

CableFAX Daily™

Thursday — September 9, 2010

What the Industry Reads First

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Family Gathering: The Hub Aims to Satisfy Kids, Promote Familial Viewing

Evoking thoughts of one of **Hasbro's** most dynamic brands, "Transformers," both the game/toy co and **Discovery Comm** believe they can transform the kids 6-11 TV space with the Oct 10 launch of jv channel **The Hub**. And like brand character *Optimus Prime* having 2 operational modes, execs are confident that the partners' disparate strengths—Hasbro's more than 1500 brands and experience with kids, Discovery's cable and affil relations prowess and 61mln HH **Discovery Kids** platform—will lead to complementary triumph. "I believe we will have enormous success," said Discovery pres/CEO *David Zaslav* at Hasbro's investor update Wed, noting how 3 major cable nets currently cater to kids while approximately 30 target 18-49s and about 40 go after 25-54s. But he did caution against expectations of immediate success, as kids nets **Nickelodeon** and **Disney Channel** are firmly entrenched in the market and "the cable business is the long haul." Like **FX** and "The Shield" or **Bravo** and "Queer Eye for the Straight Guy," Zaslav said The Hub must create the right voice and get a little lucky with a breakthrough series before viewers will include it in their regular channel rotation. "We know it will find a voice, but we don't know what the big hit will be," he said. Charged with finding that all-important smash hit is The Hub pres *Margaret Loesch*, who's working closely with **Hasbro Studios** pres *Stephen Davis* to dev and prod compelling content. The Hub has acquired approx 1300 eps of produced programming and has 409 eps of original content in production (317 from Hasbro), said Loesch, adding that shows such as "Transformers Prime," "My Little Pony Friendship Magic" and live-action game show "Family Game Night" will be dispersed among 5 day parts ranging from pre-school (9am-1pm) to kids and families (7-11pm). The net will also proffer 3 hours/day of education programming. Targeting the kids/families cohort is 1 of The Hub's primary weapons, said Loesch, along with a perception among TV viewers that kids 6-9 are particularly underserved. "Parents are seeing a gap... in what's being provided to them," said Loesch, namely programming the entire family can watch together. Advertisers are digging the net's 6-11 and co-viewing targets too, she said, noting how 88% of the 50 advertisers already signed on never did business with Discovery Kids. Upfront results appear to bolster the assertion: 32% of sales came from the toys and games segment, 14.9% from household cleaning products. And importantly, no current Discovery Kids affil has plans to clean the net's space from its lineup, said Zaslav. All of The Hub's current deals run through at least '14, he said, and include built-in growth. Execs believe 90mln HHs is a reasonable mid-

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term goal. "Our distributors and MSOs are beginning to understand what's possible," said Hasbro pres/CEO *Brian Goldner*. Starting in the next week or so will be a comprehensive marketing and promo blitz for The Hub, replete with programming stunts and 4K on-air promos across Discovery nets and a sneak peek of "Family Game Night" on TLC. **Hubworld.com** officially launches Sept 27. Then, in 3Q, all eyes will be looking for The Hub's defining—and transformative—show.

Schoen Gone: Fox Nets svp, affil marketing and local ad sales *Todd Schoen* has resigned. Fox Nets confirmed his resignation but declined to comment on the reasons behind his departure. It comes as Fox's 1-year extension with Cablevision nears its expiration next month. Recall that Fox had reportedly threatened to pull its broadcast channels from CVC last year just before Game 5 of the World Series before the extension was worked out. Later this year, Fox's deals with **Mediacom** and **DISH** expire. Schoen joined Fox in '04 from **ABC Cable**, where he held the same title.

In the States: As we've previously noted, **Comcast** has launched mobile SMS text service Comcast4U in Philly and NJ (*Cfax*, 8/27). The official announcement came Wed, with the MSO calling it an industry 1st. The free COMCAST4U gives customers instant access to many account functions, such as balance and VOD highlights, with a text.

