

# CableFAX Daily™

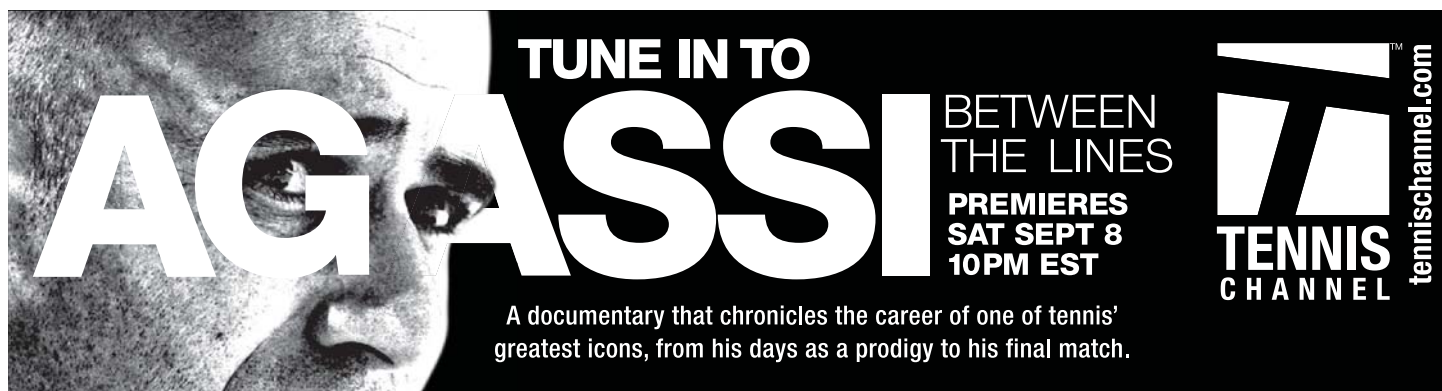
Friday — September 7, 2007

What the Industry Reads First

Volume 18 / No. 174

## Cable's Stance: We've Got the DTV Transition Covered

Days before a critical **FCC** dual carriage vote, **NCTA** became the 1st major industry to launch a consumer education campaign about the impending DTV transition. The Thurs announcement appears to be a maneuver to signify that cable is leading consumer education efforts—a move that might help the industry win some dual carriage sway on the Hill. House Telecom chmn *Ed Markey* (D-MA) urged other industry groups Thurs to commence action on their own consumer education efforts as soon as possible. The NCTA's campaign "has provided high-definition clarity to an indispensable element of any successful DTV transition—generating consumer awareness," Markey said. The overarching message of the spots: cable has taken care of all that transition stuff for you. On Tues, the FCC is set to vote on an DTV transition-related order that would impose dual (possibly triple) carriage of must-carry broadcast stations on cable systems that are not all digital after Feb 17, '09. Cable, which is reaching out to the Hill on the issue, has pledged to take legal action if the order passes. Members of Congress have been asking for months when DTV transition PSAs would begin running. **NAB**, which supports the dual-carriage order, said Thurs that it will distribute fully produced PSAs to TV stations this fall. Asked about NCTA's campaign, NAB vp, digital TV transition *Jonathan Collegio* said, "NAB's TV Board has made educating consumers about the DTV transition its highest priority, and any group or organization that helps raise awareness of the DTV transition is helping that cause." But then late Thurs, NAB and **MSTV** penned a letter to FCC chmn *Kevin Martin* charging that the spots are "plainly inconsistent" with cable's opposition to dual/triple must carry. "Blocking these subscribers' access to local broadcasts—particularly after telling them that they need not be concerned about the digital transition—would cause serious harm and would run directly counter to both the explicit obligation created by the statutory viewability requirement and the policy underlying it." **CEA**, however, applauded the effort and gently nudged broadcasters. "We also look forward to working with our broadcast partners when they begin utilizing their valuable airwaves to inform consumers about the transition." NCTA's PSAs, valued at \$200mln and available in English and Spanish, began airing Wed on some cable systems and will roll out on more this week. The ad campaign runs through Feb '09. Featuring real cable customers, the spots assure viewers that every TV they have hooked up to cable will work just fine after the transition (Nice when a "PSA" doubles as a sales pitch for cable, eh?). Non-cable subs and those with questions are directed to the **DTV Transition Coalition's** Website, [www.dtvtransition.org](http://www.dtvtransition.org). View the spots at [www.ncta.com/DTVSpots](http://www.ncta.com/DTVSpots). NCTA said the industry also expects to participate in the development and airing of more PSAs created by the **DTV Transition Coalition**, which counts NCTA, NAB and CEA as members. Other initiatives include bill stuffers next year, a brochure to be distributed at community events next year and on-demand programming to provide a brief tutorial on the transition. Before the end of the year, NCTA will send communication tool kits to cable systems nationwide that include electronic messages for digital cable boxes, telephone "on-hold" messaging, sample e-mails for broadband customers and Website banners.



