

CableFAX Daily™

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What the Industry Reads First

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WiFi Wonder: Cablevision Talks About Its New Launch

With Cablevision lighting up its WiFi service on Long Island and completing the initial phase of its WiFi deployment, we posed some questions about the offering to CVC's svp, wireless product development Kevin Curran. **Why did Cablevision feel it was important to not only offer this service, but to be a leader in WiFi?** We believe we have the ability to offer our high-speed Internet customers a meaningful product enhancement that will immediately extend the value of Optimum Online beyond homes and businesses and into the commercial and high-traffic areas across our footprint. WiFi is here today and offers the ability to access the Internet at fast speeds on a wide range of consumer devices that are continuing to proliferate. **How are you marketing it?** As our deployment continues, we will be marketing Optimum WiFi in the areas where it is currently available through cross-channel spots, print and outdoor advertising and direct tactics. We've also launched a Website, at www.optimumwifi.com, to provide our customers more information on the service and detailed coverage maps showing where it is available. **Why did you decide to offer it for free?** We want to continue to exceed our customers' expectations around the services we provide, and we believe the addition of free and broadly available WiFi will become an important value-added enhancement and product differentiator for Optimum Online. With 51% penetration of homes-passed and a broadband market share of between 70% and 80%, our high-speed Internet product also has the scale needed to support this kind of investment. **What's the next step in the build-out?** This is a 2-year deployment that will be complete in early 2010. **How are the security challenges different for WiFi?** Certain Web activities, like logging onto Optimum WiFi with an Optimum ID and password, or accessing Optimum Webmail, are encrypted using secure socket layer ("SSL") technology, preventing unauthorized persons from reading information sent from users. Some Web sites also use SSL encryption. We're reminding our customers that they should be aware of the security associated with the Web sites they interact with and guide their use of Optimum WiFi accordingly.

In the Courts: Comcast is asking the US Appeals Court for DC to overturn the FCC's decision that the MSO is improperly blocking customers Web traffic. The filing challenges the FCC's 3-2 vote last month that was monumental in establishing the agency's ability to regulate the Internet. Comcast claims the ruling was legally inappropriate and unjustified. Although it's seeking a review and reversal of the order, the MSO said it intends to fully comply with the order's require-

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ments, which include developing a plan to comply by year-end. EVP *David Cohen* said those requirements “essentially codify the voluntary commitments that we have already announced.” Not surprisingly, net neutrality supporters bashed Comcast’s decision to appeal. “We expected Comcast would appeal the Commission’s order,” said **Public Knowledge** pres *Gigi Sohn*. “The company opposed it every step of the way, even as they failed to disclose their throttling of Internet traffic.” Comcast has maintained it never blocked traffic, just slowed it during congested times, and says it never violated the FCC’s Open Internet Access principles. It announced in Mar its development of a protocol-agnostic approach, which it plans to have in place by year-end. Under the FCC order, it’s required to detail how it blocked traffic within 30 days of the order’s Aug 20 release. FCC chmn *Kevin Martin* said he was “disappointed” in Comcast’s appeal but pleased it will comply with the order to disclose details. “Given Comcast’s past failure to disclose its network management practices to its customers, it is important Comcast respond to the many still-unanswered questions about its new management techniques,” he said. “In particular, what exactly does it mean by a ‘protocol agnostic’ management technique? Will there be bandwidth limits and, if so, what will they be? Will they be hourly? Monthly? How will consumers know if they are close to a limit? If a consumer exceeds a limit, is his traffic slowed? Is it terminated? Is his service turned off?”

Carriage: HDNet and HDNet Movies announced late Thurs an affiliation deal with **Comcast**. No specifics were immediately available, but HDNet said the deal will put the nets in some Comcast systems “within days or weeks,” includes free VOD programming, and will lead to additional carriage over the next year. Comcast evp, content acquisition *Matt Bond* said the deal ties to “our Project Infinity commitment to deliver more HD choices than anywhere else.” -- **Verizon** added **Philippines** channel **GMA Pinoy TV** to its **FiOS TV** lineup in parts of NY, NJ, MA and RI.

