

# CableFAX Daily™

Friday — September 4, 2009

What the Industry Reads First

Volume 20 / No. 170

## Goodell's Call: Talking Football with FCC Chmn Genachowski

FCC chmn *Julius Genachowski* had a big visitor this week—NFL commish *Roger Goodell*. Lots of folks make visits to the Commission, but big names tend to draw press attention (**AT&T** CEO *Randall Stephenson* met with the chmn late last month about National Broadband Plan efforts). Plus, with Genachowski new in the job, many execs—including **NCTA's** *Kyle McSarrow*—haven't yet had a sit-down with him (although it looks like the number of meetings should step up in the coming weeks). So, why did the NFL pay him visit on Tues? "It was the first time the two individuals had the opportunity to meet and discuss the importance of the FCC to our NFL media business and how we reach our fans," an NFL spokesman said. "This meeting provided Commissioner Goodell an opportunity to share his thoughts with the FCC chair on issues of mutual interest." The NFL's ex parte only said the meeting focused on "various industry topics"—we're guessing blackouts and **DirectTV's** Sunday Ticket came up. The NFL did note that the issue of program carriage discrimination complaints was discussed. The League had filed a complaint against **Comcast** over its relegation of **NFL Net** to a sports tier while Comcast-owned nets **Versus** and **Golf Channel** enjoy wider distribution. That complaint, which was heard in Apr by a FCC administrative law judge, was dropped in May when the 2 reached a deal that put NFL Net on a more distributed package. An '07 FCC rulemaking on the procedures for resolving such complaints remains open. NFL said the positions it took in that proceeding were "fortified" by its experience with the now-resolved hearing involving Comcast. "Those points were: 1.) the anti-discrimination provisions of the Communications Act and the FCC's Rules are essential protections for independent programmers, 2.) the present FCC processes and procedures for resolving these issues are slow and cumbersome, and 3.) they are weighted disproportionately against independent programmers," NFL's filing said. Two other FCC program access complaints that had ALJ hearings in the spring still have not received a recommendation from the ALJ. However, the FCC Enforcement Bureau has recommended the ALJ deny mandatory carriage in both complaints. One complaint was filed by **MASN** against **Comcast**; the other was filed by **WealthTV** against Comcast, **Cox**, **Time Warner Cable** and **Bright House**. After the ALJ weighs in, the full Commission will have to vote on the matter.

**Competition:** **AT&T** quietly bowed its own online video site at **Entertainment.ATT.Net/tv**, where the source of free series and movie downloads appears to be **Hulu**. The telco said the site, which is available to anyone, will be officially



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launched soon, and that it's "another step forward for our three-screen strategy to provide more content to more customers across any device." -- **Verizon** joined as a founding partner the **RVU Alliance**, aimed at developing a spec for a new Remote User Interface to simplify home networking. **Broadcom**, **Cisco**, **DirecTV** and **Samsung** are also partners.

**Carriage:** **Cox** added **Big Ten Net** to its sports tier in Omaha. -- **Comcast** launched **CBS College Sports** in its Digital Preferred package in Houston.

**At the Portals:** Former **CableLabs** pres/CEO *Dick Green* at the **FCC's** Broadband Workshop Thurs stressed the importance of letting cable ops manage their networks, as well as the necessity to migrate core video service to digital from analog to reclaim bandwidth. "Probably the most interesting prospect is for growth in two-way Internet video for education, health care, and other purposes," he said in a prepared statement. As cable's plant advances, it will provide platforms for everything from education to power management, Green said. He noted that new DOCSIS 3.0 modems and CMTSs are being developed for release next year that will enable a maximum download of more than 300 Mbps.

**Ratings:** **TV One's** "TV One Night Only: Live From the Essence Music Festival" garnered more than 1.3mln total viewers over 2 Sun telecasts to become the net's highest-rated original program ever. -- **ESPN's** **21 Little League World Series** telecasts averaged 1.11mln total viewers and a 0.9 rating to notch the net's largest audience for the event since '03.

