## Fanning the Flames: Programmers Friending Facebook Users

**Facebook** has become ubiquitous these days—just about every series out there has a Facebook Fan Page. Why not? It's free and viral. But how do you make the most out of this opportunity? **ABC Family's** "Secret Life of an American Teenager" hits the Millennial sweet spot fond of Facebook, but keeping those fans engaged is still a challenge. With more than 644K fans, the net thinks it has found the secret sauce to its Facebook Fan Pages, which include "10 Things I Hate About You" and "25 Days of Christmas." "We work really hard to make sure our messages are relevant. If we see fans are having a discussion about [a particular story element], we'll frame our next status update around that so we can tease that aspect of the storyline," said *Danielle Mullin*, ABC Family's vp, marketing. The net tries to provide exclusive firsts for fans on Facebook. Having unique content has paid off for **Showtime**. While the premium net's only in about 16.5mln HHs, it has more than 732K Facebook fans, holding its own with broadcast network shows seen by 100mln+ homes. But broadcast numbers vary (**NBC's** "30 Rock" has less than 140K fans). Meanwhile, fans for premium net **HBO's** "True Blood" Facebook page has more than doubled since last season to 664K+. One way Showtime used Facebook was to introduce on Father's Day a photograph on the Dexter site of a baby wearing a bib that says "My dad is killer." It was the only promotional photo out there for the upcoming 4th Season (Sept 27), a teaser that the yet unborn baby will be a focal point. "Within an hour, it was lighting up like crazy. People were grabbing the picture and talking about the picture," said Showtime's svp, gm digital media *Rob Hayes*. "It had about 4K thumbs up and about 430 comments within the 1st hour. By the end of the day, it was like thousand and thousands of people commenting on it, posting it up on blogs and putting it up all over the place. And all we said was, 'Happy Father's Day.'" **Travel Channel** boasts successes with fan pages as well (Man v. Food added more than 50K fans the day it premiered this month), but it's also home to one of Facebook's top applications—a game called "Kidnapped." Interestingly, the app, which ranks in the top 50 apps on the site and has more than 3mln users, debuted with very little branding to the Travel Channel. "We didn't want to do the corporate heavy hand. There is no selling experience in Kidnapped. It really truly is a game of engagement," said *Pete Dorogoff*, the net's vp of digital marketing. It took about a year before Travel branded the game, only recently revamping it. "It was definitely a deliberate reveal," Dorogoff said. "Now we can introduce an advertiser sponsored experience without deterring from the gaming."

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**Runaway Success:** "Project Runway" fans followed the series from **Bravo** to **Lifetime**, with the Wed premiere notching a 3.3 HH rating (+32% from Season 5's premiere on Bravo). It was the highest-rated premiere for the series ever and in Lifetime's 25-year history, including women 18-34 and adults 18-34. With 4.2mln total viewers, it was the highest-rated competition reality series premiere on cable this year (not to mention an astounding 45% increase over Season 5's debut). To help drive viewers, Lifetime purchased local ad avails in 20 key markets that ran on Bravo during the 9pm hour. "Project Runway" is on Lifetime "right now," host *Tim Gunn* told Bravo viewers watching the net's director's cut of a previous "Real Housewives of Atlanta" (that ep of "Housewives" delivered 1.3mln total viewers, a 41% increase vs the prior 4-week avg, according to **Nielsen** Fast Nationals. The series' 10pm debut of a new ep scored 1.94mln adults 18-49 and 2.82mln total viewers). Among women 18-49, "Project Runway" generated a 3.2 rating (+28% over Season 5's premiere). **Lifetime Digital** also posted strong numbers Thurs, with its highest-ever number of unique visitors (454K) and visits (558K), according to tracking by Lifetime Internal Web Logs.

**Competition:** **Verizon** continues to develop interactive features for **FIOS TV**, the latest being the ability of home-networked devices such as cell phones and PCs that are connected by either UBS or WiFi to display media on TV screens. Displayed this week in NYC, the feature, due out later this year, allows mobile handsets to act as a remote control for the TV. Coming soon is an enhanced interactive media guide featuring program recommendations based on past viewing, a movie rating system and one-click sign up for subscription channels. Separately, **Verizon Wireless** updated the specs for wireless devices that will run on its nationwide **LTE 4G** network, which is expected to launch in 30 markets next year.