Launch Pad: Remember the **RightNetwork** that was incorrectly linked by some blogs to **Comcast** because **Comcast Spectacor** chmn *Ed Snider* is a personal investor (*Cfax*, 4/20)? Well, the channel officially launched Wed via VOD on **FiOS**, **Blue Ridge** and **Sky Angel**. "We are a VOD network currently, with no plans to go linear. However, networks like **FearNet** have shown that they could garner enough views to transition into linear carriage," said RightNetwork pres *Kevin McFeeley*. "Right Network will monitor viewership and make a future determination based on our viewership data." Conservative *Kelsey Grammer* is an investor and public face for the net, telling the *AP* that, "We're out there to encourage people to open their minds and take a look at some things that we as a group of people believe is the right direction for the country." -- **GSN HD** is set to launch Sept 15.

New Awards Show: The **Paley Center for Media** scheduled its 1st awards program for May '12 in NYC. The Center formed a committee, headed by **Fox Networks'** *Tony Vinciguerra*, **Sony Pictures TV's** *Steve Mosko* and **Lippin Group** CEO *Dick Lippin*, earlier this year that was tasked with the creation of a new awards show that would "take a fresh and distinctive approach." The May date is set to coincide with the upfronts, when talent and industry leaders are in town. Mosko is quoted in a news release as saying that nets and advertisers have already shown "considerable interest."

On the Hill: **Sen Judiciary** will hold a hearing Sept 22 on protecting privacy in the Digital Age. Witnesses include counsel from **Microsoft**, **DOJ** and **Commerce**.

Advertising: **Rovi** intro'd a cloud-based ad platform that delivers ads to a variety of Internet connected devices, regardless of user interface. The service includes back-end services such as campaign management and measurement, sales and account management, and creative services.

Online: **Netflix** inked another deal for streaming movie rights that shuts the window on cable, this time with **Nu Image/Millennium Group**. The long-term pact covers first-run theatricals including "The Expendables" and "Black Dahlia." -- **Sezmi's** personalized TV service is now available through **Amazon**. -- **Sundance Channel** launched its multiplatform fashion and style franchise Full Frontal Fashion as a stand-alone digital magazine at **FullFrontalFashion.com**.

Programming: It's official. *Piers Morgan* will take over after *Larry King* retires in Dec, hosting an interview program on **CNN** that launches in Jan. His "Piers Morgan's Life Stories" has been the #1-rated talk show in Britain for the last 2 years. -- A daily, live show is returning to **MTV** in the form of the "The Seven," *The Hollywood Reporter* reports. The pub says it will begin airing from Times Square weekdays at 5pm starting Sept 27. The name comes from the concept: 7 stories across various categories that viewers need to know. -- **TNT** ordered 3 series pilots, including "Dallas," which focuses on the offspring of bitter rivals and brothers *JR* and *Bobby Ewing* from '80s TV and "Perception" (wt), featuring an eccentric neuroscientist who uses his unique outlook to help the federal government solve complex cases. **TBS'** new pilot order is "Brain Trust," about a detective whose career and life have hit rock bottom after he accidentally ends his partner's career.

People: **BBC Worldwide America** named *Ann Sarnoff*, previously of **Dow Jones**, COO. She previously worked with

BUSINESS & FINANCE

BBC Worldwide America pres *Herb Scannell* at **Viacom**. -- **Travel Channel** promoted *Elizabeth Browde* to vp, programming and dev. -- **Synacor** named **Arris** vet *Greg Riker* svp, worldwide sales. -- **Debmar-Mercury** tapped *Alexandra Jewett* as svp, programming and prod.

Reading List: Cable people, those tangentially-connected-to-cable and a slew of **CableFAX 100** regulars are ranked in *Vanity Fair's* 100 Most Influential People of the Information Age (Oct issue), including *Rupert Murdoch* (#4), *Michael Bloomberg* (7), *Dr John Malone* (10), *Jeff Bewkes* (13), *Bob Iger* (14), *Brian Roberts* (21), *Jon Stewart* (29), *George Bodenheimer* (32), *Richard Plepler*, *Sue Naegle* and *Michael Lombardo* (33), *Oprah* (34), *Steve Burke* (38), "Mad Men" creative teammates *Matt Weiner*, *Janie Bryant* and *Amy Wells* (43), **Hulu's** *Jason Kilar* (48), *Tom Freston* (63), *Les Moonves* (64), *David Zaslav* (65), *Matt Blank* (78) and *Chris Albrecht* (95). Oh, and the gossip. Zaslav spent \$25mln to buy *Conan's* Central Park W pad, and Long Island-born Iger fielded complaints from his family during **Disney's** dispute with **Cablevision**.