**Programming:** As long rumored, radio shock jock *Don Imus'* morning show simulcast will appear on **Fox Business Net** starting Oct 5, presented in HD Mon-Fri from 6-9am ET. Fox will keep various tickers on the screen during the program and will feature updates and breaking news during the 3 hours. FBN also will launch a live, online morning news program from 6-9 at Foxbusiness.com. Imus' simulcast moved to **RFD-TV** in Dec '07 after **MSNBC** cut ties with him following controversial remarks. His last simulcast show on RFD aired Sept 1. -- **Animal Planet's** "I'm Alive" (Oct 9) recounts individuals' endurance and survival of attacks from creatures like rattlesnakes. -- **ESPN America** picked up from the **NFL** the English-language TV rights to league games in Europe. -- **Spike** will exclusively air the '09 **Natl Rugby League** playoffs and championship game beginning Sept 11, marking the 1st time the games from Australia will be carried on US basic cable.

**Obit:** Cable pioneer *Gerald Dash* passed away Sun at his home in Tucson, AZ, from a terminal illness. Dash's career included stints at **TelePrompTer Cable**, **RCH Cable Outsourcing**, **Multivision Cable**, **RCN** and many more. Dash, whose specialty was sales, last worked for **Comcast**. He was part of the Cable Pioneers Class of '05.

**On the Circuit:** The '09 Cable Hall of Fame Honorary Cmte includes: **Cablevision** pres, cable and comm *John Bickham*; **ESPN** evp *Sean Bratches*; **The Sportsman Channel** svp, affil relations *Mark Kang*; **Rainbow Media** pres/CEO *Josh Sapan*; **Time Warner Cable** evp/chief strategy officer *Peter Stern*; **Cable TV Pioneers** exec dir *Les Read*; and **Carlsen**

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# BUSINESS & FINANCE

**Resources** founder/CEO Ann Carlsen. **HLN** host *Brooke Anderson* will be master of ceremonies.

**People:** **Verizon** said pres/COO *Dennis Strigl* will retire by year's end. No word on succession. -- Former **Animal Planet** exec *Whitney Holland* was named vp, program planning, scheduling & acquisitions for **Bravo**. -- **Joost** CTO *Jason Gaedtke* has joined **Time Warner Cable** as a group vp, *Cable Digital News* reports.

**Editor's Note:** Your next issue of **CableFAX** will be dated Tues, Sept 8. Enjoy your Labor Day weekend.

**Business/Finance:** **Verizon** raised its quarterly dividend by 3.3%, to 47.5 cents/share, boosting the telco stock's annual yield to approx 6.2%. Comparatively, **AT&T's** approximate yield is 6.5%, **Comcast's** 1.7% and **Cablevision's** 1.8%. **Time Warner Cable**, **Mediacom**, **DirecTV** and **DISH** do not pay dividends currently.

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## CableFAX Daily Stockwatch