**TUNE IN TO**

**AGASSI**

**BETWEEN THE LINES**

**PREMIERES SAT SEPT 8 10PM EST**

**TENNIS CHANNEL** [tennischannel.com](http://tennischannel.com)

A documentary that chronicles the career of one of tennis' greatest icons, from his days as a prodigy to his final match.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Associate Publisher: Amy Abbey, 301/354-1783, aabbey@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

**At the Portals:** FCC chmn Kevin Martin wants to prohibit cable exclusivity agreements with apartments and condos, USA Today reports. And the ban would apparently only apply to dominant cable companies—not telcos, it says. The FCC's 5 commissioners haven't voted on the proposal yet. The telcos are pushing for a ban. NCTA has argued that the FCC doesn't have authority to prohibit such contracts. If the FCC does intervene, the same rules should apply to all video providers, the cable assoc has argued. -- Net neutrality backers were in a tizzy Thurs after the **Dept of Justice** warned against imposing regulations that could hamper development of the Internet and related services. "Whether or not the same type of differentiated products and services will develop on the Internet should be determined by market forces, not regulatory intervention," the DOJ said in a filing with the **FCC**. The DOJ said some net neutrality proposals being floated could deter broadband Internet providers from upgrading and expanding their networks. Net neutrality supporter and House Telecom chmn Ed Markey (D-MA) fired back: "The Justice Department's position is consistent with the Bush administration's failed approach to national broadband policy. American consumers and entrepreneurs deserve better."

**Competition:** DirecTV's attempts to sack cable with NFL programming are widely known. Next up: baseball. The DBS op touts this month's launch of **TBS HD**, which will pitch exclusive broadcasts of MLB's Division Series and the National League Championship Series in Oct. DirecTV said it's the only multichannel op committed to airing in HD both these games and **FOX's** playoff broadcasts. -- DirecTV joined the **HomePlug Powerline Alliance**, a standards body for powerline comm services. The satcaster also will soon launch HSD and VoIP services with broadband-over-powerline provider **Current**. -- **Clearwire** bowed wireless HSD and phone services in Nashville, its 1st foray into TN.

**HD Doings:** CNN backed off its original statement that its new **CNN HD** channel will feature 60 hours of HD programming per month (*Cfax*, 9/5). Because breaking news coverage from the field would have to be upconverted and then the HD would have to be downconverted to create a suitable picture, it wouldn't be true HD, a spokeswoman said. CNN's not offering a number of total HD programming hours for the net.

**Blast Off:** Discovery Comm and NASA launched a media partnership Wed with the premier screening of "In the Shadow of the Moon," a film featuring stories from Apollo crew members and slated to **Discovery Channel** next summer. Celebrating the Admin's 50th anniversary next year, the relationship will entail additional linear components featuring NASA archival footage, online initiatives including podcasts, grassroots activities and educational workshops.

**Technology:** Cisco will bow later this year a CMTS platform offering cable delivery of HSD, voice and video services, and is compatible with **CableLabs'** DOCSIS 3.0. -- **RGB Networks** integrated its DBM tech with **SeaChange's** VOD system for bandwidth optimization.

**Rewarding Experience:** RewardTV.com, a Web site *Cfax* first told you about 4 years ago, has teamed up with **Comcast** to give consumers \$5 off their cable bill. Each week through Feb 17, the first 125 eligible subs who view qualifying Comcast VOD content and complete the RewardTV.com survey will get \$5 off their Comcast bill. RewardTV rewards visitors with points for watching commercials and programming on a host of nets. Points can be redeemed for prizes.

**Big Bat:** FSN Detroit rode the Detroit Tigers' power last month to a monthly ratings crown (7-10pm) among all nets in the Detroit DMA, according to **Nielsen** data. While game telecasts averaged an 8.4/163K in Aug—beating out **Fox's** "Hell's Kitchen" (7.6) for the top spot—the net averaged a 5.1 (+11%) to defeat the runner-up **NBC** (4.6) affil.

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# BUSINESS & FINANCE

**Programming:** Tune into **C-SPAN3** (or [www.cspan.org](http://www.cspan.org)) starting Mon for live coverage of the House and Senate hearing with General *David Petraeus* and Ambassador *Ryan Crocker* on the status of the Iraq War. Each day's hearing will also re-air at 10pm ET on **C-SPAN2**. -- Rapper *L'il Wayne* and *Pussycat Dolls* member *Nicole Scherzinger* will collaborate during **MTV's** "VMA Pre-Show Royale" (Sun, 8pm), the preamble to the net's annual awards show, airing this year from the **Palms Casino Resort** in Las Vegas. -- **MASN's** college football slate includes 32 games this season, as well as content featuring the Big East, Penn St and Notre Dame. -- **CNN en Espanol** and **Sorpresa!** renewed their agreement for co-production of "Que Pasa," a weekend news segment for children.