On the Circuit: **SCTE's** Cable-Tec Expo's Technology Leadership Roundtable will feature **Comcast's** *Steve Reynolds*, **Time Warner Cable's** *Mike Hayashi* and **Cisco** Fellow *John Chapman* (Oct 20, New Orleans).

Business/Finance: Chipmaker **Zoran** will acquire silicon tuner com-

CableFAX Daily Stockwatch

Company	09/08 Close	1-Day Ch	Company	09/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	39.77	0.46	AVID TECH:	11.19	(0.15)
DISH:	18.37	0.11	BIGBAND:	2.82	0.04
DISNEY:	33.84	0.00	BLNDER TONGUE:	1.84	(0.06)
GE:	15.70	0.26	BROADCOM:	33.55	0.30
NEWS CORP:	14.76	0.08	CISCO:	20.64	0.06
MSOS					
CABLEVISION:	26.60	0.34	CLEARWIRE:	7.02	(0.05)
COMCAST:	17.92	0.12	COMMSCOPE:	20.92	0.91
COMCAST SPCL:	16.89	0.16	CONCURRENT:	6.15	0.08
GCI:	9.59	0.05	CONVERGYS:	10.20	(0.05)
KNOLOGY:	12.71	0.06	CSG SYSTEMS:	19.67	0.03
LIBERTY CAPITAL:	48.03	(0.21)	ECHOSTAR:	19.23	(0.13)
LIBERTY GLOBAL:	28.82	(0.01)	GOOGLE:	470.58	6.18
LIBERTY INT:	11.52	0.26	HARMONIC:	6.44	0.11
MEDIACOM:	6.44	0.10	INTEL:	17.90	(0.22)
SHAW COMM:	21.64	0.04	JDSU:	10.50	0.33
TIME WARNER CABLE:	54.91	0.98	LEVEL 3:	1.11	0.02
VIRGIN MEDIA:	20.97	(0.36)	MICROSOFT:	23.93	(0.03)
WASH POST:	373.68	(0.79)	MOTOROLA:	7.98	0.15
PROGRAMMING					
CBS:	14.91	0.22	RENTRAK:	22.71	0.08
CROWN:	2.29	(0.04)	SEACHANGE:	7.21	0.06
DISCOVERY:	39.14	(0.04)	SONY:	29.40	(0.12)
GRUPO TELEVISA:	18.40	(0.1)	SPRINT NEXTEL:	4.39	(0.01)
HSN:	28.20	0.13	THOMAS & BETTS:	39.70	0.21
INTERACTIVE CORP:	25.93	0.34	TIVO:	8.52	0.09
LIBERTY:	36.39	(0.03)	TOLLGRADE:	7.53	(0.27)
LIBERTY STARZ:	60.50	0.72	UNIVERSAL ELEC:	20.09	0.12
LIONSGATE:	7.14	(0.02)	VONAGE:	2.26	0.07
LODGENET:	3.01	0.19	YAHOO:	13.75	0.22
NEW FRONTIER:	1.81	(0.04)	TELCOS		
OUTDOOR:	5.41	0.15	AT&T:	27.39	0.12
PLAYBOY:	5.09	0.03	QWEST:	5.80	0.06
SCRIPPS INT:	42.56	0.16	VERIZON:	30.46	0.24
TIME WARNER:	31.00	0.17	MARKET INDICES		
VALUEVISION:	1.97	0.01	NASDAQ:	2228.87	19.98
VIACOM:	36.84	0.28			
WWE:	14.29	0.04			
TECHNOLOGY					
ADC:	12.70	0.00			
ADVANTAGE:	3.09	0.00			
ALCATEL LUCENT:	2.74	0.04			
AMDOCS:	26.90	0.05			
AMPHENOL:	46.89	0.67			
AOL:	22.70	0.27			
APPLE:	262.92	5.11			
ARRIS GROUP:	8.57	0.13			

CableFAX's PROGRAM & Top Ops AWARDS

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Join us as we celebrate the 3rd annual CableFAX Program Awards and honor the Top Operators of the Year. This outstanding event will bring together those who create amazing content and those who excel in bringing it to the viewers. CableFAX will also be inducting eight honorees to CableFAX's Programming Hall of Fame.

