

# CableFAX Daily™

Friday — September 8, 2006

What the Industry Reads First

Volume 17 / No. 174

## Goal-Line Stand: Insight Won't Carry NFL Net's Regular Season Games

All the attention may be on **Time Warner** and **NFL Network**, but another major MSO has quietly drawn a line in the sand. **Insight** has declined to pay the necessary surcharge to carry **NFL Net's** 8 regular season games. The MSO has made no public announcement, but it has notified NFL Net and devised talking points to explain to customers its view that the games aren't worth the cost. "That's their prerogative," an NFL Net spokesman said. "If they feel that's in the best interest of their business, that's fine. But we think they will lose customers... They're still our partners. We will adjust our marketing plans accordingly to adequately inform our fans of this development." Insight was only the 2nd MSO to carry NFL Net in '04 (NFL pulled its signal from the 1st, **Charter**, because it didn't want to be relegated to a digital sports tier). In Jan, NFL Net secured a package of 8 Thurs and Sat night primetime games that kickoff Thanksgiving night. Affiliates who carried the net prior to the deal must pay a surcharge for the games; if they don't, they'll receive alternative programming. **Comcast**, according to sources, has essentially wrapped up a deal to carry the games on some level of service (**Cfax**, 8/22). Just how they will be carried is unclear; Comcast currently has NFL Net on digital basic. **Cox** is in discussions with the net over the games. Affiliate contracts reached post-deal include the 8-game package, which means **Verizon's FiOS TV** has the games. **DISH Net**, which recently moved NFL from its Top 120 package to its Top 60, has renegotiated to carry the package, as has **DirectTV**. Several smaller cable operators have also agreed to carry the games, some on expanded basic. **Time Warner**, **Charter**, **Cablevision**, **Bright House** and **Mediacom** do not carry the NFL Net at all, with some of their markets the target of a \$100m NFL ad campaign for cable carriage.

**Inside the Beltway:** The **Sen Commerce Cmte** will hold a renomination hearing for **FCC** chmn *Kevin Martin*, Tues at 10am. Martin's job is relatively safe, but he'll likely face some tough questions—especially from net neutrality-loving Dems. After the committee's expected approval, he'll need a vote from the full Senate. Martin's current term expired June 30 (he's able to keep serving under FCC rules). *Pres Bush* nominated him for another term in April. -- Count *Barry Diller's IAC/InterActiveCorp* as a fan of net neutrality regulation. An IAC vp joined reps from **Yahoo** and **Skype** this week to push "meaningful" net neutrality rules to newest **FCC** commish *Robert McDowell*. The trio discussed the need for neutrality safeguards in connection with the FCC's consideration of local franchising. -- Meanwhile, 14 religious and conservative groups declared their support this week for *Sen Ted Stevens' (R-AK)* telecom bill, praising its lack of net neutrality regs. The list doesn't include the pro-net neutrality **Christian Coalition** but includes lesser-known groups such as **Morality in Media** and the **Traditional Values Coalition**.

**Carriage:** **Comcast** plans to drop **AMC** from analog in Northern VA Sept 15 and move it to its "Digital Classic" tier. The MSO said the change was a local decision and part of an ongoing review of channel lineups. There is no

# MORE GRAND TO OUR SLAM

The **FRENCH OPEN** comes to The Tennis Channel ... Spring 2007.



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company-wide plan to move AMC to digital, a rep said. The VA system recently shuffled Comcast-owned **style** to digital and plans to kick **CMT** to digital on Sept 15. The change is notable because AMC has a reputation as a basic cable network (not to mention that it's coming off record summer ratings). AMC said it had received no notice of the change, calling such a move an anomaly.

**Off the Circuit:** Out of force of habit (and a few drinks), senior cable execs and foot soldiers will filter out of the *Kaitz Dinner* Wed and head to the club Don't Tell Mama for *Chuck Klein's* traditional afterparty. Not so fast. For the first time in 10 years cable's partymeister won't be hosting his soiree, which featured several bands (usually at once), leggy hostesses and the blues singer *Sweet Georgia Brown*. "We just created an international dealers meeting for **Bentley**, which is the closest I'll ever get to the car," Klein says. Follow-up meetings next week in London necessitated halting Klein's event, formally known as the Later Party. "My hope is the party will return next year," Klein says. Ours too. -- Another Kaitz tradition looks uncertain. The semi-official post-Kaitz trade hack trough (aka the Rihga Royal Hotel bar) is closed for renovation. The hotel soon will be known as the London NYC. Programmer hosts are searching for an alternate space.

