

# CableFAX Daily™

Wednesday — September 7, 2011

What the Industry Reads First

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## No Tiers: Tennis Says Goodbye to Several NCTC Members

**Tennis Channel** is so serious about its no sports tier stance that it has bid adieu to an available universe of 10mln+ homes. Not only did **Cablevision** and **Verizon FiOS** lose the net when the previous **NCTC** contract expired Sun during the US Open, but several other top 25 MVPDs also didn't opt in to the new co-op deal requiring broad distribution. **Suddenlink** (1.2mln subs, according to **SNL Kagan** estimates), **Mediacom** (1.17mln), **WOW!** (410K), **Knology** (255K) and **GCI** (147K) are among the distributors no longer carrying the net. Of course, available homes and actual homes are 2 very different bags. "Every single customer Tennis Channel loses, we're sad to lose. But overall, the number of those who came through that NCTC agreement were a minimal percentage of our total HHS," a Tennis spokesperson said. For example, **WOW!** carried the net on its sports tier in all markets except Evansville, IN, where it was on digital basic—meaning only about 15K subs were impacted by Tennis going dark, according to estimates from **WOW!** vp programming *Peter Smith*. "We felt that it was in the right place where it was. They didn't want that distribution any more," Smith said. "We didn't change our minds. They changed their minds." The overbuilder added **HRTV** to replace Tennis (except in Evansville, which already carries the horse-focused net). NCTC has said a "significant number" of members discontinued carriage, but that the bulk of its members do not carry the net on a tier (thus, the majority of members are keeping the channel). Verizon (3.6mln subs) is the largest NCTC member impacted, but there is hope it will strike a new agreement. Negotiations were continuing between the 2 and an email sent to subs described the drop as "temporary" in the subject line. Time will tell if they can work it out. There was less hope for Cablevision (3.3mln), however. In a statement just after midnight Sun, Tennis only addressed the Cablevision disconnect—singling CVC out, according to a Tennis spokesperson, because it is the only NCTC member who approached the net days before the contract was to expire about continuing carriage on a tier. The rep said Tennis wanted to make it clear that the MSO opted not to be part of the new agreement. "We regret that Cablevision has elected to no longer carry Tennis Channel under the terms of the network's new agreement with the NCTC—an organization Cablevision joined a few days before the 2009 US Open seemingly only to get access to Tennis Channel, under terms that the network had agreed to with much smaller operators 7 years earlier," the net's statement said. "By not agreeing to the NCTC guidelines, as many other NCTC members have done, Cablevision has chosen to drop Tennis Channel and no longer offer it to its subscribers." Cablevision's statement Sun referenced the net pulling its signal "off dozens of cable systems across the country..." after "demanding significantly higher fees" and told viewers to watch US Open coverage on **ESPN**, **CBS** and online. Meanwhile, Tennis' no sports tier stance could get a big boost if an **FCC** administrative law judge takes the recommendation of the agency's Enforcement Bureau that carriage be mandated across **Comcast's** broadly distributed packages. No word yet on a ruling, but later this month or early Oct is seen as a likely timeframe. Comcast now carries Tennis on a sports tier, which the net has argued is discriminatory given the better carriage terms for Comcast-owned **Golf** and **Versus**.

**In the Courts:** It isn't just the **DOJ** filing suit over **AT&T's** proposed **T-Mobile** takeover. Rival **Sprint** also seeks to block the

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proposed acquisition as a violation of the Clayton Act. Sprint says the combo would harm consumers and corporate customers by causing higher prices and less innovation and also would entrench the duopoly control of AT&T and **Verizon**.

**Carriage:** **DirectTV's** adding **AMC HD** this week. -- **Grande Comm** added **Longhorn Net** this across its TX footprint, including Dallas, Austin and San Antonio. It's also available through 6 other small ops in the state and via **FiOS TV** nationally. -- **WFN: World Fishing Network** earned SD and HD carriage in all **Bright House** markets within the MSO's Sports Pass package. -- **Bright House's** Central FL subs can now access **here! TV's** linear and SVOD services for \$8/month.