Questions: Contact Elizabeth Brown at ebrown@accessintel.com; 301-354-1610

View Finalists and Register today at www.cablefax.com/program2010

Special Issue: Program Award winners and honorees will be featured in CableFAX: The Magazine's October Programming Issue and distributed in print at the October 4th event, Cable Fall Connection and Telco TV.

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CableFAX Program Award Finalists

Best Cable Program - Platinum

- Breaking Bad - AMC
- Damages - FX
- Dexter - Showtime
- Mad Men - AMC
- Rescue Me - FX
- The Secret Life of the American Teenager - ABC Family
- The U - ESPN

Best New Cable Program - Platinum

- 30 for 30 - ESPN
- Justified - FX
- LIFE - Discovery Channel
- Nurse Jackie - Showtime Networks
- The Pacific - HBO
- WWII in HD - History

Best Actor in Cable - Platinum

- Gabriel Byrne, In Treatment - HBO
- Bryan Cranston, Breaking Bad - AMC
- Jon Hamm, Mad Men - AMC
- Timothy Olyphant, Justified - FX
- Ron Periman, Sons of Anarchy - FX

Best Actress in Cable - Platinum

- Glenn Close, Damages - FX
- Claire Danes, Temple Grandin - HBO
- Elisabeth Moss, Mad Men - AMC
- Edie Falco, Nurse Jackie - Showtime
- Katey Sagal, Sons of Anarchy - FX
- Kyra Sedgwick, The Closer - TNT

Best Director

- Jon Hock, The Lost Son of Havana - ESPN
- Mick Jackson, Temple Grandin - HBO
- Barry Levinson, The Band the WOULD'N'T Die - ESPN
- Kurt Sutter, Sons of Anarchy - FX

Best Producer

- Randy Barbato, Fenton Bailey, Richard Courtney, Robert Sizemore, Tori Spelling and DeanMcDermott, Tori and Dean: Home Sweet Hollywood - Oxygen Media
- Brenda Hampton, The Secret Life of the American Teenager - ABC Family
- Debbie Jacobson and Dean Love, What's Next Reunion Show - Retirement Living TV
- Maria Perez-Brown - SiTV
- The Tudors - Showtime

Best Writer

- Steven S. DeKnight, Spartacus: Blood and Sand - Starz
- Savannah Dooley & Winnie Holzman, Huge - ABC Family
- Denis Leary & Peter Tolan, Rescue Me - FX
- Kurt Sutter, Sons of Anarchy - FX

Best Actor/Actress/Host: Comedy

- Brooke Elliott, Drop Dead Diva - Lifetime Television
- Edie Falco, Nurse Jackie - Showtime
- Joel McHale, The Soup - Comcast Entertainment Group
- James Roday, Psych - USA Network
- Tony Shalhoub, Monk - USA Network

Best Actor/Actress/Host: Drama

- Matt Bomer, White Collar - USA Network
- Jon Hamm, Mad Men - AMC
- Joe Mazzello, The Pacific - HBO
- Mary McCormack, In Plain Sight - USA Network

Best Host: Food

- Alton Brown, Iron Chef America - Food Network
- Guy Fieri, Diners, Drive-Ins and Dives - Food Network
- Adam Richman, Man v. Food - Travel Channel
- Andrew Zimmern, Bizarre Foods - Travel Channel

Best Host: News/Public Affairs

- Matt Frei, BBC World News America - BBC America
- Melissa Lee, Host of CNBC's "Fast Money" - CNBC
- Dan Rather, HDNet's Dan Rather Reports
- Paula Zahn, On the Case with Paula Zahn - Investigation Discovery

