

# CableFAX Daily™

Wednesday — September 9, 2009

What the Industry Reads First

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## Be Prepared: FCC Eyes Outage Reporting Requirements for Cable

Cable may want to take note of at least one issue in the FCC's just-released "Preparedness for a Major Public Emergency Report": network outage reporting requirements. The report noted that the FCC's outage reporting rules only apply to classified "telecommunications services," ie, landline and cell service, not IP-based services or cable. The report, which was in response to a review of agency's preparedness launched by FCC chmn *Julius Genachowski* when he took office, suggests that the FCC could consider expanding reporting requirements to include broadband ISPs. Such a move, however, would require consideration of the extent to which the FCC has jurisdiction to regulate the network management practices of ISPs and other "information service" providers. Self-reporting isn't a completely new phenomenon for cable. The FCC created the Disaster Information Reporting System post Hurricane Katrina. DIRS gathers cable outage reports on a voluntary basis when the system is activated during an emergency situation. The FCC's report suggests that one possibility would be to create a broadband based Disaster Information Reporting System, which would avoid jurisdictional issues as it would be voluntary, not mandatory. Genachowski held a news conference Tues—days before the anniversary of the Sept 11 attacks—to release the report's findings. One tidbit is that the FCC chmn once worked as an EMT in NYC. "These experiences underscored for me the real threats and dangers we face," Genachowski said. "They left me humbled by the incredibly challenging and vitally important work our first responders do every day; and they made crystal clear to me the importance of communications in times of crisis. They are part of the reason that public safety is one of my top priorities."

**New Guide:** After hearing from Comcast that remote DVR scheduling is on its way, we can officially report that it's here—as well as several other nifty new features on the i-Guide. The new IPG, a collaboration between Comcast and **Rovi**, is rolling out to Chattanooga, TN, now, but will roll out on a market-by-market basis nationwide throughout '09 and early '10 (features may vary by market). Comcast HSD subs will be able to manage their DVRs remotely via the Web. Other new features include a "Watch in HD," which will immediately take a viewer to the HD version of a SD program. The guide also moves programs into DVR folders—so those 20 episodes of "Lost" you recorded will all be in one place. The guide also accommodates an interactive shopping feature.

**Metered Billing:** Proponents of metered billing for broadband usage are praising a study by economists that says the model would speed broadband adoption. "Our simulations suggest that spreading the costs equally among all consumers—the minority who use large amounts of bandwidth and the majority who use very little—will significantly slow the rate of adoption at the lower end of the income scale and extend the life of the digital divide," wrote *Kevin Hassett* and *Robert Shapiro* in a paper released at Georgetown University's Center for Business and Public Policy last month. **ACA** provided copies of the study in meetings at the **FCC** Tues. "Those who condemn consumption-based billing as a nefarious plot to corrupt the openness of the Internet should study the Hassett-Shapiro paper with

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great care," ACA chief *Matt Polka* said. "Flat-rate billing shouldn't be mandated because the costs far outweigh the benefits." Shapiro was US Under Sec of Commerce for Economic Affairs during *President Clinton's* 2nd term. Hassett was chief economic adviser to Sen *John McCain* (R-AZ.) in his '00 presidential campaign.

**Competition:** AT&T bowed **U-verse** in Baton Rouge, LA. The telco also partnered with **RadioShack** to launch **Connectech** support services (home networking installs, PC repairs, etc.) in more than 4,400 of the retailer's stores nationwide.

**VOD: Interactivation**, which owns VOD network **Mag Rack**, teamed up with magazine publisher **Meredith** for new content. The 2 will share ad and sponsorship revenues related to the new fare. Meredith will also sell advertising and sponsorships for current Mag Rack programming under a similar revenue sharing arrangement. Meredith's brands include *Better Homes and Gardens* and *Family Circle*. It also owns 12 local TV stations and operates more than 50 consumer Websites.

**In the States: Comcast** launched in Minneapolis and St. Paul, MN, a commercial HSI service featuring 100Mbps. -- **Speed** added nearly 600K homes in Aug to surpass the 74m US HH mark for the 1st time ever.

**Research:** Nearly 25% of US homes now watch TV online, up from 20% last year, according to **The Conference Board** and **TNS**. Leading in popularity are news programs, which are watched by approx 43% of online TV viewers, followed by 35% viewership for sitcoms, comedies and dramas, 19% for reality shows and 18% for sports. Two-thirds of all online TV viewers access shows through streaming video, and more than two-thirds access that content through official TV network Websites. Usage of **Hulu**, meanwhile, has grown to 32% of all online TV viewers, compared to 8% a year ago.

**Technology: Netgear** launched an Internet-connected set top enabling access to content from **YouTube, Roxio CinemaNow, Hulu, Netflix** and **CBS**. -- Citing an interview with **Apple CFO Peter Oppenheimer**, a **Caris & Co** research note said Apple won't integrate cable set-top functionality into its Apple TV content streaming product, as has been speculated.