**In the States:** **Cox** launched DOCSIS 3.0 services in AZ, where customers can order a package delivering up to 50Mbps for \$90/month. The MSO says it's the fastest speed available in the state. --

**Mobility:** **Rentrak** and **FLO TV** will jointly launch viewership and ad impression reports covering the latter's mobile TV service, currently available to certain **Verizon** and **AT&T** wireless customers. The pair is planning to share data with programming partners later this year. -- **Cox** agreed to use **Qualcomm's** Brew tech to enable aspects of its future mobile data service. Brew-enabled handsets, for example, will be able to download myriad apps from categories including games, lifestyle and messaging.

**More Ratings:** "Top Chef" returned for its 6th season Wed on **Bravo**, with the premiere notching 2.6mln total viewers. Bravo said it was #1 in its 9pm time period vs cable competition in adults 18-49.

**Programming:** **BET's** "Frankie & Neffe" (Tues) spotlights the mother and sister of R&B artist *Keyshia Cole*, who star's in the net's top-rated reality show "Keyshia Cole: The Way It Is." -- On Sept 20, **WGN America** will celebrate the 25th anniversary of "The Cosby Show" through a series of tributes including the replication of the original **NBC** Thurs lineup as it aired on the show's premiere night in '84. -- **Retirement Living** will premiere "Not Fade Away" in conjunction with World Alzheimer's Day, Sept 21. Partnering with **NCTA** and the **Blanchette Rockefeller Neuroscience Institute**, RLTV's doc features personal stories of Alzheimer's patients and BRNI's efforts to find a cure.

**Business/Finance:** **News Corp** subsidiary **News America** priced \$400mln of 5.65% sr notes due '20 and \$600mln of 6.90% sr notes due '39. Interestingly, both **Viacom** and **Discovery Comm** also issued millions in debt over the past week, when 1st-round bids for **Cox's Travel Channel** were purportedly due. All 3 are thought to be interested in the net.

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THE SOCIAL MEDIA  
MOUNTAINTOP**



**KEYNOTE SPEAKER  
CHRIS HUGHES**

Co-Founder, Facebook  
Founder, My.BarackObama.com

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You could say he “wrote the book” on social media. Only the **23rd Annual NAMIC Conference** will feature Chris Hughes, the co-founder of Facebook and the mastermind behind My.BarackObama.com, two of the most successful start-ups in modern history.

At 25 years old, Hughes forever influenced the direction of technology and new media, which has created a paradigm shift within the communications industry. Hughes has helped hatch Facebook from his dorm room at Harvard, created the campaign apparatus that helped elect President Obama, and revolutionized the Web as a political tool.

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Company	Ticker	8/21 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
BRITISH SKY:	BSY	36.13	2.80%	30.20%
DIRECTV:	DTV	24.80	0.60%	8.20%
DISH:	DISH	17.18	(3.2%)	54.90%
DISNEY:	DIS	26.79	3.60%	19.60%
GE:	GE	14.21	2.10%	(5.3%)
NEWS CORP:	NWS	12.97	1.60%	36.60%
<b>MSOS</b>				
CABLEVISION:	CVC	21.59	2.30%	30.60%
COMCAST:	CMCSA	15.07	1.80%	(8.8%)
COMCAST SPCL:	CMCSK	14.41	2.90%	(8.7%)
GCI:	GNCMA	6.77	2.90%	(16.3%)
KNOLOGY:	KNOL	7.98	(3.4%)	54.70%
LIBERTY CAPITAL:	LCAPA	18.38	9.00%	290.20%
LIBERTY ENT:	LMDIA	27.93	0.30%	59.80%
LIBERTY GLOBAL:	LBTYA	22.09	2.90%	38.80%
LIBERTY INT:	LINTA	9.72	(1.8%)	211.50%
MEDIACOM:	MCCC	5.53	1.70%	28.60%
RCN:	RCNI	9.50		
SHAW COMM:	SJR	17.23	1.80%	2.90%
TIME WARNER CABLE:	TWC	35.92		
VIRGIN MEDIA:	VMED	11.14	3.70%	127.30%
WASH POST:	WPO	456.89	(2.6%)	19.80%

