

CableFAX Daily™

Wednesday — August 24, 2011

What the Industry Reads First

Volume 22 / No. 163

Zas Talk: Discovery Chief on Education & Shifting Planet Green

David Zaslav has made it clear that **Discovery's** beachfront network real estate has to be used to its fullest capacity. He first indicated in Feb that a rebranding was probably in the works for Planet Green, and Tues told **CableFAX** that the time-frame for change was probably in the next "6-9 months." "**Planet Green** is a great platform, but the channel could be better at drawing in new viewers," Zaslav told us. He didn't offer any specifics on the rebrand, but said it would probably be an entire shift from the environmental focus. Planet Green, formerly **Discovery Home**, launched in 2008. Discovery-owned **Treehugger.com** is the #1 online brand in the environmental space, but it has been harder to find what works in the programming space, Zaslav said. Meanwhile, Discovery is gearing up for the Oct launch of male-focused **Velocity** (currently **Discovery HD Theater**). -- Zaslav was joined Tues by MD Gov *Martin O'Malley* (D) and US Sec of Education *Arne Duncan* at a Maryland community college to announce Discovery Comm's expanding its "Discover Your Skills" program to community colleges (www.discoveryourskills.com)—an outgrowth of its work with the *Obama* administration. Discovery will partner with Montgomery College, whose main campus is located just down the street from Discovery's Silver Spring, MD, HQ, on a program that will include internships, guest lectures and essentially a "human resource dept on loan" to help with career advice, interviews, etc. The Discovery CEO said he hoped to make an appearance on the lecture circuit, remarking that he very much enjoyed a graduate business course he taught years ago at Fordham. Discovery also will air 8 PSAs across its US networks and digital platforms highlighting career opportunities in skilled trades and the importance of training workers to fill critical jobs in manufacturing, health care, tech and other industries. Next fall, **Discovery Education** will expand its for-profit portfolio by introducing community college-based curriculum that will be available nationwide. -- A plethora of praise for Discovery's efforts at Tues' event came from state and US officials, but they had one small bone, errr clamshell, to pick... Where was the shark, asked Montgomery County, MD, County Exec *Ike Leggett*. County residents have gotten used to Discovery decking out its building with a 446ft-long inflatable shark in recent years to celebrate Shark Week. But this year "Chompie" was noticeably missing. "We want to see that shark next year," Leggett prodded. With 2012 marking the programming stunt's 25th anniversary, we're also hoping the Great White returns—perhaps sporting a party hat.

Tennis Anyone? All eyes are on **Cablevision**. **Tennis Channel** inked a new distribution deal with **NCTC** that man-

WE WERE THERE...



Dave Harstad

I was at the concert, and our seats were on the track in the 16th row. The stage landed just in front of where we were. After the announcement was made about approaching weather I checked the TWC website on my phone, saw the line of storms, and showed it to the other five people in our group. We left immediately, and about a minute or two later the stage collapsed. It's no exaggeration to say our lives would have been very different if not for TWC's online radar. It's somewhat corny to say, but it's seriously true.



INDIANA STATE FAIR
GUST FRONT
AUGUST 13, 2011

AND ALWAYS WILL BE.

EVERY LIFE.
EVERY DAY.



weather.com

WE'RE MOVING

Transition before October 31, 2011



is moving to
AMC 11 Transponder 22



East SD is moving to
AMC 10 Transponder 14

Move it, don't lose it.

Call our Transition Hotline at **240-662-7508** to convert. Stay tuned for information on the next phase of the Discovery Communications Transponder Realignment Project to move Discovery Channel West SD, TLC West SD and Animal Planet West SD.

Discoveryaffiliate.com

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, 818.945.5309, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Contributor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Shadi Akhavan, 301.354.1613, sakhavan@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Shadi Akhavan, 301.354.1613, sakhavan@accessintel.com

dates “broad carriage on widely penetrated levels of service.” Recall in Aug 2009, Cablevision signed a deal for Tennis through NCTC that let it carry the net on a sports tier—something Tennis had steadfastly refused to allow the MSO to do for years. The Cablevision-NCTC deal came after Tennis ran a media campaign targeting Cablevision’s lack of carriage of its US Open coverage. The US Open begins on Mon and runs through Sept 11. Distributors who don’t opt-in to the new NCTC agreement would lose the channel on Sept 3—meaning they would have Sept 3’s exclusive primetime programming from Tennis, but not Sept 4 exclusive Tennis Channel programming. “We have an agreement with the Tennis Channel that runs into September and well into the US Open, and we are hopeful that there will either be a new agreement or an extended one,” Cablevision said. “Under any scenario, Cablevision customers will see every important US Open match on **ESPN 2, CBS** and through the considerable online offerings of the **USTA**, including the ability to watch multiple matches simultaneously.” The majority of NCTC members do not carry Tennis on a sports tier.

