

CableFAX Daily™

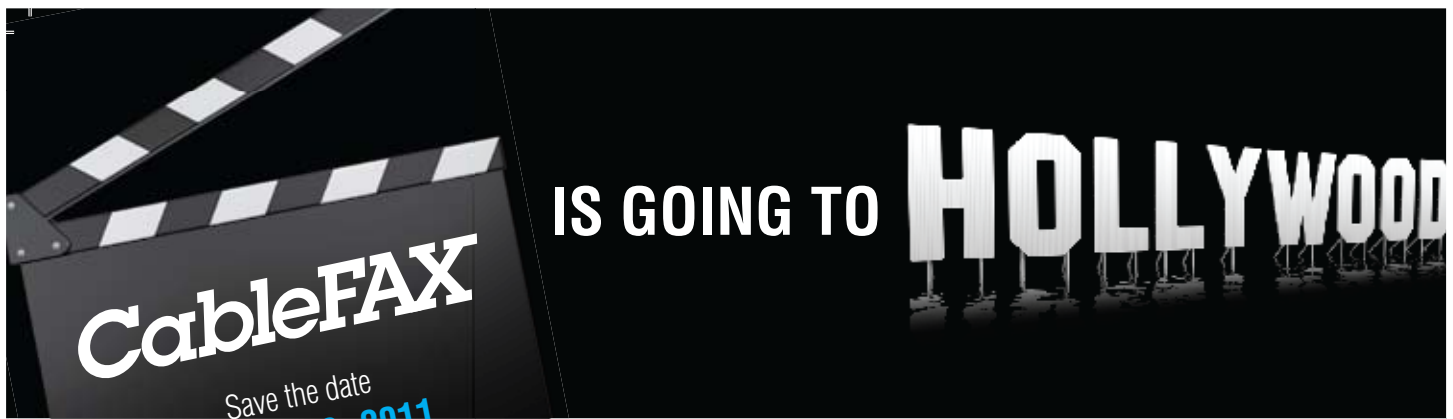
Tuesday — September 6, 2011

What the Industry Reads First

Volume 22 / No. 171

You Go, Logo: GLBT Net Ramps Research, Audience Focus

Last month, **Logo** announced that it was launching its own research department to be headed by new hire *Michelle Auguste*. It's all a sign that the 6-year-old net is growing up and looking to expand its brand. Plus, it was a little unusual that the GLBT-focused net was sharing a research department with **VH1** and **CMT**. "Our needs were a little bit less at [start-up]. It was an efficiency play," said *Marc Leonard*, Logo's svp, multiplatform programming to whom August will report. "But at this point, with the amount of data we have on our audience and analysis that's needed, and the schedule of changes that we need to drive the ratings up, we really need our own dedicated team." Ratings aren't whopping (the net averaged a 0.09 HH rating in prime for Aug), but given that it has now been rated for a year, a snapshot of viewership trends is possible. One thing that has started to emerge—the audience isn't all GLBT. "We're definitely picking up straight friends and family and allies, if you will... The kind of numbers that 'RuPaul's Drag Race' is getting cannot possibly be limited to the gay audience," Leonard said. Apr's Season 3 finale of "Drag Race" was Logo's highest-rated telecast to-date in men 18-49 and women 25-54, with a finale scoring a 0.8 in the 18-49 demo and 585K total viewers. The series is also LogoTV.com's most streamed ever. Though there's no way to prove it from a ratings standpoint, the net believes much of the extra padding comes from straight females. And it has started to reflect this in programming choices. A clear takeaway from a study Logo did a couple years ago, paired with evidence gleaned from social media, was that the net's viewers want to watch shows with their straight friends. "The gay audience has responded less well to the kind of—I'm not sure I should characterize it as this—old-school gay content, shows where you only have gay characters. It's just seen as a little unrealistic by the gay audience today," Leonard said. Ratings in prime for females 18-34 were up 50% to a 0.06 in Aug vs Aug '10, while females 18-49 were up 25% to 0.05. Capitalizing on this insight, the channel introduced a straight, female character to this season's "The A-List" reality show franchise. One reason for this move was based on feedback received from "The A-List" focus groups, whose members thought it odd that a female character wasn't on the show. "The general feeling was, what group of gay guys doesn't have a woman in the mix?" said Leonard. And the other reasons? "The guys themselves have women in their lives, so we want to reflect that element of their worlds, too. We also feel she broadens the overall appeal of the show." More on Logo at CableFAX.com.