**Quick Commute:** It's good to be a telco king. **Qwest** CEO *Edward Mueller* gets an aircraft perk allowing his wife and stepdaughter to travel alone between CA and Denver on Qwest's corporate jet, according to an **SEC** filing. Mueller's family may also fly for "reasonable" personal use, subject to board review.

**Business/Finance:** **CBS** agreed to acquire **SignStorey**, a distributor of video programming and ad content to more than 1.4K grocery stores. When rebranded **CBS Outernet**, shoppers will be exposed to national family content, including entertainment, news and sports.

## CableFAX Daily Stockwatch

Company	09/06 Close	1-Day Ch	Company	09/06 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/MMDS			AMPHENOL:	38.32	0.87
BRITISH SKY:	54.95	0.53	APPLE:	135.01	(1.75)
DIRECTV:	23.08	(0.18)	ARRIS GROUP:	14.50	(0.4)
DISNEY:	34.41	0.37	AVID TECH:	30.81	0.03
ECHOSTAR:	41.97	(0.58)	BIGBAND:	10.14	0.09
GE:	39.40	0.65	BLNDER TONGUE:	1.26	(0.03)
HEARST-ARGYLE:	25.65	0.34	BROADCOM:	35.35	0.32
ION MEDIA:	1.29	(0.01)	C-COR:	10.97	(0.06)
NEWS CORP:	22.57	0.80	CISCO:	31.84	(0.38)
TRIBUNE:	27.34	(0.17)	COMMSCOPE:	58.22	0.59
<b>MSOS</b>					
CABLEVISION:	34.04	0.23	CONCURRENT:	1.38	0.03
CHARTER:	2.86	(0.06)	CONVERGYS:	16.38	0.11
COMCAST:	25.67	(0.1)	CSG SYSTEMS:	22.64	(0.19)
COMCAST SPCL:	25.52	(0.09)	GEMSTAR TVG:	6.40	0.26
GCI:	12.39	(0.09)	GOOGLE:	523.52	(4.28)
KNOLOGY:	15.88	0.51	HARMONIC:	10.00	(0.03)
LIBERTY CAPITAL:	112.92	1.35	JDSU:	14.95	0.07
LIBERTY GLOBAL:	41.43	(0.17)	LEVEL 3:	4.93	(0.21)
LIBERTY INTERACTIVE:	19.00	(0.05)	MICROSOFT:	28.91	0.43
MEDIACOM:	8.34	0.13	MOTOROLA:	17.42	0.23
NTL:	28.22	0.00	NDS:	50.00	0.50
ROGERS COMM:	42.97	0.00	NORTEL:	17.15	(0.21)
SHAW COMM:	22.66	(0.18)	OPENTV:	1.28	0.06
TIME WARNER CABLE:	35.98	0.33	PHILIPS:	39.71	0.33
WASH POST:	789.91	10.04	RENTRAK:	11.95	(0.06)
<b>PROGRAMMING</b>					
CBS:	31.36	0.55	SEACHANGE:	7.22	0.12
CROWN:	6.85	(0.06)	SONY:	49.30	(0.33)
DISCOVERY:	25.28	0.03	SPRINT NEXTEL:	18.60	0.07
EW SCRIPPS:	42.05	0.46	THOMAS & BETTS:	55.95	0.40
GRUPO TELEVISA:	26.73	0.37	TIVO:	5.76	0.02
INTERACTIVE CORP:	27.79	0.10	TOLLGRADE:	10.12	(0.06)
LODGENET:	25.94	0.17	UNIVERSAL ELEC:	27.75	(0.02)
NEW FRONTIER:	6.60	(0.18)	VONAGE:	2.11	0.08
OUTDOOR:	9.21	0.23	VYYO:	5.84	0.14
PLAYBOY:	11.31	0.09	WORLDGATE:	0.43	(0.05)
TIME WARNER:	18.88	(0.12)	YAHOO:	24.15	0.05
UNIVISION:	36.23	0.00	<b>TELCOS</b>		
VALUEVISION:	8.24	0.04	AT&T:	39.74	0.01
VIACOM:	39.16	1.08	QWEST:	8.92	0.13
WWE:	15.46	0.28	VERIZON:	42.26	0.31
<b>TECHNOLOGY</b>					
3COM:	4.08	0.13	<b>MARKET INDICES</b>		
ADC:	19.99	1.43	DOW:	13363.35	57.88
ADVANTAGE:	7.85	0.50	NASDAQ:	2614.32	8.37
ALCATEL LUCENT:	10.69	0.09			
AMDOCS:	35.84	(0.74)			