At the Portals: The **FCC** released the order it approved last month that exempts smaller cable systems from carrying broadcasters’ digital HD or SD signals, as long as its available to all subs in an analog format. Systems must have 2500 subs or fewer or be 552 Mhz or less, and can’t belong to an operator that has more than 10% of the pay TV universe.

Still No Ruling: A TX Court failed to issue a ruling in **TiVo**’s patent dispute with **DISH** following Thurs’ hearing on the matter. TiVo shares plunged 16% Thurs amid a wider market sell-off.

RNC Ratings: **Fox News** averaged 5.1mln viewers for night 2 of the Republican National Convention vs **CNN**’s 2.5mln. **MSNBC** delivered 1.4mln viewers during its primetime (8-11 pm). CNN was the cable leader for the DNC, and topped broadcast and cable nets in most demos for the convention’s Thurs finale.

Cume Clouds: Hurricane’s Gustav’s winds may not have lived up to early predictions, but national interest in the storm as it headed toward Katrina-ravaged New Orleans blew 65mln unduplicated viewers to **The Weather Channel**’s Sat-Mon

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NFL Kick-Off? Are we the only ones who see the irony in **Time Warner Cable** execs being trapped in their Columbus Circle HQ Thurs as the **NFL** kicked off Season 89 on the streets below? No word on whether *Glenn Britt* wandered down to enjoy *Keith Urban, Usher* and *Natasha Bedingfield's* free concert as part of the NFL festivities, but we can report that TW Cable still doesn't carry **NFL Net**.

Pink Slips: **Sundance Channel's** integration into **Rainbow** appears complete; sources confirmed that about a dozen were laid off. *Kirk Iwanowski*, **Sundance** evp, marketing, sponsorship and branded entertainment, was the most senior. Next step is moving Sundance into Rainbow's offices.

At the Portals: The **FCC** and **USDA** will hold a rural broadband workshop in Austin, TX, Sept 18. The workshop's topics include technology platforms, USDA funding for broadband deployment, the Universal Service Fund, the FCC's Rural Health Care Pilot program, and wireless spectrum access.

In the States: **TiVo** launched the "TiVo HD XL" box, with 150 hours of HD recording capacity. Retail: \$599.99.

Oops: What a difference one word can make. We, of course, meant to write that **Cox** said the CA PUC's fire report is *not* supported by the evidence.