Best Host: Reality/Game Show

- Ben Bailey, Cash Cab - Discovery Channel
- Heidi Klum, Project Runway - Lifetime Television

Best Host: Regional Program

- Chick Hernandez, Redskins Kickoff - Comcast Sports Net Mid-Atlantic
- Paul Lisnek, Site of Remembrance - Comcast
- Robert Traynham, Roll Call with Robert Traynham - The Comcast Network

Best Host: Sports

- Mike Breen, Mark Jackson and Jeff VanGundy, NBA on ESPN - ESPN
- Ernie Johnson, Inside the NBA - Turner Sports
- Dhani Jones, Dhani Tackles the Globe - Travel Channel

Best Host: Talk Shows

- Chelsea Handler, Chelsea Lately - Comcast Entertainment Group
- Suze Orman, The Suze Orman Show - CNBC
- Susan Swain, Washington Journal - C-SPAN

Best Host: Other

- Anthony Bourdain, No Reservations - Travel Channel
- Michele Lepe as Nina, The Goodnight Show - PBS Kids Sprout
- Jeremy Wade, River Monsters - Animal Planet

Best Online/Mobile Extras for a Linear Show

- Better Call Saul - Sony Pictures Television
- In the Kitchen with Andrew Zimmern - Travel Channel
- TNT Race Buddy - Turner Sports
- Tour de France Tour Tracker - Versus

Best Online-Only/Mobile-Only Show

- E! News Now - Comcast Entertainment Group

- Ghost Adventures: Asylum of the Damned - Travel Channel
- The Jump on NBA.com - NBA Digital/Turner Sports
- Off the Track with Tony Stewart - Turner Sports

Best Opening Sequence

- NBA All-Star Sunday Night - Turner Sports
- NBA on ESPN - Eastern Conference Finals Open - ESPN
- Not Fade Away - Retirement Living TV
- WWII in HD - History Channel

Best Show or Series: Animals/Nature

- No Dog Left Behind - Military Channel
- Natural companions - Veria
- Whale Wars - Animal Planet

Best Show or Series: Animated

- Archer - FX
- The Ricky Gervais Show - HBO
- Star Wars: The Clone Wars - Cartoon Network

Best Show or Series: Comedy

- Greek - ABC Family
- The Hard Times of RJ Berger - MTV
- It's Always Sunny in Philadelphia - FX
- Latino 101 - SiTV
- Party Down - Starz Entertainment
- Psych - USA Network

Best Show or Series: Documentary

- America The Story of Us - History Channel
- Anatomy of a Closet - Ovation
- Beyond the Barrel: The Race to Fuel the Future - CNBC
- LIFE - Discovery Channel
- The Lost Son of Havana - ESPN
- Ray Johnston Band: Road Diaries - HDNet
- WWII in HD - History

Best Show or Series: Drama

- Breaking Bad - AMC
- Mad Men - AMC
- The Secret Life of the American Teenager - ABC Family
- Sons of Anarchy - FX
- Spartacus: Blood and Sand - Starz Entertainment

Best Show or Series: Educational/Instructional

- Good Eats with Alton Brown - Food Network
- Yard Crashers - DIY Network

Best Show or Series: Family Friendly

- America The Story of Us - History
- Christmas in Canaan - Hallmark Channel
- Debbie Macomber's Mrs. Miracle - Hallmark Channel

Best Show or Series: Food

- Hot on the Trail - Veria
- Man v. Food - Travel Channel
- The Next Iron Chef - Food Network

Best Show or Series: Music

- FUSE Presents Jay-Z from Madison Square Garden: Answer the Call - FUSE
- HDNet Concert Series - HDNet
- On the Record with FUSE - FUSE

Best Show or Series: News

- Anderson Cooper 360 - CNN
- Banking on Geithner: A CNBC Town Hall Event with the Treasury Secretary - CNBC
- Dan Rather Reports - HDNet
- E! News - Comcast Entertainment Group
- Meeting of the Minds: The Future of Health Care - CNBC

