

# CableFAX Daily™

Tuesday — September 4, 2007

What the Industry Reads First

Volume 18 / No. 171

## Big Ten-dinitis: Fox Says It Regrets Any Misimpression in Regards to MCCC

Stop the presses! With all this **Big Ten Network** wrangling, we're used to rancor from all sides. So, we were a little taken aback when **Fox** late Fri took a softer tone out of apparent concern its earlier statements were misinterpreted. It relates to **Mediacom's** claim that Fox was being anti-competitive by not allowing it to televise Iowa State's (Big 12) game against Kent State on its "Connections" channel Thurs as it's done in the past. The MSO said Fox's denial stemmed from it not carrying Big Ten Network. A Mediacom rep said the MSO was disappointed in Fox's response that the request was tied to a desire for exclusive rights. Fox issued a new statement Fri. "We believed Mediacom was seeking free rights to the Iowa State-Kent State game for its exclusive distribution. Mediacom has assured us that was not its intent, and so we regret any misimpression that may have resulted from our subsequent statements," said the statement from **Fox National Cable Sports Networks**. Fox added that it enjoys a long-standing relationship with Mediacom. "We respect that relationship and would rather not diminish it through any contention over carriage rights to an individual game," Fox said. On Thurs night, Mediacom slapped an image of Iowa State coach *Gene Chizik* and the school's logo on its Connections channel along with the audio to a radio broadcast of the game. It ran a scroll that read, "Fox is holding ISU fans hostage in order to extract money from you and other lowans that will flow into the pockets of Fox, the University of Iowa, and the other Big 10 schools. That's not fair," and directed fans to a Big Ten Network petition on [www.mediacomcable.com](http://www.mediacomcable.com). -- Meanwhile, Thurs came and went without Big Ten Net launching on a bevy of cable systems. *Des Moines Register* sports columnist *Sean Keeler* blogged about the net's 1st hour. His verdict: "not bad at all." The net bowed Thurs evening with a special edition of "Big Ten Tonight" previewing all 11 conference football programs. "Although it wasn't as good, right out of the chute, as **NFL Network's** 'College Football Now'... there's some outstanding promise here," Keeler wrote. One glitch: The screen faded to black and the net jumped to commercial without finishing the Iowa Hawkeye segment, Keeler wrote. BTN said there was a 4-sec freeze on a tape playback and then it was back up and running.

**Online:** **iTunes** plans to stop selling **NBC** shows by Dec. **Apple** said NBC opted not to renew its iTunes deal after Apple declined to pay "more than double the wholesale price" for each ep, which would have resulted in a price of \$4.99 vs \$1.99 for consumers. But NBCU disputed that claim, with evp *Cory Shields* countering that "we never asked to double the wholesale price for our TV shows. In fact, our negotiations were centered on our request for flexibility in wholesale pricing, including the ability to package shows together in ways that could make our content even more attractive for consumers. It is clear that Apple's retail pricing strategy for its iTunes service is designed to drive sales of Apple devices, at the expense of those who create the content that make these devices worth buying." The NBC-iTunes agreement ends in Dec, but Shields said NBCU is "hopeful" it can resolve outstanding issues by then, including



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its requests for Apple to improve anti-piracy efforts. 3 of the top 10 shows sold on iTunes last season came from NBC. NBC is teaming with **News Corp** to launch online video service **Hulu**, which begins beta testing in Oct. -- **MSNBC's** SuperTuesday.MSNBC.com allows viewers to upload video questions for presidential candidates, send emails to them and political analysts, and even create their own political ads that either laud or abase certain White House hopefuls. The site extends the net's linear campaign coverage, which returns Tues across several net shows.

**Pink Slips:** Another day, another round of vendor layoffs. **SeaChange** reported in its 2Q earnings, released Thurs, that it reduced head count by 30 people or 4% during the Q. The VOD firm's layoffs follow **Vyvo's** cutting of about 16% of its workforce in July. **BigBand** has "slightly reduced" its R&D team at its Westborough, MA, office (reports have put the number at more than a dozen). Most SeaChange reductions were in the VOD server portion of the broadband segment.

**Carriage:** **Baja Broadband** is adding **The Mtn** to its systems in UT, NV and CO.

**Marketing:** **ESPN's** slate of marketing ads will soon trumpet "Sunday NFL Countdown," "MNF," "SportsCenter" and "College Football Gameday" both on family nets and other cable channels. The premise: 14 spots humorously depict 1 or more of the team engaging in some silly situation—such as the affable *Lee Corso* stuffing his suit pockets with finger food—and directs fans to hit the portal to see if a posed question is true or false (ex: Corso always fills up on snacks before telecasts?). Many of the net's nearly 300 "This is SportsCenter" spots are popular as free downloads at iTunes, said svp, marketing *Katie Lacey* at ESPN's press tour Fri. "There's nothing like the passion people have for [the ESPN] brand, positive or negative," she said. But discussions are also under way for spots that can buttress the renewed emphasis on enterprise journalism within the flagship show, she said.