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Movie Competition: At our deadline, *Bloomberg* reported that **DISH** is set to intro a **Blockbuster** streaming movie service next month. The launch is planned to coincide with the implementation of **Netflix's** announced price hikes, according to the pub, which stirred additional intrigue in claiming the service will include **Starz** content (see Trial Separation below). "Though it appears that this will initially be a movies only service we would anticipate expansion into other content at some point down the line," said **Wells Fargo Securities' Marci Ryvicker**, who sees the SVOD play as an incremental rev stream for DISH as well as "a great retention/acquisition too."

Carriage: **MLB Net** has earned distribution through **DISH**. The net is now on all of the top 10 pay TV ops in the US and in approx 65min homes. DISH added MLB to its America's Top 200, DISH Latino Dos and MultiSport packages.

Trial Separation?: **BTIG's Richard Greenfield** believes **Starz** and **Netflix** could very well return to the negotiating table and ink a distribution deal in the coming months despite Starz announcing Thurs that renewal discussions have ended (*Cfax*, 9/2). Indeed, the streaming/OTT landscape changes so rapidly it wouldn't be surprising to find that Starz pres/CEO *Chris Albrecht* and NFLX boss *Reed Hastings* vacationed together over Labor Day weekend. By potentially leaving hundreds of millions on the table, Albrecht's exuding confidence about finding new, lucrative monetization avenues for Starz, which is ramping original productions with help from **BBC Worldwide**. **Encore**, too, has entered the original game, and Starz enjoys compelling film deals with **Disney** and **Sony**. Netflix, meanwhile, may have decided to concentrate mainly on TV shows, said Greenfield. Even if Starz and its movie content likely reps about 10% of NFLX's viewership, he said, the site could undoubtedly spend big on fresh TV programming with the Starz fee eliminated. Investors made their snap judgments Fri, pointing to NFLX as the bigger loser in all this. NFLX shares fell 8.64%, Liberty Starz' 1.71%.

Irene Report: As of Fri afternoon, MSOs had restored service to most customers impacted by Hurricane Irene. In the Carolinas, **Charter** had fewer than 1K customers without service. In the Northeast, Charter has restored services to more than 350K from a peak of about 400K. In Willimantic, CT, Charter moved a mobile comm unit into an accessible area where residents can get Internet and phone services through Fri (Sept 9). **Time Warner Cable** said it's business as usual now in its Carolinas systems, with nearly all restoration completed by Wed other than very damaged/ uninhabitable homes and a few pockets dealing with longer term power issues. In New Kent County, VA, and environs, **Cox** is providing free Internet and phone via a remote trailer. The site houses several laptops and cordless phones as well as an HD TV for customer usage. Restoration is nearly complete for Cox Hampton Roads, with service restored to more than 97% of subs.

LIN-Mediacom: At our deadline Fri, there as still no peace between **LIN** and **Mediacom**. Mediacom no longer has access to LIN's signals in its footprint. The one exception is the Norfolk, VA, market, where an extension is in place until Wed because of Hurricane Irene. One of the LIN markets now dark on Mediacom is Mobile-Pensacola, which is being threatened by significant rainfall and possible flash flooding from tropical storm Lee. Meanwhile, **NAB** fired back at Mediacom CEO *Rocco Commisso's* missive to the FCC on programming cost reform by declaring that retrans consent fees account for only two-tenths of one percent of cable revenues today.