**Public Affairs:** **Time Warner Cable** and **Common Sense Media** are offering TWC subs access to point of decision reviews, ratings and program information designed to help parents make informed viewing choices about TV, movies, music, books, websites and video games. Related CSM content will be integrated into TWC's TV and HSD services.

**Competition:** **Verizon** declared Thurs a quarterly dividend of \$.405 per outstanding share, payable Nov 1 to shareholders of record as of Oct 10. VZ has approximately 2.9bln shares of common stock outstanding and made \$2.4bln in dividend payments in the first half of '06. -- The PA borough of Hatboro and the township of Lower Salford (20K collective pop) approved video franchise agreements for VZ's "FiOS TV" service.

**In the States:** New York City should "continue to demand that all operators meet the same standards to ensure that no competitor is disadvantaged by an unlevel playing field," said **Cablevision** cable and comm Pres *John Bickham*. He was among execs from CV and **Time Warner Cable** testifying Thurs to a NYC City Council Committee considering citywide video franchise legislation. CV hopes to renew its city franchise (late '08). **Verizon** wants to offer its "FiOS TV" service in parts of the city where CV and TWC collectively service roughly 1.7mln subs. -- **Time Warner Cable** agreed to pay 3 WI communities \$400K to settle claims it underpaid franchise fees from '98-'03, the (WI) *Post-Crescent* reports. The settlement with Appleton, Neenah and Menasha contains no admission of wrongdoing. TW will pass the cost to subs in a 35-37 cents/month surcharge, the paper reported. -- **Comcast** announced plans to hire 3K employees by year's end, primarily customer svc reps and service installers to help satisfy demand of its triple-play bundle. -- **Metrocast Comm** acquired **Eastern CT Cable TV's** cable assets (approx 37K subs around New London, CT). Metrocast now services 145K subs in PA, MD, ME, NH, VA and CT. **Waller Capital** served as Eastern CT Cable's exclusive financial adviser.

**9/11 Programming:** **Time Warner Cable** will make **National Geographic Channel's** "Inside 9/11" available on VOD through Oct 5. The 4-hour special debuted in Aug '05 as the net's highest-rated program ever and has been updated to account for significant developments over the past year. -- **C-SPAN** will mark the 5th anniv of the 9/11

## Troubleshooting Digitally Modulated Signals with a QAM Analyzer

[hosted web event]

**Title:** Trilithic and Communications Technology are presenting a free Webcast on troubleshooting digitally modulated signals with a QAM analyzer featuring Cisco System's Ron Hranac and Trilithic's Steve Windle.

**Date:** Wednesday, September 27

**Time:** 8 a.m. PST, 11 a.m. EDT, 4 p.m. GMT

To register for the event, please log on at [www.ct-magazine.com](http://www.ct-magazine.com) for more details and information.

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attacks with live and taped coverage of memorial services in NY, PA and DC. It will also carry a **Natl Press Club** address by 9/11 Commission co-chairs *Lee Hamilton* and *Thomas Kean* at 1pm ET. -- Instead of sending *Anderson Cooper* to Ground Zero, **CNN** will put him in Afghanistan to probe progress on the war on terror for 3 nights beginning Mon. The net will also cover the 9/11 memorials and run the names of all those who died in the attacks. -- **Fox News** is dubbing its coverage "9/11: The Day America Changed," with *Shepard Smith* and *Greta Van Susteren* live from Ground Zero. **Foxnews.com** will replay Fox News' live coverage from 5 years ago beginning at 8:30am. **CNN's Pipeline** is doing the same for CNN's '01 programming. -- **MSNBC** will air **NBC's** 9/11/01 coverage from 8:30-noon, with cut-ins by *Chris Matthews*. It will keep the footage commercial-free.

**People:** Former **Intl Channel Nets** pres/CEO *Kent Rice* has emerged as CEO of **Starz Animation**. He had been exec adviser to **Starz Ent**, playing a key role in its acquisition of content producer **IDT**. -- **Discovery Comm** appointed *Roger F. Millay* svp/CFO. -- Former **Starz Ent** exec *Kent Rice* was promoted to CEO of **Starz Animation**.