**Measurement: OpenTV** will publish later this year key data points its TV measurement software can measure on set tops, offering open access to developers, data analysis partners and other service providers to ease software integration.

**Online: Tivo.com** launched an app allowing users to devise their own broadcast lineups, part of a comprehensive section offering schedules, reviews and behind-the scenes looks at fall broadcast series.

**Programming: TV Guide Net** picked up the exclusive basic cable rights to "Punk'd," starring *Ashton Kutcher*, after a non-exclusive run of the show this summer delivered a 63% gain in coverage rating among 18-49s versus the same time period avg in 2Q. -- **MSNBC** will telecast "About Our Children," a live event featuring *Bill Cosby* and moderated by Independent Women's Forum pres/CEO *Michelle Bernard*, Sept 20, 7-9pm ET. -- **MTV TR3S** debuts "Yearbook Chronicles," a doc that examines the disproportionate rate of young Latinos dropping out of high school, Sept 26. 2pm ET. A special advance screening is set for Sept 15 at the **Congressional Hispanic Caucus Institute's** Public Policy Conference in DC. -- **Hallmark Channel** original movie "The Three Gifts" (Dec 19) spotlights a childless couple who invite 3 orphans to spend Christmas with them and end up falling in love with the boys, and "Elevator Girl" ('10) chronicles an unlikely love affair. -- **TLC's** "Little People, Big World" returns Oct 16 for a 5th season.

**Public Affairs: History** has committed \$100K this year to support 11 local conservation initiatives, including a student project aimed at restoring a tribal cemetery in AK and a collaboration in VA designed to seek documentation of the dis-

## CableFAX: The Magazine's Most Influential Minorities in Cable issue

Publication Date: October 27

This issue profiles the 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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# BUSINESS & FINANCE

placed students of the Closed Schools Era in the state's Prince Edward County, site of the landmark Supreme Court Case Brown v. Board of Education. -- With partners including **AT&T** and **NYSE Euronext, Viacom** and the **Bill & Melinda Gates Foundation** launched "Get Schooled," a 5-yr education awareness initiative.

**People:** **NFL Net** appointed former **Fox News** exec *John Malkin* vp, affiliate distribution. -- *Helen Fox Gladwell* was named vp, business affairs and programming legal in **Discovery Comm's** London office.

**Business/Finance:** **Windstream** agreed to acquire for \$141mln in cash **Lexcom**, a NC operator serving approx 23K access lines, 9K HSI customers and 12K cable subs. -- **Disney Interactive Studios** plans to purchase interactive ent producer and developer **Wideload Games** and hire **Wideload** founder/CEO *Alexander Seropian* as vp, creative.

## CableJobs

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### CableFAX Daily Stockwatch

Company	09/08 Close	1-Day Ch	Company	09/08 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	34.92	(0.39)	AMPHENOL:	37.24	1.84
DIRECTV:	25.06	0.01	APPLE:	172.93	2.62
DISH:	17.19	(0.04)	ARRIS GROUP:	13.11	(0.04)
DISNEY:	26.28	0.38	AVID TECH:	12.61	0.06
GE:	14.50	0.63	BIGBAND:	3.88	(0.03)
NEWS CORP:	13.03	0.12	BLNDER TONGUE:	1.16	(0.08)
<b>MSOS</b>					
CABLEVISION:	23.87	0.70	BROADCOM:	29.38	0.92
COMCAST:	16.47	0.14	CISCO:	21.92	0.08
COMCAST SPCL:	16.02	0.12	CLEARWIRE:	7.41	(0.09)
GCI:	6.71	(0.19)	COMMSCOPE:	27.14	1.10
KNOLGY:	7.33	(0.02)	CONCURRENT:	4.30	(0.15)
LIBERTY CAPITAL:	20.14	0.31	CONVERGYS:	10.87	0.09
LIBERTY ENT:	28.10	0.04	CSG SYSTEMS:	14.88	(0.06)
LIBERTY GLOBAL:	23.21	0.15	ECHOSTAR:	17.98	(0.02)
LIBERTY INT:	9.88	0.17	GOOGLE:	458.62	(2.68)
MEDIACOM:	5.25	0.07	HARMONIC:	6.61	0.05
RCN:	9.03	(0.1)	INTEL:	19.80	0.16
SHAW COMM:	17.53	0.06	JDSU:	7.23	0.21
TIME WARNER CABLE:	37.93	0.64	LEVEL 3:	1.15	(0.01)
VIRGIN MEDIA:	12.29	0.49	MICROSOFT:	24.82	0.20
WASH POST:	435.00	(2.27)	MOTOROLA:	7.90	0.17
<b>PROGRAMMING</b>					
CBS:	10.83	0.28	OPENTV:	1.30	0.02
CROWN:	1.69	(0.01)	PHILIPS:	23.83	1.03
DISCOVERY:	26.65	0.55	RENTRAK:	15.46	(0.49)
EW SCRIPPS:	7.09	0.07	SEACHANGE:	7.59	(0.04)
GRUPO TELEVISA:	17.60	0.57	SONY:	26.90	0.39
HSN:	11.72	0.69	SPRINT NEXTEL:	3.70	(0.11)
INTERACTIVE CORP:	18.98	0.20	THOMAS & BETTS:	28.35	0.26
LIBERTY:	33.37	0.55	TIVO:	10.49	0.08
LODGENET:	6.46	0.07	TOLLGRADE:	5.70	0.00
NEW FRONTIER:	2.20	0.01	UNIVERSAL ELEC:	17.05	(0.21)
OUTDOOR:	6.96	0.07	VONAGE:	1.45	(0.05)
PLAYBOY:	2.68	0.01	YAHOO:	14.49	(0.01)
RHI:	3.13	0.50	<b>TELCOS</b>		
SCRIPPS INT:	33.93	0.55	AT&T:	25.75	0.24
TIME WARNER:	27.87	(0.18)	QWEST:	3.34	(0.12)
VALUEVISION:	3.10	(0.02)	VERIZON:	30.95	0.35
VIACOM:	26.57	0.18	<b>MARKET INDICES</b>		
WWE:	14.44	0.13	DOW:	9497.34	56.07
<b>TECHNOLOGY</b>					
3COM:	3.93	(0.09)	NASDAQ:	2037.77	18.99
ADC:	8.11	0.07			
ADVANTAGE:	2.10	0.01			
ALCATEL LUCENT:	3.74	0.15			
AMDOCS:	25.30	0.39			