**Programming:** **TNT** opted not to renew freshman drama "Heartland." It last ep aired Aug 13, in which it notched 2.1mln viewers. Nowhere near the 7.4mln and 4.7mln that TNT's "The Closer" and "Saving Grace" averaged, respectively, on that same night. -- New prime newsmag show "E: 60" (Oct 16) has been incubated at **ESPN's** former original entertainment (EOE) division, now a content development arm designed to "be a lab to come up with new ideas for all four platforms," said vp *Bob Wallace*. 15 eps are planned for the show, which will stress investigative storytelling with a "young, energetic feel," said Wallace, and include personal portraits of well-known athletes. Also in the hopper is doc "Black Magic" (spring), providing historical context to trailblazing athletes who played at historically black colleges before integration. Also, ESPN's 2nd season of boxing competition "The Contender" steps out of its corner Tues. All 3 projects will receive heavy online promotion. -- **HDNet** bows new eps of improv comedy "Sports Action Team," Fri, 8pm ET. A number of **NBC** affils will premiere the program on Sept 9, including NBC stations in NY, L.A., Chicago and Philly

**Honors:** **MTVN** chmn/CEO *Judy McGrath* was 31st on Forbes' "100 Most Powerful Women" list, only 5 spots under Speaker of the House *Nancy Pelosi* and 29 spots higher than First Lady *Laura Bush*. Also in was **CNN** chief intl correspondent *Christiane Amanpour* (74), **Disney-ABC TV Group** pres *Anne Sweeney* (77) and **Playboy** chmn/CEO *Christie Hefner* (85). -- *Latina Style* mag named **Comcast** as one of the 50 Best Companies for Latinas to work for in the US.

**People:** **Outdoor Channel** appointed *Lloyd Bryan Adams* as exec producer. -- Former **Fox News** political analyst *Tony Snow* will step down as chief White House spokesperson Sept 14. Deputy press sec *Dana Perino* will take over the job.

# HALLMARK MOVIE CHANNEL TOPS THE LIST OF CHANNELS YOUR CONSUMERS WANT



Hallmark Movie Channel ranks #1 on high interest among Adults 18-49, Adults 18+ and Women.

### CableFAX Week in Review

Company	Ticker	8/31 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
BRITISH SKY:	BSY	54.87	2.20%	35.70%
DIRECTV:	DTV	23.33	0.90%	(6.5%)
DISNEY:	DIS	33.60	(0.8%)	0.80%
ECHOSTAR:	DISH	42.32	(0.3%)	11.30%
GE:	GE	38.87	(1.4%)	9.70%
HEARST-ARGYLE:	HTV	25.57	1.40%	2.50%
ION MEDIA:	ION	1.33	(2.9%)	166.00%
NEWS CORP:	NWS	21.74	(3.2%)	(1.9%)
TRIBUNE:	TRB	27.55	(4.2%)	(9.3%)

Company	Ticker	8/31 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION:	CVC	33.55	2.30%	17.80%
CHARTER:	CHTR	2.78	(0.4%)	(9.2%)
COMCAST:	CMCSA	26.09	2.40%	(7.5%)
COMCAST SPCL:	CMCSK	25.86	2.30%	(7.4%)
GCI:	GNCMA	12.65	(3.9%)	(19.6%)
KNOLOGY:	KNOL	15.80	5.50%	48.50%
LIBERTY CAPITAL:	LCAPA	108.99	(0.3%)	11.20%
LIBERTY INTERACTIVE:	LINTA	18.97	(1%)	(12.1%)
MEDIACOM:	MCCC	8.55	(0.9%)	6.30%
NTL:	NTLI	28.22		11.80%
ROGERS COMM:	RG	42.97		45.10%
SHAW COMM:	SJR	23.24	0.40%	(24%)
TELEWEST:	TLWT	24.20		
TIME WARNER CABLE:	TWC	36.70	4.20%	(4.2%)
WASH POST:	WPO	765.65	(3.4%)	5.20%

Company	Ticker	8/31 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
CBS:	CBS	31.51	(0.9%)	4.60%
CROWN:	CRWN	6.73	(1.8%)	85.40%
DISCOVERY:	DISCA	25.12	10.00%	56.10%
EW SCRIPPS:	SSP	41.10	2.70%	(16.4%)
GRUPO TELEVISIVA:	TV	26.06	1.40%	3.80%
INTERACTIVE CORP:	IACI	27.79	(1.1%)	(25.2%)
LIBERTY:	L	8.32		
LODGENET:	LNEN	26.20	(0.6%)	4.70%
NEW FRONTIER:	NOOF	6.82	4.00%	(6.2%)
OUTDOOR:	OUTD	9.00	3.20%	(29.9%)
PLAYBOY:	PLA	11.05	1.80%	(3.6%)
TIME WARNER:	TWX	18.98	(0.2%)	(11.8%)
UNIVISION:	UVN	36.23		2.30%
VALUEVISION:	VVTV	8.43	5.00%	(35.8%)
VIACOM:	VIA	39.45	2.70%	(3.8%)
WWE:	WWE	15.15	2.10%	4.70%