In the Courts: **Comcast-NBCU** got the official court OK Thurs. The judge's order requires the Justice Dept to report on arbitration initiated by online video distributors with the combined company for at least 2 years. The judge had previously expressed concern about the gov't's ability to enforce the alternative arbitration mechanism.

Competition: **Verizon FiOS** launched a high school sports widget in the Dallas-Fort Worth area to deliver on-demand high school sports news, stats, photos and video highlights for 38 area teams. The widget is offered in conjunction with **MaxPreps.com**, the online high school sports leader and a **CBSSports.com** site.

People: **News Corp** nominated *James Breyer* to join its board; he stands for election at the company's Oct 21 stockholders meeting. -- *David Robbins* from the **US Small Business Admin** joins the **FCC** as managing dir of the Commission. He succeeds *Steve VanRoekel*, who left earlier this year for a post at **USAID** and is now the US Chief Technology Officer.

Editor's Note: There will be no Mon issue of **CableFAX** in observance of Labor Day.

Business/Finance: **TiVo** amended its mktg deal with **Best Buy** so that it is no longer must share revenue with the retailer, according to an **SEC** filing. The amended agreement is effective as of June 1, '11, and also includes a 1-time payment from Best Buy to TiVo to resolve a prior revenue share overpayment by TiVo to the retailer.

CableFAX Week in Review

Company	Ticker	9/02 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	42.23	0.70%	5.75%
DISH:	DISH	24.30	9.26%	23.60%
DISNEY:	DIS	32.46	0.19%	(13.46%)
GE:	GE	15.76	1.42%	(12%)
NEWS CORP:	NWS	16.56	(2.65%)	0.85%

MSOS

CABLEVISION:	CVC	16.94	(2.36%)	(49.94%)
CHARTER:	CHTR	48.88	2.60%	25.53%
COMCAST:	CMCSA	21.00	2.07%	(4.44%)
COMCAST SPCL:	CMCSK	20.80	2.11%	(0.05%)
GCI:	GNCMA	8.62	6.82%	(31.91%)
KNOLOGY:	KNOL	13.40	1.28%	(14.27%)
LIBERTY CAPITAL:	LCAPA	67.88	2.01%	8.50%
LIBERTY GLOBAL:	LBTYA	38.24	6.22%	8.08%
LIBERTY INT:	LINTA	15.55	2.24%	(1.4%)
SHAW COMM:	SJR	21.72	(1.05%)	1.59%
TIME WARNER CABLE:	TWC	63.55	0.06%	(3.76%)
VIRGIN MEDIA:	VMED	24.33	0.25%	(10.68%)
WASH POST:	WPO	320.88	(4.23%)	(26.99%)

PROGRAMMING

AMC NETWORKS:	AMCX	34.02	(0.82%)	(14.63%)
CBS:	CBS	23.36	0.82%	22.62%
CROWN:	CRWN	1.17	(10%)	(55.34%)
DISCOVERY:	DISCA	40.34	2.07%	(3.26%)
GRUPO TELEVISIA:	TV	20.78	2.36%	(19.86%)
HSN:	HSNI	30.97	(1.46%)	1.04%
INTERACTIVE CORP:	IACI	38.59	1.53%	34.46%
LIBERTY STARZ:	LSTZA	66.18	(0.21%)	(0.45%)
LIONSGATE:	LGF	7.01	(0.99%)	7.68%
LODGENET:	LNET	1.95	8.33%	(54.12%)
NEW FRONTIER:	NOOF	1.24	5.98%	(34.39%)
OUTDOOR:	OUTD	6.48	3.02%	(9.62%)
SCRIPPS INT:	SNI	40.72	2.85%	(21.31%)
TIME WARNER:	TWX	30.60	2.27%	(4.88%)
VALUEVISION:	VVTV	3.36	0.30%	(45.01%)
VIACOM:	VIA	55.52	0.49%	21.06%
WWE:	WWE	9.04	(0.22%)	(36.52%)