Company	09/03 Close	1-Day Ch	Company	09/03 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	35.08	(0.09)	AMPHENOL:	35.00	0.73
DIRECTV:	24.62	0.23	APPLE:	166.55	1.37
DISH:	16.30	0.18	ARRIS GROUP:	13.03	0.16
DISNEY:	25.44	0.04	AVID TECH:	12.69	(0.02)
GE:	13.45	0.25	BIGBAND:	3.85	0.03
NEWS CORP:	12.44	0.10	BLNDER TONGUE:	1.23	0.04
<b>MSOS</b>					
CABLEVISION:	22.75	0.14	BROADCOM:	27.65	0.14
COMCAST:	15.48	0.06	CISCO:	21.49	(0.06)
COMCAST SPCL:	15.01	0.13	CLEARWIRE:	7.70	0.45
GCI:	6.55	0.04	COMMSCOPE:	25.96	0.35
KNOLGY:	7.22	(0.04)	CONCURRENT:	4.46	0.00
LIBERTY CAPITAL:	18.66	(0.24)	CONVERGYS:	10.87	0.23
LIBERTY ENT:	27.85	0.18	CSG SYSTEMS:	14.74	0.11
LIBERTY GLOBAL:	21.92	(0.01)	ECHOSTAR:	18.00	(0.15)
LIBERTY INT:	9.47	0.17	GOOGLE:	457.52	4.51
MEDIACOM:	5.00	0.07	HARMONIC:	6.44	0.03
RCN:	9.03	(0.01)	INTEL:	19.42	(0.05)
SHAW COMM:	17.09	0.00	JDSU:	6.90	0.18
TIME WARNER CABLE:	35.80	0.10	LEVEL 3:	1.16	0.02
VIRGIN MEDIA:	11.41	0.31	MICROSOFT:	24.11	0.25
WASH POST:	437.46	2.36	MOTOROLA:	7.70	(0.12)
<b>PROGRAMMING</b>					
CBS:	10.27	0.24	OPENTV:	1.27	0.03
CROWN:	1.73	0.06	PHILIPS:	21.70	0.00
DISCOVERY:	25.70	0.15	RENTRAK:	15.84	0.42
EW SCRIPPS:	6.77	0.06	SEACHANGE:	7.50	0.00
GRUPO TELEVISIA:	16.79	0.03	SONY:	26.28	(0.01)
HSN:	11.10	0.62	SPRINT NEXTEL:	3.58	0.06
INTERACTIVE CORP:	18.47	0.14	THOMAS & BETTS:	27.24	0.40
LIBERTY:	32.88	0.43	TIVO:	9.80	0.15
LODGENET:	6.45	0.28	TOLLGRADE:	5.42	(0.09)
NEW FRONTIER:	2.18	(0.01)	UNIVERSAL ELEC:	17.42	0.37
OUTDOOR:	6.46	(0.12)	VONAGE:	1.48	(0.23)
PLAYBOY:	2.55	(0.02)	YAHOO:	14.28	0.05
RHI:	2.50	(0.06)	<b>TELCOS</b>		
SCRIPPS INT:	32.76	0.02	AT&T:	25.15	(0.22)
TIME WARNER:	27.61	0.20	QWEST:	3.52	0.10
VALUEVISION:	3.10	0.19	VERIZON:	30.24	0.10
VIACOM:	25.53	0.14	<b>MARKET INDICES</b>		
WWE:	14.08	0.22	DOW:	9344.61	63.94
<b>TECHNOLOGY</b>					
3COM:	4.01	0.00	NASDAQ:	1983.20	16.13
ADC:	7.69	(0.07)			
ADVANTAGE:	2.11	(0.11)			
ALCATEL LUCENT:	3.49	0.13			
AMDOCS:	24.33	0.35			

## 2009 Cable Hall of Fame

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THE CABLECENTER

**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Seasonal Stakes**

Though it's far beneath the marketing and revenue-generating breadth of the NFL juggernaut, below the league's programming squabbles with cable ops and under the regular season game slates of **ESPN** and **NFL Net**, an interesting nugget lays unassumingly, yet no doubt as a source of lucrative returns. That is, only 4 RSN's air live NFL preseason games, according to *Forbes*: **Comcast SportsNet Mid-Atlantic** (Redskins), **Cox Sports TV** (Saints), **FSN Pittsburgh** (Steelers) and **MASN** (Ravens). Shrug your shoulders if you must, discount this fact as insignificant because we're talking about the preseason, or because the games are simulcast on local broadcast stations. As rebuttal, have you seen the huge ratings for preseason games this season? Do you fathom the team fervency endemic to at least 3 of those 4 markets? Ergo, Comcast, though it declined to speak about the rev it derives from the D.C. games, underscored exposure and brand-building as equally important benefits. And, CSN may have the cushiest position. The 'Skins generate far more local rev annually (\$345mln) than other teams, according to *Forbes*, and 14% more than the 2nd-place Patriots. Any media partner of the team, then, logically stands to reap lofty returns—although I'll excuse (from disheartening experience as a season-ticket holder) any contention that team owner *Daniel Snyder's* ruthless business acumen may in fact mean CSN gets a less-than-sweetheart deal. In New Orleans, the Saints carry clout as a talented team and because they were a source of civic inspiration after Hurricane Katrina. Cox and CST, meanwhile, have a virtual stranglehold on the city and its sports content, so the marriage is likely a happy one. And I needn't elucidate anyone on the enduring popularity and success of the Pittsburgh Steelers, on the coattails of which FSN Pittsburgh gets to ride. *CH*