**Oops!:** "The Legend of Lucy Keyes" will air Oct 7 on **LMN**, not on **Life-time**.

## CableFAX Daily Stockwatch

Company	09/07 Close	1-Day Ch	Company	09/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	42.20	(0.05)	AVID TECH:	38.55	(0.04)
DIRECTV:	19.39	0.02	BLNDER TONGUE:	1.21	(0.16)
DISNEY:	29.49	(0.12)	BROADCOM:	26.43	(1.05)
ECHOSTAR:	33.33	0.44	C-COR:	7.91	0.09
GE:	34.04	0.09	CISCO:	21.54	(0.15)
HEARST-ARGYLE:	23.31	0.01	COMMScope:	30.52	0.79
ION MEDIA:	0.88	(0.02)	CONCURRENT:	1.65	(0.05)
NEWS CORP:	19.38	(0.15)	CONVERGYS:	20.50	(0.11)
TRIBUNE:	31.14	(0.08)	CSG SYSTEMS:	26.61	0.36
<b>MSOS</b>					
CABLEVISION:	23.42	(0.02)	GEMSTAR TVG:	3.12	(0.12)
CHARTER:	1.48	0.03	GOOGLE:	378.25	(1.89)
COMCAST:	34.96	0.27	HARMONIC:	6.74	0.39
COMCAST SPCL:	34.86	0.24	JDSU:	2.11	(0.02)
GCI:	12.60	(0.03)	LEVEL 3:	4.11	(0.12)
KNOLOGY:	10.22	0.04	LUCENT:	2.25	(0.02)
LIBERTY CAPITAL:	85.89	0.78	MICROSOFT:	25.43	(0.18)
LIBERTY GLOBAL:	24.45	0.25	MOTOROLA:	23.04	0.33
LIBERTY INTERACTIVE:	19.57	0.07	NDS:	45.16	(0.21)
MEDIACOM:	6.94	0.04	NORTEL:	2.10	(0.02)
NTL:	26.26	(0.24)	OPENTV:	2.84	(0.08)
ROGERS COMM:	50.83	(0.31)	PATH 1:	0.63	0.00
SHAW COMM:	29.48	(0.12)	PHILIPS:	33.63	(0.21)
TIME WARNER:	16.76	0.00	RENTRAK:	11.40	(0.09)
WASH POST:	754.00	(5)	SEACHANGE:	8.74	0.02
<b>PROGRAMMING</b>					
CBS:	28.13	(0.17)	SONY:	42.38	(0.46)
CROWN:	4.14	0.02	SPRINT NEXTEL:	16.58	(0.06)
DISCOVERY:	13.58	(0.16)	THOMAS & BETTS:	43.54	(0.3)
EW SCRIPPS:	46.10	(0.14)	TIVO:	7.71	0.04
GRUPO TELEvisa:	19.01	(0.1)	TOLLGRADE:	8.27	(0.12)
INTERACTIVE CORP:	27.92	(0.28)	UNIVERSAL ELEC:	18.58	0.26
LODGENET:	18.35	(0.47)	VONAGE:	8.08	0.15
NEW FRONTIER:	8.65	0.04	VYYO:	4.75	(0.33)
OUTDOOR:	10.24	(0.32)	WEBB SYS:	0.10	0.04
PLAYBOY:	9.19	(0.14)	WORLDGATE:	1.62	(0.06)
UNIVISION:	34.76	0.06	YAHOO:	27.86	(0.64)
VALUEVISION:	11.03	(0.17)	<b>TELCOS</b>		
VIACOM:	34.30	0.10	AT&T:	31.28	(0.28)
WWE:	17.29	0.31	BELLSOUTH:	41.03	(0.25)
<b>TECHNOLOGY</b>					
3COM:	4.29	(0.06)	QWEST:	8.98	0.01
ADC:	13.46	(0.17)	VERIZON:	35.31	(0.14)
ADDVANTAGE:	3.81	(0.23)	<b>MARKET INDICES</b>		
AMDOCS:	38.57	0.12	DOW:	11331.44	(74.76)
AMPHENOL:	57.91	0.36	NASDAQ:	2155.29	(12.55)
ARRIS GROUP:	11.56	0.10			

**VOICE: TRIPLE  
VIDEO: PLAY  
DATA: HOMERUN**

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**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein**Not Your Father's News**

**ESPNEWS** on Fri launched an enhanced programming lineup – a 10th anniversary (Nov 1) makeover of sorts – that includes new shows and greater consistency of air times. The changes don't alter the net's philosophy of being the primary destination for sports news and highlights, but they do offer "more brand exposure and identity, and a little more definition," said sr coord prod, studio prod *Barry Sacks*. The modifications weren't a response to languishing viewership either, said svp/mng ed, studio production *Mark Gross*. "Life is good on ESPNEWS. We just had the highest rated Aug ever and we are now in more than 50mln homes," he said. Now entering those homes are 3 weekday programs – "Pregame," "Gametime," and "Postgame" – that set up the sports landscape, offer updated news, and wrap up the night's action, respectively. "Postgame" also includes a Mon special providing analysis following the "Monday Night Football" game. "College Football Overdrive" also adds to the football frenzy, providing within a 5-hour (3-8pm) Sat block coverage of nationwide games with live game cut-ins, press conferences and studio analysis to provide a welcoming home base where fans can get augmented news about every game. "Most people turn back and forth (between games and the net), we understand that," said Sacks. "This is red zone TV for fans." Broadened **NASCAR** coverage going forward will ease the net's current football centrality, but other sports won't garner the same attention, he said. A major marketing initiative for ESPNEWS across family platforms is expected early next year.

