

# CableFAX Daily™

Wednesday — August 27, 2008

What the Industry Reads First

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## MASN's Turn: RSN Claims Comcast Omitted Sub Info

MASN finally confirmed what *Cfax* reported last week. It has filed a carriage complaint with the FCC to try to compel Comcast to launch the RSN in Harrisburg, PA, and Roanoke/Lynchburg, VA (*Cfax*, 8/21). MASN said it filed the complaint after trying for more than a year to resolve the issue amicably. The Orioles/Nationals network claims that in negotiating their Aug '06 contract, the MSO "omitted material information" about systems that resulted in MASN not launching to a "substantial number" of subs that historically received Orioles baseball games. MASN claims Comcast is protecting its own RSN, **Comcast Sports Net**. MASN lead attorney *David Frederick* alleged that the MSO is also refusing to carry the net on numerous former **Adelphia** systems. Comcast dubs the complaint without merit. "MASN signed an agreement almost 2 years ago to be carried on Comcast systems, and now MASN has simply decided that it no longer likes the deal it made," a rep said last week. "Comcast has fulfilled its part of the bargain and intends to hold MASN to the deal it struck. MASN filed the complaint July 1. It came to light last week when the FCC granted the net more time to respond to Comcast's rebuttal. Earlier this summer, an FCC-appointed arbiter found that **Time Warner Cable** discriminated against MASN in NC, ordering its carriage in more than 1mln homes (*Cfax*, 6/11). TW has asked the FCC to review the decision.

**Retrans:** **DISH** and **Citadel's** retrans skirmish doesn't show signs of ending soon. "DISH Network continues to be inflexible and appears to have drawn a line in the sand... a line which makes it increasingly doubtful that we can reach a fair and equitable agreement prior to the start of 1) the new fall primetime schedule, 2) the college football season, and 3) the start of the NASCAR Sprint Cup Chase," Citadel pres *Ray Cole* said in a message posted on impacted stations' Websites. DISH lost the signals earlier this month for **WOI**, an **ABC** affil for Des Moines, IA; **WHBF**, a **CBS** affil in Davenport, IA; **KCAU**, an **ABC** affil in Sioux City, IA; and **KLKN**, an **ABC** affil in Lincoln, NE.

**Deal Offensive:** **Big Ten Net's** in-principle carriage deal with **Time Warner Cable** perpetuates the net's notable summer success. Since Jun, the net has earned distribution through **Comcast**, **FIOS TV**, **Midcontinent** and **US Cable**—**Mediacom** is likely next—and several ops have picked up the net's HD version. The addition of what **Pali** analyst *Richard Greenfield* estimates to be 2.2mln Time Warner subs in conference states bolsters Big Ten Net's penetration in OH, where just 40% of HHs received the net as of Jun. At the time, that was 2nd-worst in conference states behind WI's 36%, which has since increased because of the Time Warner, Comcast and US Cable pacts. Greenfield believes Time Warner can carry Big Ten on digital basic outside the conference states or include it on a sports tier, similar parameters to which Comcast agreed. The MSO declined comment, and Big Ten failed to respond to inquiries. Majority net owner **News Corp**, meanwhile, enjoys the deal's provision of a "meaningful [net] advertising platform for the first time," said Greenfield.

**5Qs with Inspiration Nets COO Bill Airy:** DISH and DirecTV launch your flagship channel Wed, more than doubling your distribution to 54mln+ homes. What does that broader base allow you to do? We've never had satellite

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distribution before, so it gives us the ability to reach an entirely new community of people. **Inspiration Nets has created some opportunities over the years that have been exclusive to cable. Does this signal an end to that?** It was almost by virtue of the fact that we were cable exclusive. The things that we did to support subscriber campaigns and that kind of thing can still occur. They may not occur in a completely exclusive environment, but certainly we very highly value our relationship with our cable partners. In fact, we're looking at ways to extend our relationship with the cable community from the standpoint of developing new business opportunities between us. For example, the new **Canoe Project** that's underway. We fully intend to be a part of that. We've already started doing some things with MSOs to take advantage of some of the new technologies. **Inspiration Nets has been outspoken in the past on a la carte. Are you still passionate about it?** We firmly believe that a la carte is one of the worst ideas that anybody has ever come up with, and we'll continue to do whatever we can to fight a la carte. **How are your other nets doing—i-Lifetv and La Familia?** We're seeing continued growth for i-Lifetv. We have high expectations for growth in the cable industry as well as perhaps in the DBS community. It is a completely different business model. We have license fee revenue, and we have ad revenue. It's currently in about 10mln cable HHs. La Familia continues to grow. It's in about 700K homes now. It's a family friendly alternative to the mainstay in Hispanic programming, which is dominated by telenovelas. **There has been a push by some independent programmers for the FCC to streamline rules that protect independent networks from illegal program carriage decisions. Your thoughts?** Our feeling is that for the most part it's a level playing field. We have to be able to market our products on the basis of their attributes.