Company	Ticker	8/31 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
3COM:	COMS	3.75	(3.6%)	(8.8%)
ADC:	ADCT	18.30	4.80%	26.00%
ADDVANTAGE:	AEY	7.91	25.60%	183.50%
ALCATEL LUCENT:	ALU	10.95	(1.6%)	(10.8%)
AMDOCS:	DOX	35.30	(0.1%)	(8.9%)
AMPHENOL:	APH	36.11	1.00%	(41.6%)
APPLE:	AAPL	138.48	2.40%	53.30%
ARRIS GROUP:	ARRS	15.18	(2.4%)	21.30%
AVID TECH:	AVID	30.83	(0.6%)	(17.3%)
BIGBAND:	BBND	10.10	0.50%	(5.4%)
BLNDER TONGUE:	BDR	1.26		(25.9%)
BROADCOM:	BRCM	34.50	3.50%	6.80%

Company	Ticker	8/31 Close	1-Week % Chg	YTD %Chg
C-COR:	CCBL	11.51	(6.2%)	3.30%
CISCO:	CSCO	31.92	3.90%	16.80%
COMMSCOPE:	CTV	56.60	4.50%	85.70%
CONCURRENT:	CCUR	1.33	(5%)	(26.5%)
CONVERGYS:	CVG	16.75	(5.3%)	(29.6%)
CSG SYSTEMS:	CSGS	23.12	(2.9%)	(13.5%)
GEMSTAR TVG:	GMST	6.10	1.30%	52.10%
GOOGLE:	GOOG	515.25	0.00%	11.90%
HARMONIC:	HLIT	9.97	11.80%	37.10%
JDSU:	JDSU	14.56	3.40%	(12.5%)
LEVEL 3:	LVLIT	5.23	4.20%	(6.6%)
MICROSOFT:	MSFT	28.73	(0.3%)	(1.8%)
MOTOROLA:	MOT	16.95	1.30%	(15.6%)
NDS:	NNDS	49.25	0.60%	2.10%
NORTEL:	NT	17.47	(5.9%)	(34.8%)
OPENTV:	OPTV	1.31	(9%)	(43.5%)
PHILIPS:	PHG	39.55	(0.3%)	9.40%
RENTRAK:	RENT	12.36	8.90%	(20.3%)
SEACHANGE:	SEAC	7.28	4.10%	(28.8%)
SONY:	SNE	47.78	0.80%	12.00%
SPRINT NEXTEL:	S	18.92	(0.2%)	1.00%
THOMAS & BETTS:	TNB	55.39	(1.1%)	17.20%
TIVO:	TIVO	5.63	(10.9%)	10.00%
TOLLGRADE:	TLGD	10.18	0.70%	(3.7%)
UNIVERSAL ELEC:	UEIC	29.00	3.70%	38.00%
VONAGE:	VG	2.11	(3.7%)	(69.6%)
VYYO:	VYYO	5.81	0.50%	28.30%
WEBB SYS:	WEBB	0.06	(40%)	50.00%
WORLDGATE:	WGAT	0.46	(2.1%)	(65.7%)
YAHOO:	YHOO	22.73	(3.6%)	(11%)

Company	Ticker	8/31 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	39.87	(1.2%)	19.50%
QWEST:	Q	8.95	(1.5%)	6.90%
VERIZON:	VZ	41.88	(1.8%)	21.30%

Index	Value	% Chg	YTD %Chg
<b>MARKET INDICES</b>			
DOW:	INDU	13357.74	(0.2%) 7.20%
NASDAQ:	COMPX	2596.36	0.80% 7.50%

### WINNERS & LOSERS

#### THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ADDVANTAGE:	7.91	25.60%
2. HARMONIC:	9.97	11.80%
3. DISCOVERY:	25.12	10.00%
4. RENTRAK:	12.36	8.90%
5. KNOLOGY:	15.80	5.50%

#### THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. WEBB SYS:	0.06	(40%)
2. TIVO:	5.63	(10.9%)
3. OPENTV:	1.31	(9%)
4. C-COR:	11.51	(6.2%)
5. NORTEL:	17.47	(5.9%)

**THE HENRY ROLLINS SHOW**

**SEASON FINALE!**

**SPECIAL EXTENDED INTERVIEW WITH AEROSMITH'S STEVEN TYLER 9/7 @ 11E / 8P**

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## MaxFAX...