Company	Ticker	8/21 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
CBS:	CBS	10.74	5.00%	33.60%
CROWN:	CRWN	1.97	14.50%	(30.9%)
DISCOVERY:	DISCA	25.62	3.40%	80.90%
EW SCRIPPS:	SSP	7.14	8.90%	223.80%
GRUPO TELEVISIA:	TV	18.07	(1.6%)	29.70%
HSN:	HSNI	12.04	8.30%	65.60%
INTERACTIVE CORP:	IACI	19.50	4.10%	24.00%
LIBERTY:	L	33.15	3.60%	18.00%
LODGENET:	LNET	7.47	21.30%	967.10%
NEW FRONTIER:	NOOF	2.29	0.40%	34.70%
OUTDOOR:	OUTD	7.43	11.20%	(0.8%)
PLAYBOY:	PLA	2.82	19.00%	30.60%
RHI:	RHIE	2.54	(7%)	(68.7%)
SCRIPPS INT:	SNI	33.66	0.70%	54.10%
TIME WARNER:	TWX	28.28	2.60%	29.00%
VALUEVISION:	VVTV	2.96	(6.6%)	797.00%
VIACOM:	VIA	26.03	2.20%	29.40%
WWE:	WWE	14.35	(0.1%)	45.80%

Company	Ticker	8/21 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
3COM:	COMS	4.20	1.20%	84.20%
ADC:	ADCT	9.70	10.80%	77.60%
ADVANTAGE:	AEY	1.85	2.20%	3.90%
ALCATEL LUCENT:	ALU	3.48	2.40%	61.90%
AMDOCS:	DOX	24.51	1.80%	34.00%
AMPHENOL:	APH	33.35	(0.3%)	39.40%
APPLE:	AAPL	169.22	1.50%	98.30%
ARRIS GROUP:	ARRS	13.57	2.00%	70.70%
AVID TECH:	AVID	12.87	3.60%	18.00%
BIGBAND:	BBND	4.03	3.30%	(27%)
BLNDER TONGUE:	BDR	1.28		26.70%
BROADCOM:	BRCM	28.02	5.00%	65.10%

Company	Ticker	8/21 Close	1-Week % Chg	YTD %Chg
CISCO:	CSCO	22.19	4.10%	36.10%
CLEARWIRE:	CLWR	7.15	8.20%	80.10%
COMMSCOPE:	CTV	27.70	2.40%	78.20%
CONCURRENT:	CCUR	5.14	8.50%	50.00%
CONVERGYS:	CVG	10.84	2.10%	69.10%
CSG SYSTEMS:	CSGS	16.06	1.30%	(8.1%)
ECHOSTAR:	SATS	19.58	2.90%	31.70%
GOOGLE:	GOOG	465.24	1.10%	51.20%
HARMONIC:	HLIT	6.65	1.50%	18.50%
INTEL:	INTC	18.89	0.60%	41.80%
JDSU:	JDSU	6.52	12.30%	78.30%
LEVEL 3:	LVL	1.23	3.40%	75.70%
MICROSOFT:	MSFT	24.41	3.00%	28.20%
MOTOROLA:	MOT	7.58	4.40%	72.20%
OPENTV:	OPTV	1.32	3.90%	7.30%
PHILIPS:	PHG	23.37	1.40%	26.90%
RENTRAK:	RENT	16.40	3.10%	39.10%
SEACHANGE:	SEAC	9.16		27.00%
SONY:	SNE	26.61	(4.7%)	21.70%
SPRINT NEXTEL:	S	3.90	1.30%	113.10%
THOMAS & BETTS:	TNB	27.70	6.70%	15.30%
TIVO:	TIVO	10.36	0.80%	44.70%
TOLLGRADE:	TLGD	5.90		23.40%
UNIVERSAL ELEC:	UEIC	19.79	3.30%	22.00%
VONAGE:	VG	0.46	21.10%	(30.3%)
YAHOO:	YHOO	14.79	(1.7%)	21.20%