**Competition:** AT&T has launched **U-verse TV** in Jacksonville, bringing to 34 the number of market areas that receive the service. **U-verse HSI** is available in all the video markets, and **U-verse Voice** is live in 21.

**In the States:** Charter's promoting its services through tech and gas giveaways. New and existing subs that place online orders for 1 or more services will be entered to win 1 of 30 laptops the MSO plans to dole out in Sept. Also, any online service order nets the sub a gift card for gas, with the amount tied to the number of services ordered.

**Carriage:** Outdoor Channel has renewed its distribution deal with **Comcast Media Center's** HITS Quantum service, which delivers the net to more than 7mln homes.

**Ratings:** Prime ratings stalwarts **USA** (2.2/2.15mln) and **Disney** (2.2/2.06mln) tied for this week's top spot, the latter helped by Fri's "The Cheetah Girls: One World," which delivered 6.2mln total viewer opposite the **Olympics**. **TNT** (1.8/1.69mln) notched 3rd, followed by **ESPN** (1.6/1.53mln) and **Fox News** (1.4/1.32mln).

**Programming:** **TBS** picked up 10 eps of "Meet the Browns" (Jan), a spin-off based on characters from *Tyler Perry's* eponymous play and film that begins after 1 character inherits a dilapidated house from his father. -- **BET** is launching its 1st scripted series, "Somebodies," based on the independent film by the same name, Sept 9, 10:30pm. The show features the film's original cast and is shot entirely on location in Athens, GA, home to the Univ of GA. -- New **TLC** series "Real Simple. Real Life." (Oct 18) features host *Kit Hoover* providing women with realistic solutions to daily challenges. -- **SNY** sits down Wed at 10:30pm with one of baseball's most thoughtful people, Hall of Fame pitcher *Tom Seaver*, who's joined by current Mets star *Johan Santana*. Former all-star hurler *Ron Darling* moderates the pitchers' chat.

**Kids & Konventions:** **Cable in the Classroom** and **WWE** are pairing to produce video vignettes focusing on the con-

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Source: Nielsen Media Research, Live Data, Prime M-Su 8p-11p, delivery percent change for W18-34, W18-49 and W25-54 from 2Q07 (4/2/07-7/1/07) to 2Q08 (3/31/08-6/29/08) among ad supported cable networks with universes of 65 million or more households and excluding sports networks. Cable Network Coverage Area HH Universe Estimates, August 2008. Subject to qualifications upon request.

# BUSINESS & FINANCE

cerns of young people attending the Democratic and Republican National Conventions. The series of videos will be produced for schools nationwide and available through CIC's free, online game "eLECTIONS: Your Adventure in Politics" (www.ciconline.org/elections). -- **Nick's** holding its 6th "Kids Pick the President" campaign, in which kids have successfully predicted the outcome in 4 of the last 5 presidential elections. Kids cast votes starting Oct 12 at www.nick.com/kpp.

**Honors:** WICT's Southern CA chapter announced this year's **LEA** Award winners: **Cox's Karen Kranick** (Lifetime Achievement), **Bright House's Danielle Wade** (Woman of the Year), **TuTv's Veronica Islas** (Woman to Watch) **Sorpresa's Samantha Brown** (Advocate Leader) and **Ketchum's Dwayna Haley** (WICT Board Member of the Year). The awards will be presented Oct 30 at the Beverly Hills Hotel.

**People:** **TLC** appointed **Nancy Daniels** svp, prod and development. -- **Time Warner Cable** tapped **Cristina Pauze** as vp, federal regulatory affairs.

**Business/Finance:** **Microsoft** has strategically invested in **Move Networks**, an online video services provider that counts **Fox, ABC** and **Discovery** as clients. The pair previously announced a collaboration to integrate IPTV services with **Microsoft Silverlight**, a multiplatform plug-in for delivering interactive applications via the Web.