**Highlights:** "Legends: Rodney Dangerfield," Sun, 9pm, **Comedy**. We're *Dangerfield* fans, still we think subs will enjoy this love letter to the dis-respected one. Interviews with today's comedians (*Romano, Seinfeld, Rock, Foxworthy, Roseanne* et al) and vintage clips create a portrait beyond the man best known now for films. – "Koppel on Discovery: The Price of Security," Sun, 8pm, **Discovery**. We saw only a rough cut, sans a town hall meeting *Koppel* that will run live Sun, but Koppel's thoughtful approach, interviewing savvy and access shows promise. Instead of the obvious (Are we safer today than on 9/11/01?), he examines conditions surrounding that safety, particularly the alleged policy of torture practiced on detainees at Guantanamo. Koppel's not a banger, a la "60 Minutes." His "gotcha" is subtle, yet his piercing of the Guantanamo chief is brilliant, leaving the Rear Admiral flummoxed and arguing that sleep deprivation, extreme noise and temperature, isolation and distressed positions don't constitute torture. – "Ivy Dreams," Wed, 8pm, ET, **AZN**. Like anxiety? Watch this doc about 4 Asian-American HS seniors being pushed by intense parents, or pushing themselves, to Ivy League schools. SA

**Worth a Look:** "The Mermaid Chair," tomorrow, Sun & Mon, 9pm, **Lifetime**. For men it's *Kim Basinger*, for ladies it's forbidden love and a mother who protests the digital era. – "The Underground," Thurs, 10pm, **Showtime**. Warning: subs may call on this *Damon Wayans* sketch series, which aims to shock, but has funny moments. Consistent laughs come from "Def Comedy Jam," (Sun, 11pm, **HBO**). SA

**Basic Cable Rankings**

(8/28/06-9/03/06)

**Mon-Sun Prime**

1	TNT	2.6	2387
2	ESPN	2.2	2074
2	DSNY	2.2	1972
4	MTV	1.6	1427
5	LIFE	1.4	1314
5	TOON	1.4	1306
7	USA	1.3	1212
7	SCIF	1.3	1174
7	HALL	1.3	957
10	TBSC	1.2	1096
11	HGTV	1.1	1027
11	DISC	1.1	1016
11	SPK	1.1	1000
11	FOXN	1.1	982
15	FX	1	918
15	NAN	1	889
17	A&E	0.9	822
17	AMC	0.9	801
17	FAM	0.9	798
17	TVLD	0.9	783
21	HIST	0.8	773
21	CNN	0.8	735
23	ESP2	0.7	679
23	CMDY	0.7	657
23	CORT	0.7	650
23	FOOD	0.7	637
23	TLC	0.7	618
23	BRAV	0.7	555
23	LMN	0.7	335
30	VH1	0.6	555
30	BET	0.6	486
30	SOAP	0.6	331
33	APL	0.5	491
33	NGC	0.5	281
35	TWC	0.4	392
35	EN	0.4	370
35	TTC	0.4	362

\*Nielsen data supplied by ABC/Disney

# CableFAX

MAGAZINE

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CableFAX 100

What a difference a year makes! *CableFAX Magazine*, published twice yearly, is written with the same zest and vigor readers have come to expect in *CableFAX Daily*. Both issues provide an in-depth look at the people, deals and events that shape the cable industry and are true coffee-table publications that are received with great anticipation each year.

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## ***CableWorld's* Top 50 Influential Women in Cable Nomination Form**

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Who are cable's most influential women executives? Help us decide by nominating the executives you think should be on our list of the Top 50 Most Influential Women in Cable. We will rank the Top 50 in the Nov. 6 issue of *CableWorld*. Nominations are open to all cable operators, programmers, vendors and trade associations.

Deadline for nominations: **Sept. 22, 2006**

**Submit by fax:** 212-621-4895

**By email:** attach form or paste in email and send to Shirley Brady at [sbrady@accessintel.com](mailto:sbrady@accessintel.com)

**By mail:** Shirley Brady, *CableWorld*, 110 William St., 11<sup>th</sup> Floor, New York, NY 10038

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### **PLEASE FILL OUT THE FOLLOWING:**

#### ***Nominee Information***

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_

#### ***Nominator Information***

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_

**Why should this person make our list? (50 words max)**

**Does this person make/break deals? (50 words max)**

**Does this person's influence extend beyond his/her company? (50 words max)**