

# CableFAX Daily™

Tuesday — August 28, 2007

What the Industry Reads First

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## Sub Handoff: Big Ten Net Expects Football to Spur Cable Deals

Cut like a running back through the rampant rhetoric between the **Big Ten Network** and cable MSOs, and you'll find a Midwest carriage field that could soon get cable play. **Fox National Cable Sports Networks** president *Bob Thompson* said that "some [major cable] negotiations are in the 4th quarter" and that the tipping point will occur this week with college football's kick off. In fact, Fox will staff its offices with extra personnel this weekend, expecting a flood of calls from consternated fans that can't watch conference tilts. An industry source said MSOs anticipate a similar response, which will add weight to the net's call for fans to pressure cable ops for carriage. That pressure now includes net ads throughout the 8-state conference footprint telling fans where to find games, even urging them to jettison their cable provider for current net teammates including **DirecTV** and **AT&T**. The latter touted Mon U-verse TV availability of the net through either a \$44/month programming package or a \$10/month add-on sports package. The telco has a video presence in Big Ten strongholds Detroit and Ann Arbor, MI, as well as in WI, OH and IN. As for carriage on sports tiers within conference states, "it's not even something that we consider, and we have no plans to consider it," said Thompson. MSOs such as **Time Warner Cable**, **Charter** and **Insight** haven't disclosed details of talks with BTN despite published statements in favor of such tiering. Thompson admitted the need to be "very patient" while working toward certain distribution goals. **Comcast**, for one, is expected to stand tough, with a spokesperson reiterating Mon that "we simply cannot allow Fox and the Big Ten to burden all of our customers. At this point, we have had very little customer reaction." Other MSOs say they haven't spoken with many disgruntled Big Ten fans, either. Of note: 83% (1.5K) of those polled by a Columbus, OH, NBC affiliate said they aren't willing to pay extra to see BTN on basic cable. But Saturday may kick off a whole new ballgame.

**Two-Way:** **NCTA** stands by its OCAP plan for delivering 2-way cable services to devices, but it told the **FCC** Fri afternoon that it's willing to develop a "tuning resolver" to help CE devices receive switched linear channels. 1-way, plug-and-play devices can't receive switched digital video. To address this issue, cable has worked with CE companies such as **TiVo** to provide 2-way SDV channels to 1-way digital cable products through an external device attachment. Meanwhile, **CEA** continues to argue that OCAP isn't enough. It wants support for "Digital Cable Ready-Plus," calling on the FCC to create a specification and licensing framework that builds on the 1-way framework and is compliant with existing rules.

**TiVo Watch:** We're anxiously awaiting **TiVo's** earnings call Wed in hopes we'll learn more about its software rollout with **Comcast**. During TiVo's 1Q analyst call, CEO *Tom Rogers* said he expects a commercial launch in Aug for parts of New England, including Metro Boston, Southeast MA, and NH. But with just a few days left in Aug, there hasn't been a peep from either company. Trials are continuing, but there's been no word of a commercial launch or when it might happen.

**On the Hill:** **ION Media Networks**, home to kid's net **qubo**, is the latest programmer to take House Telecom chmn *Ed Markey* (D-MA) up on his request to curb junk food advertising. Qubo will not air national advertising that fea-

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tures unhealthy food and beverages. It will work with advertisers to promote healthy lifestyles and create storylines addressing good eating habits and physical activity. Digital multicast channel **ION Life** also committed to providing a dedicated amount of program time to the nutrition and fitness needs of children.

**Competition:** **DirecTV** drove out from the garage a special condensed version of its "NASCAR Hotpass" package, offering for \$20 access to the 10 races comprising the Chase for the **NEXTEL** Cup, plus 2 preceding races (Sept 2 & 8).

**VoIP:** In just 8 months, **Suddenlink** has upped the number of homes passed with phone to 1.8mln+ (75% of footprint) from 400K (15%). It now has 50K phone customers—nearly a 70% increase since the end of last year. Standard price for phone when bundled with other services is \$39.95/month.