CableFAX Daily Stockwatch

Company	09/04 Close	1-Day Ch	Company	09/04 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	32.34	(1.68)	ADDVANTAGE:	3.26	(0.17)
DIRECTV:	26.79	(0.75)	ALCATEL LUCENT:	5.37	(0.31)
DISNEY:	31.54	(0.97)	AMDOCS:	29.38	(0.41)
ECHOSTAR:	27.76	(0.57)	AMPHENOL:	44.39	(1.15)
GE:	27.70	(0.87)	APPLE:	161.22	(5.74)
HEARST-ARGYLE:	20.86	0.51	ARRIS GROUP:	9.07	(0.37)
ION MEDIA:	1.44	0.00	AVID TECH:	23.25	(0.65)
NEWS CORP:	13.96	(0.62)	BIGBAND:	3.29	(0.15)
MSOS					
CABLEVISION:	30.26	(1.28)	BROADCOM:	22.22	(0.45)
CHARTER:	1.02	(0.03)	C-COR:	11.00	0.00
COMCAST:	20.85	(0.7)	CISCO:	22.28	(1.03)
COMCAST SPCL:	20.79	(0.62)	COMMSCOPE:	42.62	(3.42)
GCI:	10.16	(0.4)	CONCURRENT:	6.94	(0.05)
KNOWLOGY:	9.75	(0.36)	CONVERGYS:	15.98	(0.05)
LIBERTY CAPITAL:	15.71	(0.29)	CSG SYSTEMS:	19.38	(0.31)
LIBERTY ENTERTAINMENT:	26.74	(0.79)	ECHOSTAR HOLDING:	31.27	(0.22)
LIBERTY GLOBAL:	33.82	(1.02)	GOOGLE:	450.26	(14.15)
LIBERTY INTERACTIVE:	13.63	(0.32)	HARMONIC:	8.02	(0.41)
MEDIACOM:	7.91	(0.16)	JDSU:	9.77	(0.36)
ROGERS COMM:	42.97	0.00	LEVEL 3:	3.10	(0.31)
SHAW COMM:	21.23	(0.95)	MICROSOFT:	26.35	(0.55)
TELEWEST:	24.20	0.00	MOTOROLA:	9.14	(0.27)
TIME WARNER CABLE:	27.12	(0.22)	NDS:	60.60	0.07
VIRGIN MEDIA:	11.38	(0.62)	NORTEL:	5.81	(0.09)
WASH POST:	584.94	(21.38)	OPENTV:	1.60	(0.11)
PROGRAMMING					
CBS:	16.18	(0.49)	PHILIPS:	31.31	(1.15)
CROWN:	4.71	(0.28)	RENTRAK:	14.88	(0.12)
DISCOVERY:	19.43	(0.73)	SEACHANGE:	8.32	(0.47)
EW SCRIPPS:	6.89	0.12	SONY:	36.80	(0.86)
GRUPO TELEVISIA:	23.25	(0.14)	SPRINT NEXTEL:	8.04	(0.53)
HSN:	14.66	(0.04)	THOMAS & BETTS:	43.17	(2.85)
LIBERTY:	41.70	(0.98)	TIVO:	7.31	(1.44)
LODGENET:	4.00	(0.2)	TOLLGRADE:	6.65	(0.02)
NEW FRONTIER:	3.84	(0.01)	UNIVERSAL ELEC:	25.80	(1.11)
OUTDOOR:	7.78	(0.23)	VONAGE:	1.29	0.00
PLAYBOY:	4.15	(0.1)	WEBB SYS:	0.04	0.00
RHI:	15.08	0.57	WORLDGATE:	0.30	0.00
SCRIPPS INTERACTIVE:	40.26	(1.23)	YAHOO:	17.75	(1.01)
TIME WARNER:	15.46	(0.87)	TELCOS		
UNIVISION:	36.23	0.00	AT&T:	31.58	(0.84)
VALUEVISION:	2.49	(0.02)	QWEST:	3.84	(0.27)
VIACOM:	28.22	(1.03)	VERIZON:	34.21	(1.49)
WWE:	16.28	(0.21)	MARKET INDICES		
TECHNOLOGY					
3COM:	2.16	(0.05)	DOW:	11188.23	(344.65)
ADC:	9.17	(0.51)	NASDAQ:	2259.04	(74.69)



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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

The Century Mark

I must've watched at least 100 eps of **NBC** series "Wings," nearly all of them as reruns on **USA**. One of my favorite characters from the series is taxi driver *Antonio Scarpacci*, played by *Tony Shalhoub*, the star of a current **USA** hit who can soon start flying toward the 172 ep total of "Wings." Sept 5 marks the 100th ep of "Monk," the 1st **USA** original to reach the plateau; "The Dead Zone" is next with 80. The show's milestone hour (9-10pm ET) encompasses all that has helped to make it durably compelling since W's 1st term and for more than 6K minutes: the quirky and endearing title character, played brilliantly by Shalhoub (3 Emmys, a Golden Globe and 2 SAG Awards for his work); inventive storylines (this time a TV news magazine scaffold); superb supporting characters (Stottlemeyer's great), and colorful guest appearances (notably *Eric McCormack* and *Sarah Silverman*). The 100th ep captures the series' genius so well that I bet anyone using it as their initial introduction to "Monk" will be hoping for 100 more. Impressive and consistent ratings characterize the show's admirable run. Through 96 eps it has averaged 5.14mln total viewers, and this summer the show accounts for 4 of cable's top 50 prime telecasts of the season. There are signs, of course, that **USA** newbies such as "Burn Notice" and "In Plain Sight" have begun to supercede the venerable one's popularity, and ratings are beginning to decline, if only slightly. But through Aug 19, the series still ranks 3rd among returning cable originals in avg total viewers (4.27mln), according to **Turner** extrapolation of **Nielsen** data. The OCD-afflicted *Adrian Monk* may carp on failing to earn top honors, but his obsession—plus that of millions of viewers and the show's cast and producers—ensures that "Monk" will remain at the top of many minds when the subject of cable quality arises. And Shalhoub remains firmly behind the wheel. *CH*