TECHNOLOGY

ADVANTAGE:	AEY	2.34	9.34%	(25.48%)
ALCATEL LUCENT:	ALU	3.51	1.45%	18.58%
AMDOCS:	DOX	26.11	(2.54%)	(4.95%)
AMPHENOL:	APH	42.91	(3.55%)	(18.7%)
AOL:	AOL	14.50	0.49%	(38.84%)
APPLE:	AAPL	374.05	(2.48%)	15.96%
ARRIS GROUP:	ARRS	10.38	1.07%	(7.49%)
AVID TECH:	AVID	9.30	(1.59%)	(46.74%)
BIGBAND:	BBND	1.39	0.00%	(50.36%)
BLINDER TONGUE:	BDR	1.32	3.94%	(37.14%)
BROADCOM:	BRCM	34.57	1.95%	(20.62%)
CISCO:	CSCO	15.41	0.59%	(23.83%)
CLEARWIRE:	CLWR	3.10	14.81%	(39.81%)
CONCURRENT:	CCUR	5.45	(8.25%)	7.71%
CONVERGYS:	CVG	9.70	(0.92%)	(26.35%)
CSG SYSTEMS:	CSGS	12.74	(0.62%)	(32.73%)

Company	Ticker	9/02 Close	1-Week % Chg	YTD %Chg
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ECHOSTAR:	SATS	23.12	(0.17%)	(7.41%)
GOOGLE:	GOOG	524.84	(0.38%)	(11.64%)
HARMONIC:	HLIT	4.59	(5.36%)	(46.44%)
INTEL:	INTC	19.64	(0.66%)	(6.61%)
JDSU:	JDSU	12.78	14.21%	(11.74%)
LEVEL 3:	LVLT	1.72	(1.15%)	75.51%
MICROSOFT:	MSFT	25.80	2.18%	(7.56%)
MOTOROLA MOBILITY:	MMI	37.75	0.08%	29.73%
RENTRAK:	RENT	12.51	(11.65%)	(58.52%)
SEACHANGE:	SEAC	7.40	(0.54%)	(13.45%)
SONY:	SNE	20.73	0.19%	(41.95%)
SPRINT NEXTEL:	S	3.53	8.62%	(16.55%)
THOMAS & BETTS:	TNB	40.88	0.17%	(15.36%)
TIVO:	TIVO	10.74	7.83%	24.45%
UNIVERSAL ELEC:	UEIC	17.75	(8.36%)	(37.43%)
VONAGE:	VG	3.15	(3.96%)	40.63%
YAHOO:	YHOO	12.87	1.02%	(22.61%)

TELCOS

AT&T:	T	28.05	(3.41%)	(4.53%)
VERIZON:	VZ	35.56	(0.56%)	(0.61%)

MARKET INDICES

DOW:	DJI	11240.26	(0.39%)	(2.91%)
NASDAQ:	IXIC	2480.33	0.02%	(6.5%)
S&P 500:	GSPC	1173.97	(0.24%)	(6.65%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CLEARWIRE:	3.10	14.81%
2. JDSU:	12.78	14.21%
3. ADVANTAGE:	2.34	9.34%
4. DISH:	24.30	9.26%
5. SPRINT NEXTEL:	3.53	8.62%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. RENTRAK:	12.51	(11.65%)
2. CROWN:	1.17	(10%)
3. UNIVERSAL ELEC:	17.75	(8.36%)
4. CONCURRENT:	5.45	(8.25%)
5. HARMONIC:	4.59	(5.36%)



It'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* and whose members will be celebrated during luncheon on **December 8, 2011 in New York**.

Nominate those who might not be headline makers but who are influential behind the scenes within their company and the industry. We also seek nominees who are influential at the regional/local/state level for our Regional list.

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Nominate at: www.cablefax.com/cablefax100