**Research:** College kids prefer to watch TV on traditional sets rather than computers, cell phones or MP3 players, according to the latest **CTAM** Pulse study. 70% of their total hours spent viewing content was on a traditional TV set. 10% reported using their computers to view TV programs. Meanwhile, 79% of off-campus students with a choice in video providers subscribe to cable, 7% to satellite and 2% to telco. Cable modem service also beat out DSL, 65% vs 26%.

**Technology:** **Sony's** upcoming VAIO LT HD PC/TV can record digital cable channels, including HD programming, with a CableCARD. It's 1-way, so no VOD channels. The standard model starts at \$1900, while the HD version goes for \$2900. The 22-inch monitor can hang on the wall or be mounted to a desk.

**New Media:** **E!** is launching multi-platform series "E! News Now," which features at least 12 videos/day on broadband and mobile phones. The video segments will be produced as news breaks.

**Milestones:** **The Science Channel** and **Military Channel** have both surpassed the 50mln sub mark, making **Discovery Comm** one proud parent. Year-to-date, The Science Channel has averaged 152K total viewers and 85K P25-54 in primetime, an increase of 29% and 35%, respectively, vs the same time period last year. The Military Channel year-to-date has averaged 100K viewers and 45K P25-54 in prime, an increase of 56% and 50%, respectively.

**Ratings:** **Nielsen** will produce all national Hispanic ratings through its National People Meter panel, the same sample used to produce ratings for non-Hispanic nets. As a result, it will retire its 1K-home Natl Hispanic People Meter panel. The ratings firm says the change will put Spanish-language programming on a level playing field with English-language TV, providing a common ratings number for all national nets. Nielsen said the sub-sample of Hispanic homes within the NPM sample is larger than the retiring Natl Hispanic People Meter panel.

**Programming:** **Comedy Central** renewed "South Park" for 3 years, and formed production and development jv **South Park Digital Studios** with creators *Trey Parker* and *Matt Stone*. The jv will be the home for all digital extensions of "South Park" as well as an incubator for new animated projects. Stone and Parker will reportedly get a 50/50 share of ad revenues and "millions in up-front cash." -- **ReelzChannel** announced its biggest on-air and online programming initiative to-date, 'ReelzChannel Awards Watch '07-'08.' Reelz will provide extensive coverage of not only the big awards like the Oscars and Golden Globes, but smaller ceremonies such as the Toronto Film Festival (Sept 21). -- **MSG** inked a deal for Rutgers Univ football programming, including Thurs' season opener against Buffalo (7pm). -- Once your kids watch "High School Musical 2" for the bazillionth time, they can cruise over to VOD channel **Lifeschool TV** to learn the



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# BUSINESS & FINANCE

moves to HSM dances and other memorable TV/Movie dances. The yet-to-be-titled series features choreographer George "GEO" Hubela and is slated to launch by year's end.

**On the Circuit:** The Cable Center kicks off its "Cable Mavericks" lecture tour to colleges around the country on Sept 17, with **Scripps' Doug Hurst** and **HGTV's Annette Lindstrom** talking to Univ of FL media and telecom students. **IFC's Evan Shapiro** will visit with DePaul students on Oct 8. **Advance Newhouse's Bob Miron** and **Nomi Bergman** will present at Syracuse, Oct 30, and **USA's Chris McCumber** heads to Fordham Nov 8. -- **GM** chmn/CEO **Rick Wagoner** will deliver the keynote at Jan's **CES Show** (Jan 7-10, Las Vegas). -- **NAMIC Mid-Atlantic** will host a look at new media technologies, featuring **Cox** vp, network development **Darryl Ladd**, Sept 5, 4-7pm, Vienna, VA (\$20 members/\$30 non-members).