### Summer's Gone, Gone, Gone

Back to work.

Back to the real world.

Sure, Congress is in "session."

Well, surreal world?

More Congressional misbehavior.

More dumb laws.

More "explanations" that raise more questions.

Along with more Administration stonewalling.



Paul S. Maxwell

A winners' circle visit to New Orleans—like a walk around the bases after a home run?

Did Ray Nagin "like" that hug?

No officer held accountable for Abu Ghraib (oh, accountable for talking about it, though!).

Can our government ever recover from these last few years of misadventures by all the branches?

Got a great idea come Election 2008... vote for the challenger in every national-impact office race.

Any challenger.

If you can't stomach voting for someone in the "other" party, vote for the primary challenger.

How could anyone do worse?

Ain't it about time to start over?

### Random Notes:

• **Pre-Hell Week:** Our friends at WICT-Virginia Chapter are hosting a fine evening featuring **Cox's Gary McCollum** and **Comcast SportsNet's Rebecca O'Sullivan-Schulte** at Veritas Vineyard on Thurs, Sept 13th. For info: [omartin@cblaw.com](mailto:omartin@cblaw.com).

• **Smoking Gun?** Federal Confusion Commission chmn **Kevin Martin(et)** showed up, haltingly and with hesitating speech-making, at the **NCTA** show earlier this year and claimed he wasn't "anti-cable." Of course, the evidence just keeps mounting that he is just what he says he isn't. Otherwise, how could anyone—anyone!—buy his arguments in favor of classifying **The America Channel** as an RSN? The only conceivable reason? It gives lawyers at **Comcast** more billable hours causing more hassles? Methinks he has painted himself into a corner from which he'll never emerge... unless with really messy feet.

• **Bad News as Good News?** There's always that line: one man's floor is another man's ceiling or some such. So, **CNBC** trumpeted its "best August in five years." Deservedly so. Better ratings for the network naturally derived from big swings in the markets. Everyone wants to know, "What does this

mean?"

• **Clearwire Is Coming?** Maybe. Interesting "Tech&You" column in the Sept 3 *BusinessWeek*: "A Sneak Preview of WiMAX" says *Craig McCaw* just might do it again... despite the **Sprint** partnership. Does suggest the competitive landscape is going to continue to evolve in unforeseen ways. Wonder what those talks—the ones that led to the cable "Pivot" group backing away from Sprint's WiMAX endeavors—were like?

• **Flown Away:** Wow, the Kid comes into your life. You raise her. Take her everywhere. Put her through college. She has great worldwide experiences in her chosen field. She graduates. Didn't get the job she dreamed of (though offers from the Chicago Fire and DC United materialized). She bolts. "Need some time off." Got a year-long work visa to New Zealand. Took off. Didn't like Wellington. Now in Tauranga working as a bartender. Good for the Kid! She will be calling a few of you in about a year with an even improved resume and life experiences.

Paul Maxwell

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# CableFAX Leaders Retreat

## October 24–26, 2007

The Ritz-Carlton, Key Biscayne  
Miami, Florida

Join Kyle McSarrow, NCTA President & CEO, George Bodenheimer, ESPN/ABC Sports President & Disney Media Networks Co-Chairman and Joshua Sapan, President and CEO, Rainbow Media Holdings for the 5th Annual Off-The-Record Gathering for Cable's Leaders.

**Attendees include high-level MSO executives and some of the most influential leaders in the industry. Confirmed attendees:**

ACA - CEO

Atlantic Broadband - CEO

AmericanLife

Bresnan Communications - EVP, Operations

Buford Media Group, LLC - CEO & COO

Cequel III -Suddenlink Communications - SVP,  
Programming & Marketing

Comcast - Senior Advisor for Government Relations  
and Communications

Cox Cable Communications - SVP, Programming

Google - Director, Google TV Ads

HSN - EVP, Affiliate Relations

Mediacom, LLC - SVP, Programming & HR

Millennium Digital Media - SVP, Programming &  
Product Development

NCTC - SVP, Business Affairs & SVP, Programming

New Wave Communications - President

Ovation

Retirement Living TV

Time Warner Cable - SVP & Chief Business Affairs Officer

Wave Broadband - CEO

### Tentative Schedule Of Events

#### Wednesday, October 24, 2007

12:00 pm – 3:00 pm Registration

3:00 pm – 5:00 pm Industry Leaders Forum

7:00 pm – 10:00 pm Dinner

#### Thursday, October 25, 2007

8:00 am – 11:30 am Industry Leaders Forum/Breakfast

12:00 pm – 4:30 pm Recreation Activities

7:00 pm – 10:00 pm Dinner (Ritz-Carlton)

#### Friday, October 26, 2007

8:00 am – 11:00 am Industry Leaders Forum/Breakfast

11:00 am Departure

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