Earthquake: This isn’t California. So, yes, folks in D.C. were shaken by Tues’ 5.9 earthquake—with even hard-to-ruffle NYers feeling the impact. Several govt buildings in downtown D.C. were evacuated, as were **C-SPAN** and **NCTA**’s headquarters. C-SPAN’s *Peter Kiley* said only a skeleton staff remained in the building as employees were told to go home until the safety of the structure could be confirmed, which he expected to happen overnight. Had Congress been in session, C-SPAN viewers might have gotten an up close view of the earthquake, but all 3 nets were showing taped programming when the quake hit just before 2pm. At NCTA, after the building was deemed OK, employees were given the option to go home. Here at **CableFAX**, we worked through it all and can report that wireless and landline phones were down for a short time (as were a few tchotchkeys that fell from our desks). **NAB** used the wireless outage to make its case for leaving broadcasters’ spectrum alone. “Policymakers debating spectrum policy ought to take note that the one reliable communications service during today’s earthquake was the original wireless technology—free and local broadcasting,” said NAB’s *Dennis Wharton*.

At the Portals: **NCTA** and **ACA** offered their response Tues to a USF reform plan from incumbent telephone companies, urging the **FCC** in a joint letter to “transition away from today’s incumbent LEC-centric approach and move toward a regime where there is no artificial advantage associated with incumbency and no disadvantage associated with using a particular technology or network architecture,” the groups said.

Flush or Full House?: **DISH**’s wireless broadband plans may be closer to full disclosure after the DBS op asked the **FCC** for a waiver to offer customers terrestrial-only services via a proposed hybrid satellite-terrestrial mobile broadband network employing LTE tech. But true to the recent poker faces of *Charlie Ergen* and pres/CEO *Joe Clayton*, myriad questions remain. “Charlie Ergen is fast becoming the Sarah Palin of the wireless industry as investors ponder ‘Will he or Won’t he?’ spend billions of dollars to build yet another wireless data network in the United States,” said **BTIG** analyst *Walt Pickeyk*. “The most popular theory on why Ergen asked for the waiver is likely to be that he wants to quickly build a wireless broadband network to augment his satellite based video services and frankly we can no longer rule that out.” Yet Pickeyk argues that DISH’s commitment to covering a mere 30min POPs over 6 years belies any indicated hurry. **Wells Fargo Securities**’ *Marci Ryvicker* has no doubt that DISH plans to launch a mobile broadband network but noted how the following critical factors remain uncertain: timing, the amount of capital DISH will pony up and whether the DBS op will go it alone or with a partner(s). “There is clearly an over-the-top service on the horizon,” said Ryvicker, who’s bullish on DISH’s potential “flexibility to offer the single, double or triple play.” Added **Sanford Bernstein**’s *Craig Moffett*: “Dish Network’s comments up to

INCLUDE SONY MOVIE CHANNEL IN YOUR 2012 BUDGET

SMC stands out during Free Preview period

- 500% viewership growth
- 29% of new viewers tuned in for SMC

DRIVE INCREMENTAL REVENUE WITH A PREMIUM SERVICE AT A BASIC CABLE PRICE.

TOM TROY - Affiliate Sales, Sony Movie Channel (310) 244-2373

SONY
MOVIE
CHANNEL

Source: Kantar Media Audiences DIRECTView, HH Reach, Free Preview Period = 4/6-4/13/2011.
Growth vs. week of 3/16-3/23/2011. 29% of all new viewers based on comparison to 3/22-4/5/11.

sonymoviechannel.com



BUSINESS & FINANCE

now have suggested that a partnership strategy is the most likely avenue. But, we remind investors that nothing is assured." DISH shares closed up 2.90%.

Carriage: Cablevision began adding **BBC America, TV One** and **ReelzChannel** to its iO TV lineup Tues and will complete the rollouts by Thurs. BBC's SD and HD versions are included in a deal that features the extension of CVC's distribution of **BBC World News**.