**People:** **Discovery** consolidated its global media operations, expanding **John Honeycutt's** role to evp, chief media technology officer and **Myrna Renaud's** post to svp, intl media operations. The 3 intl operations centers reporting to regional executives will all now report to Renaud, who will report to Honeycutt. -- **Tracy Katsky** joined **Nick** as svp, development and original programming. -- **Jim Tremblay** was upped to vp, ad sales for **Fox Reality Channel**.

## CableFAX Daily Stockwatch

Company	08/27 Close	1-Day Ch	Company	08/27 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/			AMPHENOL:	35.00	(0.75)
BRITISH SKY:	53.29	(0.41)	APPLE:	132.25	(3.05)
DIRECTV:	23.36	0.24	ARRIS GROUP:	15.48	(0.07)
DISNEY:	33.84	(0.03)	AVID TECH:	30.50	(0.51)
ECHOSTAR:	41.46	(0.99)	BIGBAND:	9.99	(0.06)
GE:	39.00	(0.41)	BLNDER TONGUE:	1.33	0.03
HEARST-ARGYLE:	25.36	0.14	BROADCOM:	32.86	(0.48)
ION MEDIA:	1.37	0.02	C-COR:	11.86	(0.41)
NEWS CORP:	22.25	(0.2)	CISCO:	31.10	0.37
TRIBUNE:	28.60	(0.15)	COMMSCOPE:	53.45	(0.73)
<b>MSOS</b>					
CABLEVISION:	32.54	(0.27)	CONCURRENT:	1.36	(0.04)
CHARTER:	2.77	(0.02)	CONVERGYS:	17.67	(0.02)
COMCAST:	25.84	0.36	CSG SYSTEMS:	23.78	(0.04)
COMCAST SPCL:	25.76	0.49	GEMSTAR TVG:	5.98	(0.04)
GCI:	12.72	(0.44)	GOOGLE:	513.26	(1.74)
KNOLOGY:	14.60	(0.38)	HARMONIC:	8.76	(0.16)
LIBERTY CAPITAL:	110.78	1.46	JDSU:	14.11	0.03
LIBERTY GLOBAL:	40.00	(0.68)	LEVEL 3:	5.04	0.02
LIBERTY INTERACTIVE:	18.85	(0.31)	MICROSOFT:	28.49	(0.32)
MEDIACOM:	8.73	0.10	MOTOROLA:	16.67	(0.07)
NTL:	28.22	0.00	NDS:	48.86	(0.09)
ROGERS COMM:	42.97	0.00	NORTEL:	18.46	(0.08)
SHAW COMM:	23.34	0.19	OPENTV:	1.43	(0.01)
TIME WARNER CABLE:	35.37	0.15	PHILIPS:	39.20	(0.46)
WASH POST:	778.77	(13.9)	RENTRAK:	11.49	0.14
<b>PROGRAMMING</b>					
CBS:	31.25	(0.54)	SEACHANGE:	7.03	0.04
CROWN:	6.79	(0.06)	SONY:	46.30	(1.1)
DISCOVERY:	24.55	1.71	SPRINT NEXTEL:	18.91	(0.04)
EW SCRIPPS:	40.00	(0.01)	THOMAS & BETTS:	55.31	(0.69)
GRUPO TELEVISA:	25.44	(0.25)	TIVO:	6.27	(0.05)
INTERACTIVE CORP:	27.64	(0.47)	TOLLGRADE:	10.28	0.17
LODGENET:	26.07	(0.3)	UNIVERSAL ELEC:	27.74	(0.22)
NEW FRONTIER:	6.74	0.18	VONAGE:	2.28	0.09
OUTDOOR:	8.67	(0.09)	VYYO:	5.90	0.12
PLAYBOY:	10.93	0.08	WEBB SYS:	0.10	(0.01)
TIME WARNER:	19.04	0.03	WORLDGATE:	0.46	(0.03)
UNIVISION:	36.23	0.00	YAHOO:	23.03	(0.56)
VALUEVISION:	8.06	0.03	<b>TELCOS</b>		
VIACOM:	37.49	(0.92)	AT&T:	40.10	(0.26)
WWE:	14.80	(0.04)	QWEST:	9.03	(0.06)
<b>TECHNOLOGY</b>					
3COM:	3.79	(0.1)	VERIZON:	42.59	(0.05)
ADC:	17.55	0.09	<b>MARKET INDICES</b>		
ADVANTAGE:	6.69	0.35	DOW:	13322.13	(56.74)
ALCATEL LUCENT:	11.00	(0.13)	NASDAQ:	2561.25	(15.44)
AMDOCS:	35.59	0.27			