## CableFAX Daily Stockwatch

Company	08/26 Close	1-Day Ch	Company	08/26 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	33.17	0.47	AMPHENOL:	47.16	(0.29)
DIRECTV:	28.04	0.23	APPLE:	173.64	1.09
DISNEY:	31.71	0.11	ARRIS GROUP:	9.18	(0.12)
ECHOSTAR:	28.77	0.68	AVID TECH:	22.18	(0.92)
GE:	28.27	(0.05)	BIGBAND:	3.61	0.06
HEARST-ARGYLE:	19.75	(0.11)	BLNDER TONGUE:	1.30	0.00
ION MEDIA:	1.44	0.00	BROADCOM:	24.92	(1.25)
NEWS CORP:	14.07	0.11	C-COR:	11.00	0.00
<b>MSOS</b>					
CABLEVISION:	31.60	0.71	CISCO:	24.11	(0.1)
CHARTER:	1.09	0.06	COMMSCOPE:	46.00	1.02
COMCAST:	21.09	0.29	CONCURRENT:	6.82	(0.04)
COMCAST SPCL:	20.98	0.30	CONVERGYS:	14.56	0.20
GCI:	9.94	0.16	CSG SYSTEMS:	18.77	(0.05)
KNOLOGY:	9.74	0.29	ECHOSTAR HOLDING:	31.55	(0.02)
LIBERTY CAPITAL:	15.83	(0.1)	GOOGLE:	474.16	(8.85)
LIBERTY ENTERTAINMENT:	27.63	0.33	HARMONIC:	8.72	0.12
LIBERTY GLOBAL:	33.70	0.84	JDSU:	10.04	0.03
LIBERTY INTERACTIVE:	13.30	0.05	LEVEL 3:	3.15	0.18
MEDIACOM:	7.65	0.02	MICROSOFT:	27.27	(0.39)
SHAW COMM:	21.07	0.30	MOTOROLA:	9.56	0.00
TIME WARNER CABLE:	26.29	0.45	NDS:	60.78	0.03
VIRGIN MEDIA:	10.88	0.03	NORTEL:	5.58	(0.38)
WASH POST:	600.62	(0.98)	OPENTV:	1.74	(0.03)
<b>PROGRAMMING</b>					
CBS:	16.37	(0.17)	PHILIPS:	32.20	(0.22)
CROWN:	4.81	0.04	RENTRAK:	14.74	0.15
DISCOVERY:	19.50	0.10	SEACHANGE:	8.17	0.14
EW SCRIPPS:	7.14	(0.12)	SONY:	38.52	(0.08)
GRUPO TELEVISA:	23.66	(0.25)	SPRINT NEXTEL:	8.77	(0.16)
LIBERTY:	41.89	0.54	THOMAS & BETTS:	45.71	0.48
LODGENET:	4.02	(0.03)	TIVO:	7.53	0.14
NEW FRONTIER:	3.82	0.02	TOLLGRADE:	6.71	0.20
OUTDOOR:	7.98	0.59	UNIVERSAL ELEC:	26.34	0.35
PLAYBOY:	4.31	(0.06)	VONAGE:	1.26	0.02
RHI:	14.25	(0.15)	WEBB SYS:	0.07	0.00
SCRIPPS INTERACTIVE:	41.76	0.75	WORLDGATE:	0.30	0.00
TIME WARNER:	15.88	0.21	YAHOO:	19.09	0.00
VALUEVISION:	2.26	(0.1)	<b>TELCOS</b>		
VIACOM:	28.92	(0.16)	AT&T:	30.62	0.10
WWE:	16.39	0.10	QWEST:	3.67	0.03
<b>TECHNOLOGY</b>					
3COM:	2.14	0.01	VERIZON:	34.24	(0.22)
ADC:	10.06	(0.36)	<b>MARKET INDICES</b>		
ADVANTAGE:	2.75	(0.01)	DOW:	11412.87	26.62
ALCATEL LUCENT:	6.01	0.29	NASDAQ:	2361.97	(3.62)
AMDOCS:	29.57	(0.14)			

## Call for Nominations

**CableFAX**  
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2008 Most Powerful Women in Cable

Who are cable's most powerful women executives? Help us decide by nominating the executives you think should be included in our annual list of the Most Powerful Women in Cable. We will rank the top 50 most powerful women, and run a list of the second 50, in the November issue of CableFAX: The Magazine. Nominations are open to all cable operators, programmers, vendors and trade associations.

Deadline for nominations: Sept. 8, 2008 • Nominate online at [www.CableFaxMag.com](http://www.CableFaxMag.com)

# Call For Nominations

The 2008 **100** *CableFAX*

**Deadline for nominations:** Sept. 5, 2008

**I**t'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](http://www.cable360.net/cablefaxmag/2008cablefax100.html)  
to nominate online today!**