Retrans: LIN TV's CBS affil in Green Bay, **WLUK-TV**, is alerting customers about a possible Aug 31 expiration of its retrans deal with Mediacom and asking them to call the MSO to voice their concerns. "We have repeatedly told LIN that we are willing to pay what everybody else in the market is paying," said Mediacom.

Business/Finance: Sprint shares soared 10.12% Tues after the WSJ reported the company will begin selling the **iPhone 5** when it's released in Oct along with **AT&T** and **Verizon**. Sprint is also expected to begin selling the iPhone 4 at the same time. -- **Miller Tabak's David Joyce** upped his '12 estimates for **Time Warner Cable** on expectations of approval of the MSO's proposed acquisition of **Insight Comm**, and maintained his 'buy' rating and \$86 short-term price target. "TWC stock should benefit from good business services growth, a low valuation, a significant 3.1% dividend, aggressive stock buybacks, and the accretive Insight acquisition," said Joyce.

CableFAX Daily Stockwatch

Company	08/23 Close	1-Day Ch	Company	08/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	42.61	0.85	BROADCOM:	33.27	1.62
DISH:	21.99	0.62	CISCO:	15.44	0.43
DISNEY:	32.11	0.09	CLEARWIRE:	3.10	0.07
GE:	15.54	0.43	CONCURRENT:	5.89	0.01
NEWS CORP:	16.52	0.84	CONVERGYS:	9.68	0.23
MSOS					
CABLEVISION:	17.32	0.82	CSG SYSTEMS:	13.20	0.62
CHARTER:	47.43	2.14	ECHOSTAR:	22.73	(0.18)
COMCAST:	20.06	0.28	GOOGLE:	518.82	20.65
COMCAST SPCL:	19.81	0.23	HARMONIC:	4.97	0.31
GCI:	8.12	0.27	INTEL:	19.71	0.33
KNOWLOGY:	13.39	0.33	JDSU:	10.83	0.94
LIBERTY CAPITAL:	64.04	0.67	LEVEL 3:	1.72	0.09
LIBERTY GLOBAL:	35.05	(0.93)	MICROSOFT:	24.72	0.74
LIBERTY INT:	14.55	0.64	MOTOROLA MOBILITY:	37.98	(0.06)
SHAW COMM:	22.16	0.44	RENTRAK:	14.28	2.76
TIME WARNER CABLE:	62.84	1.90	SEACHANGE:	7.58	0.44
VIRGIN MEDIA:	23.98	0.68	SONY:	21.00	0.31
WASH POST:	338.65	3.29	SPRINT NEXTEL:	3.59	0.33
PROGRAMMING					
AMC NETWORKS:	33.06	0.83	THOMAS & BETTS:	39.45	1.50
CBS:	23.31	1.18	TIVO:	8.25	0.45
CROWN:	1.25	0.03	UNIVERSAL ELEC:	18.77	1.25
DISCOVERY:	37.74	1.46	VONAGE:	3.09	0.47
GRUPO TELEVISA:	20.60	0.73	YAHOO:	13.35	0.51
HSN:	31.31	1.93	TELCOS		
INTERACTIVE CORP:	36.63	1.94	AT&T:	28.98	0.53
LIBERTY STARZ:	66.99	2.77	VERIZON:	35.96	1.14
LIONSGATE:	7.36	0.30	MARKET INDICES		
LODGENET:	1.96	0.21	NASDAQ:	2446.06	100.68
NEW FRONTIER:	1.21	0.01	S&P 500:	1162.35	38.53
OUTDOOR:	6.44	0.30			
SCRIPPS INT:	40.00	1.14			
TIME WARNER:	28.88	1.14			
VALUEVISION:	3.30	0.29			
VIACOM:	53.04	2.45			
WWE:	8.95	0.16			
TECHNOLOGY					
ADVANTAGE:	2.25	(0.05)			
ALCATEL LUCENT:	3.52	0.19			
AMDOCS:	26.46	0.43			
AMPHENOL:	44.15	1.80			
AOL:	12.65	0.43			
APPLE:	373.60	17.16			
ARRIS GROUP:	10.26	0.52			
AVID TECH:	9.78	0.30			
BIGBAND:	1.50	0.05			



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.

19138

Call For Entries | Deadline: September 9, 2011

Enter Today at www.ctplatinumawards.com

Sponsorship Opportunities:

Debbie Vodenos at 301.354.1695 or dvodenos@accessintel.com
 Amy Abbey at 301.354.1629 or aabbey@accessintel.com

Entry Questions:

Rachel Isaman at 301.354.1555 or risaman@accessintel.com