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## M.C. Antil's CableFolks

### Years Ago, C-SPAN's Kiley Found a Home

I joked with Peter Kiley last week that for many operators C-SPAN was a little like the public library; they may not use it, but they'd defend to the death its right to exist.

Peter laughed as he spoke on his car phone. He was dealing with some soccer issues that had crept up. As manager of his daughter's traveling team, Peter was balancing logistics, a concerned soccer mom and the general needs of a dozen budding Mia Hamms. Yet he took it all in stride.

That's the way Peter handles his day job as well. As the head dealmaker for C-SPAN, he has spent years negotiating with MSOs for distribution of a channel they already own, all the while quietly establishing a reputation as one of the industry's most dedicated, yet unsung, heroes.

Peter has a little extra spring in his step these days. His favorite season is upon us—presidential campaign season—and not only are his company's buses ready to hit the road, but Peter's working with C-SPAN's senior team on rolling out new campaign-themed VOD content while planning for C-SPAN's conversion to HD.

I told him I'd met a few members of Congress, and that I wasn't sure there was enough makeup in the world for some of them to ever be HD-ready.

As he chuckled, Peter informed me he grew up in Indiana, went to school in San Diego where he played on the golf team for a couple of seasons, and after graduation moved to Washington to work for the congressman from his home district. It was there that he met fellow Hoosier Brian Lamb who told him about C-SPAN. Peter applied for a job, got it and literally within hours realized he had found a home. That was 21 years ago.

To give you some perspective about the workload Peter and the C-SPAN brain trust carry, consider this: they have three full time television networks, a radio network, a web



M.C. Antil

site and two buses. They also do all their own production, including a growing number of hours of long-form VOD fare and, soon... HD content. And they do this with only 260 people and an annual budget of just \$55 million.

That's right. You heard me. \$55 million. And yes, that's million with an "m." My guess is HBO has spent that much promoting "Entourage."

Peter said it takes a special kind of person to work in a non-profit, especially his non-profit. He told me most of the C-SPAN lifers like himself—Susan Swain, Rob Kennedy and Bruce Collins—are people who love not so much any one political ideology, but the political process. They love watching and studying America govern itself. They love debates. They love caucuses, primaries and elections. In short, they love retail politics and legislative sausage-making. And the more unscripted, the better.

In fact, according to Peter, people who come to C-SPAN as ideologues usually don't last. He told me: "We joke that we're a company of student council presidents. And if you're truly partisan one way or another, you're probably not going to work out."

He told me about an event earlier this month with Media-com in Iowa, one of the first legs of C-SPAN's Campaign '08 Heartland Tour. And while the event was a home run and gave C-SPAN some nice content, his team used it as one more occasion to spread C-SPAN's cable message: "C-SPAN was created by the cable industry. It's not a government channel. It is a public service and exists because your local cable company is a good corporate citizen."

Later he confided: "Sure, we wish we got more credit from affiliates for what we do, but that's not our nature. We don't spend \$55 million promoting ourselves. This is what we do. What other fully distributed network volunteers to go into a market—a tough market—to help an affiliate, then works 19-hour days, does its job and just moves on?"

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