**Highlights:** "Sons of Anarchy," season II premiere, Tues, 10pm, **FX**. If this season opener is indicative, the disturbing but excellent "Sons" will top its freshman ride. A source of angst, *Adam Arkin* joins as a white supremacist, plus vp Jax (*Charlie Hunnam*) and pres/step dad Clay (*Ron Perlman*) are arguing. -- "Durham County," Mon, 10pm, **Ion**. The opening moments of this Canadian hit tell you know this ain't your parents' Ion. "Durham" is a creepy mystery series for grownups. It hooked us. *SA*

**Worth a Look:** "Starz Inside: Comics on Screen," Tues, 10pm, **Starz**. Quick interviews with a bevy of comedians about their roots and influences (*Richard Pryor* leads the pack). The results are insightful, sometimes surprising and, of course, funny. *SA*

**Notable:** "SportsCenter," 30th anniv special, Sun, 11:30pm ET, **ESPN**. 30-year vets *Chris Berman* and *Bob Ley* join 23-year vet *John Saunders* to reminisce about ESPN's beginnings, when live event coverage meant Australian Rules Football. -- "Anderson Cooper 360," M-F, 10pm ET, **CNN**. For the 8th anniversary of 9/11, Cooper and *Dr Sanjay Gupta* broadcast this week from Afghanistan, embedded with US troops. -- **The Golf Channel** celebrates *Arnold Palmer's* 80th with ice tea and lemonade and specials all week, including a Top 10 Moments show (Tues, 8:30pm ET). *SA*

Basic Cable Rankings			
(8/24/09-8/30/09)			
Mon-Sun Prime			
1	DSNY	2.8	2712
2	USA	2.7	2695
3	FOXN	1.8	1709
4	TNT	1.7	1704
5	ESPN	1.5	1446
6	NAN	1.4	1380
7	A&E	1.3	1274
8	TBSC	1.2	1242
8	HGTV	1.2	1151
10	CNN	1.1	1109
10	LIFE	1.1	1092
12	SYFY	1	998
13	FOOD	0.9	930
13	HIST	0.9	888
13	FX	0.9	871
13	DISC	0.9	849
13	FAM	0.9	845
13	TOON	0.9	837
19	TRU	0.8	772
19	TLC	0.8	761
19	AMC	0.8	741
19	HALL	0.8	728
19	MSNB	0.8	707
19	BRAV	0.8	702
19	LMN	0.8	564
26	SPK	0.7	734
26	CMDY	0.7	703
26	NOGG	0.7	481
29	VH1	0.6	601
29	ESP2	0.6	591
29	MTV	0.6	582
29	TVLD	0.6	544
29	BET	0.6	510
34	EN	0.5	486
34	HLN	0.5	475
34	OXYG	0.5	355
34	NGC	0.5	335
34	SOAP	0.5	333
39	APL	0.4	391
39	TRAV	0.4	375
39	CMT	0.4	315
39	WE	0.4	292
39	GSN	0.4	265
39	WGNA	0.4	258
39	TV1	0.4	187
46	DHLT	0.3	206

\*Nielsen data supplied by ABC/Disney

**CableFAX: The Magazine's Most Influential Minorities in Cable issue**

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