Highlights: "Entourage," season V premiere, Sun, 10pm, **HBO**. The lads are back, but success hasn't changed things. It entertainingly mixes cameos, lasciviousness and parties. Eps still alternate between characters (eps 1, 2) and plot (eps 3, 4). The storyline is richer as Vince (*Adrien Grenier*) has bombed and E (*Kevin Connolly*) reps others. *SA*

Worth a Look: "Bizarre Foods with *Andrew Zimmern*," season II premiere, Tues, 10pm, **Travel**. Anyone can lunch with aunts. Zimmern lunches on ants. He does tonight in post-Tsunami Phuket, Thailand, where he also downs lizards, which don't taste like chicken, and finds wasp larvae is like Play-Doh. Pass the fish-stomach sauce, please. -- "True-Blood," premiere, Sun, 9pm, **HBO**. This bayou vampire tale has "Carnivale's" darkness, "Deadwood's" rawness and a blonde *Anna Paquin*, who's terrific. -- "Kicking It," Tues, 9pm, **ESPN2**. Nice piece about homeless men rehabbing via soccer. -- "Imagination Movers," Sat, 10am, **Disney**. A good mix of music, fun and learning for preschoolers. *SA*

Notable: "Basketball Hall of Fame Induction," Fri, 7:30pm, **ESPN Classic**. One of **ESPN** chief *George Bodenheimer*'s first jobs was driving for Dickie V, baby! Now each will be enshrined in a Hall. -- "The VMAs," Tues, 9pm ET, **MTV**. Miss it should you wish to be out of the loop. *SA*

Basic Cable Rankings			
(8/25/08-8/31/08)			
Mon-Sun Prime			
1	CNN	2.5	2419
2	FOXN	2.3	2153
3	TNT	2.2	2107
4	ESPN	1.9	1868
4	DSNY	1.9	1753
6	TBSC	1.4	1391
6	NAN	1.4	1388
8	MSNB	1.3	1187
8	HALL	1.3	1064
10	TOON	1.2	1162
11	SCIF	1.1	1031
11	HGTV	1.1	1004
11	FAM	1.1	1002
14	LIFE	1	1004
14	A&E	1	992
14	SPK	1	984
17	DISC	0.9	894
17	FX	0.9	838
19	USA	0.8	807
19	HIST	0.8	807
19	CMDY	0.8	749
19	TRU	0.8	747
19	TLC	0.8	730
19	MTV	0.8	728
19	AMC	0.8	715
19	BRAV	0.8	683
27	FOOD	0.7	650
27	TVLD	0.7	629
27	LMN	0.7	444
30	TWC	0.6	586
30	ESP2	0.6	545
30	HLN	0.6	539
33	VH1	0.5	501
33	APL	0.5	476
33	BET	0.5	414
33	NOGG	0.5	351
33	OXYG	0.5	328
33	NFLN	0.5	184
39	EN	0.4	404
39	TTC	0.4	349
39	WGNA	0.4	312
39	NGC	0.4	297
39	SOAP	0.4	286
39	GSN	0.4	239
39	DHLT	0.4	239
46	WE	0.3	225

*Nielsen data supplied by ABC/Disney



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