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# EYE ON ADVERTISING

## Mad Bananas

AMC's hit show "Mad Men" about a 1960s NYC ad agency has ironically set some fashion trends in 2009. So it's quite, uh... fitting that the show partnered with clothing retailer **Banana Republic** to create even more buzz for its 3rd season now underway. **CableFAX** Exec Editor *Michael Grebb* sat down with AMC svp, marketing *Linda Schupack* to learn more.

### How closely did you work with Banana to create an in-store Mad Men experience.

LS: We were in every single Banana Republic window with Mad Men iconography and photographs of the cast and tune-in information. And that was coupled with Banana Republic clothing. So if it was a picture of Jon Hamm, it might say "Mad About Suits." If it was a picture of January Jones as Betty Draper, it might say "Mad About Dresses." And then when you walked into the store, the same Mad Men branding continued throughout the store—that very clean, modern Mad Men look... And Banana Republic produced a style guide that was distributed in all of their stores. The overall theme for Banana Republic was "Mad About Style." This catalog had information about the Mad Men show and the Banana Republic clothing.

### Did you approach Banana or vice versa?

LS: It really was a mutual approach. We had been interested in them. They had been interested in talking to us. The two brands—Banana Republic and Mad Men—really just share a similar sensibility. And the people who shop at Banana Republic are the people we want to get our tune-in message out to.

### What was the thinking behind also giving shoppers a free iTunes download of the pilot episode?

LS: For us, an absolute goal for our marketing campaign is, as always, to broaden our audience. So we wanted to allow the Banana Republic audience to sample Mad Men. Our belief is that once you experience Mad Men, you're hooked.

You also had a contest element—and people had to actually audition their look to win.

LS: That's right. They had to send in a photo of themselves as a '60s Mad Men character. And the contest was important to Banana Republic as a vehicle to get people into the store. You needed a special passcode to enter the contest, and that passcode was included in the Banana Republic style guide. And it was important to us. We didn't want to just do a generic contest. Our feeling is

that we want to continue to cement the engagement with the show... Our fans want to participate in the world of Mad Men. And so they loved the notion of dressing up and taking a picture for the chance to literally participate on the show.

### Any plans to build on the contest?

LS: Absolutely, that's a driving force for us as we think of creative things that we can offer online. We had an enormously successful offering that we called "Mad Men Yourself," which allowed people to create themselves as a Mad Men character with a very distinctive illustrative style. It was incredibly successful. People want to participate in the world... Last year, we had a video contest playing on this theme. Again, incredibly successful. We will be building on that and having other such contest offerings. Certainly, it's seeing how the fans fantasize about themselves with this show. There are a bunch of ideas sort of kicking around about what kind of gallery we could have so this stuff has a degree of permanence online for us.

### Are advertisers just demanding this kind of broad engagement now?

LS: In some ways, I would say yes, absolutely. All advertisers are looking for a distinctive idea. They're looking for something that cuts through. They're looking for something that shows engagement with the audience and the product. We don't just like to offer cookie-cutter things. The digital world allows participation, and we certainly want to take advantage of that.



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