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

**Out of the Closet**

If you don't know quite what to make of *R. Kelly's* "Trapped in the Closet" or what to call it, **IFC GM Evan Shapiro** has got you covered. "It's equal parts brilliance and insanity," he said of the online project that really defies genre classification. "It seemed like the perfect fit [for] our mission to turn IFC.com into a broadband programming channel of its own." Included are myriad characters—some humorous, some stereotypical, most both—confronting issues such as infidelity, homosexuality and violence. But here's the rub: Kelly mellifluously sings (and occasionally speaks) all of the genuine and witty dialogue, and the 1-8min eps add up to a delectable urban treat. Shapiro scooped up the rights to the hip-hopera/urban narrative/soulful saga earlier this year, confident that it would become a "cult hit." Yet there's no way he could've foreseen the elaborate sensation it has become. IFC.com opened the door Aug 6 to eps 1-13 (1st conceived in '05), and then unfurled 10 more eps and a related special Aug 13-23. During this period, "Trapped" helped the site's page views jump 675% Y-over-Y to 4.11mln and daily uniques soar more than 1000% to 1.16mln. The entire piece airs Fri (9pm) on the net along with a Kelly interview. Success stemmed from a "perfect storm" of important factors, said Shapiro. "The blogs went... nuts, which made it more relevant, which drove more traffic to the site, which led to more writing," he said. "This is really the first online hit series in the industry." More series eps are forthcoming, as are myriad projects to run across TV, the Web and VOD, which the net hopes to launch within a year. The underpinning goal is to "create programs that live on all 3," said Shapiro. Indeed, it would be a shame if a projects like Kelly's were 'trapped' on just one. *CH*

**Highlights:** "Torchwood," Sat, 9pm, **BBC America**. The good word's been out on this "Dr Who" extension for months among the sci fi crazies who just couldn't wait—they watched pirated copies made in Britain. They're right. This is one of the most compelling and funny sci fi pilots we've seen. *SA*

**Worth a Look:** "Tell Me You Love Me," Sun, 9pm, **HBO**. Sex, sex, sex. That's all anyone will talk about after watching the premiere of this 10-part drama. While the sex is as explicit as anything HBO's ever done (soft core porn excepted), hopefully your subs will see beyond the copulation—although there's at least one such scene in 9 of the 10 episodes. If they do, they'll find a well-done, albeit slow-moving series about 4 couples in various stages of love. More likely, this will inflame K Mart and the a la carters. *SA*

**Libraries Live:** "Presidential Libraries," Fri, 8 & 11pm ET, **C-SPAN**. We've seen only clips from this live series that visits one of the 12 presidential libraries every Fri night (starting with Hoover and ending with Clinton), but plans to sleuth (opening off-limits archives) on live TV sounds great. *SA* [More reviews, including **HBO's** "Alive Day Memories" & "Curb Your Enthusiasm" Fri pm at cable360.net]

Basic Cable Rankings (8/27/07-9/02/07) Mon-Sun Prime			
1	TNT	2.3	2204
1	ESPN	2.3	2198
1	DSNY	2.3	2126
4	TBSC	1.6	1528
5	NAN	1.2	1158
5	HALL	1.2	996
7	LIFE	1.1	1084
7	HGTV	1.1	1065
7	USA	1.1	1051
7	TOON	1.1	1014
7	SCIF	1.1	1005
7	CORT	1.1	960
13	A&E	1	985
13	DISC	1	934
13	SPK	1	915
13	FAM	1	912
13	FX	1	910
18	FOXN	0.9	886
18	MTV	0.9	885
20	AMC	0.8	739
20	LMN	0.8	464
22	TLC	0.7	715
22	ESP2	0.7	707
22	HIST	0.7	706
22	CMDY	0.7	698
22	VH1	0.7	657
22	FOOD	0.7	656
22	TVLD	0.7	618
29	CNN	0.6	559
29	BET	0.6	506
31	EN	0.5	476
31	BRAV	0.5	457
31	MSNB	0.5	424
34	APL	0.4	401
34	TTC	0.4	368
34	SOAP	0.4	293
34	WGNC	0.4	279
34	OXYG	0.4	263
34	NGC	0.4	251
34	TDSN	0.4	239
34	NFLN	0.4	193
42	HLN	0.3	327
42	CMT	0.3	295
42	WE	0.3	221
42	DHLT	0.3	186
42	BIO	0.3	127

\*Nielsen data supplied by ABC/Disney

WANT SOME PERSPECTIVE?



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