Company	Ticker	8/21 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	26.00	2.20%	(1.6%)
QWEST:	Q	3.79	(1.3%)	12.90%
VERIZON:	VZ	31.37	0.90%	(0.7%)

Index	Value	% Chg	YTD %Chg	
<b>MARKET INDICES</b>				
DOW:	INDU	9505.96	2.00%	8.30%
NASDAQ:	COMPX	2020.90	1.80%	28.10%

### WINNERS & LOSERS

#### THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	7.47	21.30%
2. VONAGE:	0.46	21.10%
3. PLAYBOY:	2.82	19.00%
4. CROWN:	1.97	14.50%
5. JDSU:	6.52	12.30%

#### THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. RHI:	2.54	(7%)
2. VALUEVISION:	2.96	(6.6%)
3. SONY:	26.61	(4.7%)
4. KNOLOGY:	7.98	(3.4%)
5. DISH:	17.18	(3.2%)

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# MaxFAX...

## Ratings? What Ratings?

Gee, a consortium is going to try to develop a better ratings metric!

Again!

Been tried a few times before, but mighty **Nielsen** has survived... and prospered.



Paul S. Maxwell

That Czech ex-British soldier with the same last name (made up) as mine spent a major fortune trying back in the '90s.

Others have, too.

And failed.

This time, the antitrust lawyers might be the ones with the real say-so. But, anything might be better than the "cool-aid" everyone takes now.

There's no doubt that set-top box data, properly used, can provide the answers that matter.

And this maybe-consortium includes most of the right companies.

And, though we might not have said this in pre-satellite days, competition is a good thing.

Maybe this can paddle along with **Canoe**... and **TRA**... and so on. But not, for seven years, with **Time Warner**.

In a related process, as **Arbitron** moves from dairies to people meters for radio, the changes are stunning...

former #1 station dropping to 4th; #4 disappearing beyond the top 20; soft-rock overtaking talkers... and more changes.

It is going to get fascinating as the consortium discovers it will need an independent 3rd party to aggregate, analyze and present any data findings... which might be somewhat (a whole heck of a lot!) different from what has come before.

We don't trust the hired testers for big pharma; we don't really buy all the insurance data; so why would anyone buy this data without the independent analysis aspect?

## Random Notes:

• **WSJ Fact Checking:** In a rant in last Wednesday's *Wall Street Journal*, former hedge fund manager and author **Andy Kessler**—in an entertaining diatribe against today's telecom practices entitled, "Why AT&T Killed Google Voice"—wrote, as one of four suggestions for a national data policy: "End municipal exclusivity deals for cable companies. TV channels are like voice pipes, part of an era that is about to pass. A little competition for cable will help the transition to paying for shows instead of overpaying for little-watched networks. Competition brings de facto network neutrality and open access (if you don't like one service blocking apps, use another), thus one less set of artificial rules to be gamed." Apparently, neither Mr. Kessler nor anyone

else at the Journal knows about **WOW**, **RCN**, **Knology**, statewide franchises, non-exclusive municipal franchises, **FIOS** and/or **U-Verse**.

• **Classy Clasen:** So **Bob** is exiting **Starz** as he nears 65... after doing a hell of a good job the past six years and getting this behind both himself and the spinoff of the tracker stock. Nice life in cable... he started with **Amos Hostetter** the same day as the late **Jim Robbins** in '74. And as our mutual friend **Tom Southwick** noted, "he follows a Zen saying: Never be bound by money or success."

• **Food!** In the "things-we-really-really-love" category are the stuff that **Scripps Networks** sends... like really, really good food. As the point out in the latest box, with the economy, folks nest. But no reason to stint, I suppose... the box included truffles and Godiva chocolates—that's handling the recession the right way!

• **Mavericks@Dartmouth?** Yeah. Invited back, yet. **The Cable Center** is on a roll. And don't forget the Hall of Fame at this year's Fall Cable Connection. Complete with an after-party (for those young enough to stay up late, that is).

Paul Maxwell

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