**Wrestling TV:** Although **WWE** chmn/CEO *Vince McMahon* is outspoken and the company's wrestling product features a heavy dose of smack talk, details surrounding the planned '12 launch of a WWE cable net remain limited. A promo for the net ran during "WWE Monday Night Raw" on **USA** Mon night, noting that the channel will house all of WWE's content. Via **Twitter**, longtime WWE announcer *Jim Ross* said the net's "moving forward briskly" and "will be a channel devoted exclusively to WWE a la **NFL** or **MLB Network**." WWE declined to comment Tues, but in the past has said it favors a network model featuring multichannel ops as investors. Though **Comcast-NBCU** didn't respond by deadline to requests for comment, the MSO appears a viable candidate for part ownership of a WWE net given how **USA** and **Syfy** both enjoy successful WWE shows and are WWE's last remaining cable partners. USA's WWE contract expires in Oct '14, Syfy's as early as fall '12. During the summer, Raw made USA the top TV net on Monday nights (9-11pm) among men 18-34 and 2nd among 18-34s, men 18-49, men 25-54 and total male viewers. Syfy is averaging 3.2mln total viewers for "WWE Smackdown," which typically airs Fri nights but delivered 3.3mln P2+ for a special live program that aired Tues, Aug 30. Meanwhile, while WWE has increased TV rights fees in each of the last 3 years, other corporate developments demand mention. It launched a national consumer and B2B ad campaign in Apr that included the formation of a new talent dev department, cut its extremely juicy dividend by 66% in May, and has seen its share price decline by approx 40% since early Dec.

**Marketing:** **Charter's** embrace of pro football kicked off with a recent carriage pact for **NFL Net** and **NFL RedZone** and now includes partnerships with the St. Louis Rams and team QB *Sam Bradford*. Charter customer Bradford will star in the MSO's "Hometown Superstar" multiplatform ad campaign that includes cable and broadcast nets, and Rams' press conferences, interviews, studio shows and more will be conducted in the newly renamed Charter Studio at the team's facility. Charter will also carry additional team-related VOD programming including player profiles and cheerleader footage.

**Technology:** Cross-industry consortium **DECE** tapped **Solekai Systems** to facilitate the dev and operation of Ultra-Violet, an initiative designed to allow customers to collect and watch digital content across devices, including computers and smartphones, through an industry standard. -- **Synacor** expanded its TV Everywhere library by partnering with **Grab Networks**, whose video platform features a single integration point to ingest more than 500K unique video assets across 220 providers accounting for more than 1.5mln minutes of new content.

**Programming:** **CMT** added a 2nd night of original programming and announced a slate of 4 new series including "Trick My What?" (Oct 7), hosted by *John Schneider* and featuring various vehicles that are souped-up to help blue-collar workers, and "Bayou Billionaires" (winter), about a LA family that strikes it rich by discovering the 4th-largest US natural gas deposit under their home. -- **TV Guide Net** greenlit a reality series centered on the comeback attempt of musical group *Wilson Phillips*. -- **ESPN** extended its deal with the Sun Belt Conference through '19-'20, agreeing to fea-

# 100

## CableFAX

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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**Publication Date:** December 8, 2011

**Nominations Deadline: September 9, 2011**  
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# BUSINESS & FINANCE

ture a minimum of 2 football games season on ESPN or ESPN2. -- **Longhorn Net** will air the Texas-Kansas football contest on Oct 29. -- **Showtime** will debut "From the Sky Down," *Davis Guggenheim's* doc about the creation of U2's "Achtung Baby," marking the album's 20th anniversary, Oct 29, 8pm. -- Lots of 9/11 programming this week, including **CNBC's** "America Greed: 9/11 Fraud," which exposes the selfish acts of people who took advantage of a nation's tragedy to profit (Wed, 9pm). **Animal Planet** explores how NYC families' pets helped them cope with the trauma of 9/11 in a special episode of "Saved" on Sept 7 at 9pm.

**Public Affairs:** **Comcast** launched in Philadelphia its Internet Essentials program that provides families with children eligible for free lunches with low-cost Internet service, affordable computers and digital literacy training.

**People:** Former **Turner** exec **Mark Mooney** was named vp, regional manager, cable ad sales for **The Weather Channel Companies**. -- Former **C-SPAN** employee **Barkley Kern** is returning to the net as vp, digital media. Kern most recently was vp, ops at CQ Roll Call. -- **Style Net** tapped **Jamie French** as vp, comm. -- **MGM** welcomed **Doug Finberg** as evp, marketing. -- **Martha Stewart Living Omnimedia** appointed **Geoffrey Darby** GM of its TV segment anchored by **Hallmark Channel's** "The Martha Stewart Show."

## CableFAX Daily Stockwatch

Company	09/06 Close	1-Day Ch	Company	09/06 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	42.06	(0.17)	BLNDER TONGUE:	1.25	(0.07)
DISH:	24.06	(0.24)	BROADCOM:	33.12	(1.45)
DISNEY:	31.76	(0.7)	CISCO:	15.28	(0.13)
GE:	15.25	(0.51)	CLEARWIRE:	2.96	(0.14)
NEWS CORP:	16.50	(0.06)	CONCURRENT:	5.46	0.01
<b>MSOS</b>					
CABLEVISION:	16.57	(0.37)	CONVERGYS:	9.46	(0.24)
CHARTER:	47.91	(0.97)	CSG SYSTEMS:	12.63	(0.11)
COMCAST:	20.71	(0.28)	ECHOSTAR:	23.00	(0.12)
COMCAST SPCL:	20.52	(0.28)	GOOGLE:	522.18	(2.66)
GCI:	8.59	(0.03)	HARMONIC:	4.48	(0.11)
KNOWLOGY:	13.00	(0.4)	INTEL:	19.54	(0.1)
LIBERTY CAPITAL:	66.09	(1.79)	JDSU:	12.51	(0.27)
LIBERTY GLOBAL:	38.08	(0.16)	LEVEL 3:	1.66	(0.06)
LIBERTY INT:	14.97	(0.58)	MICROSOFT:	25.51	(0.29)
SHAW COMM:	21.55	(0.17)	MOTOROLA MOBILITY:	37.67	(0.08)
TIME WARNER CABLE:	62.88	(0.67)	RENTRAK:	12.52	0.01
VIRGIN MEDIA:	24.05	(0.28)	SEACHANGE:	7.55	0.15
WASH POST:	316.14	(4.74)	SONY:	19.86	(0.87)
<b>PROGRAMMING</b>					
AMC NETWORKS:	32.87	(1.15)	SPRINT NEXTEL:	3.37	(0.16)
CBS:	22.95	(0.41)	THOMAS & BETTS:	40.39	(0.49)
CROWN:	1.16	(0.01)	TIVO:	10.83	0.09
DISCOVERY:	39.77	(0.57)	UNIVERSAL ELEC:	16.99	(0.76)
GRUPO TELEVISIA:	19.74	(1.04)	VONAGE:	3.20	0.05
HSN:	30.82	(0.15)	YAHOO:	12.91	0.04
INTERACTIVE CORP:	38.87	0.28	<b>TELCOS</b>		
LIBERTY STARZ:	65.46	(0.72)	AT&T:	27.83	(0.22)
LIONSGATE:	7.07	0.06	VERIZON:	35.22	(0.34)
LODGENET:	1.82	(0.13)	<b>MARKET INDICES</b>		
NEW FRONTIER:	1.24	UNCH	DOW:	11139.30	(100.96)
OUTDOOR:	6.52	0.04	NASDAQ:	2473.83	(6.5)
SCRIPPS INT:	39.97	(0.73)	S&P 500:	1165.24	(8.73)
TIME WARNER:	29.99	(0.61)	<b>TECHNOLOGY</b>		
VALUEVISION:	3.29	(0.07)	ADDVANTAGE:	2.22	(0.12)
VIACOM:	55.33	(0.19)	ALCATEL LUCENT:	3.27	(0.24)
WWE:	8.83	(0.21)	AMDOCS:	26.28	0.17
<b>TECHNOLOGY</b>					
AMPHENOL:	43.35	0.44	AOL:	14.99	0.49
AOL:	14.99	0.49	APPLE:	379.74	5.69
APPLE:	379.74	5.69	ARRIS GROUP:	10.32	(0.06)
ARRIS GROUP:	10.32	(0.06)	AVID TECH:	8.94	(0.36)
AVID TECH:	8.94	(0.36)	BIGBAND:	1.36	(0.03)
BIGBAND:	1.36	(0.03)			



## Most Influential Minorities in Cable issue

Be part of Diversity Week! This issue profiles CableFAX's most influential minorities in cable, winners of NAMIC's EMMA Awards (Excellence in Multicultural Marketing Awards), and the Top 10 Places to Work.

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19213

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