Best Show or Series: Other

- Anthony Bourdain: No Reservations - Travel Channel
- Attack of the Show - Comcast Entertainment Group/G4
- Live from the Red Carpet - Comcast Entertainment Group/E!
- Meet the Natives: USA - Travel Channel
- On the Case with Paula Zahn - Investigation Discovery
- Top Gear Season 13 - BBC America

Best Show or Series: Public Affairs

- GAC for "Music City: Keep on Play in"-A Benefit for Flood Relief" - Scripps Networks
- It's your Call with Lynn Doyle: Incest Survivors - The Comcast Network
- Walter Cronkite America's Newsman - Retirement Living TV

Best Show or Series: Reality/Game Show

- American Pickers - History Channel
- Model Latina - SiTV
- Jersey Shore - MTV
- Pawn Stars - History Channel
- Ruby - Comcast Entertainment Group/Style

Best Show or Series: Regional Program

- Home and Away - Haunted Atchison - Free State Studios
- SU VIDA - Cox Communications
- Yankees Pre-Game and Post-Game Shows - YES Network

Best Show or Series: SciFi

- Caprica - Syfy
- Survivors Seasons 1 & 2 - BBC America

Best Show or Series: Sports

- Inside the NBA - Turner Sports
- The Journey: Big Ten Basketball 2010 - Big Ten Network
- NHL on Versus - Versus
- Small Potatoes: Who Killed the USFL - ESPN
- Without Bias - ESPN
- Yankees Baseball - YES Network

Best Show or Series: Talk Shows

- The Suze Orman Show - CNBC
- Chelsea Lately - Comcast Entertainment Group
- It's your Call with Lynn Doyle: Incest Survivors - The Comcast Network
- Center Stage - YES Network

Best Video on Demand Program

- Carolina on Demand: High School Sports - Time Warner Cable
- News 13 on Demand: Home from Haiti - Central Florida News 13

The winners will be announced during the October 4th award luncheon at the Grand Hyatt in New York City and in CableFAX: The Magazine Programming: Next and Best issue. Congratulations to all the finalists. See you on October 4th!

To register for the event, visit www.CableFAX.com/program2010

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Amy Abbey, Associate Publisher, 301.354.1629 ; aabbey@accessintel.com

Think about that for a minute...

Consumer

One would think that it's relatively easy to define who or what a "consumer" is. It's not.

I started looking at this question when it became clear that it's becoming somewhat central to the debates over "net neutrality." Some "public interest" advocates claim it's a "simple" issue.

Let's take it out of the realm of telecommunications for a moment. When you buy cat food, are you the "consumer?" No, the cat consumes the food. But you are the "customer" who bought it, and put it to use. OK, the cat may be yours, or not, but maybe you are not considered the "intermediary buyer" in that situation. So let's take another: A repairman is working on my house.



Steve Effros

He needs some wood. He goes to Home Depot and buys it. Is he the "consumer" or am I? If he changes

its composition by cutting it and painting it, but it's put on my house and I pay the ultimate cost of the construction, am I the "customer"?

But if that repairman has a bad experience with the cashier, or is told the wrong information by the service representative, is he entitled to complain about "customer service" and seek redress or do I have to do it? Well, you see my point. This isn't as simple as it first appears.

Let's take it from another angle; when Walmart proposes to build one of its "big box" stores in a community, there is an instant uproar about the effect on traffic. The company is required to pay for extra roads if it causes congestion, and traffic lights, etc, as part of allowing it to build the store. Those roads are not really "used" by Walmart, they are used by the "consumers" who go to the store. This same example applies these days to just about any developer. They have to build

the roads, widen the boulevards, etc, even though individuals are buying the houses that are being built. The buyers, it would seem, are the "consumers" but someone else, the developer (the seller) is imposing the burden on the road, sewer and school system, and is expected to share in the cost of improvements so that the value of whatever is being sold to the "end" consumer is maintained.

OK, I'm sure you see where this is going. A significant part of the debate now raging about "net neutrality" centers on who should appropriately pay for and in some way "control" the communication on the "public" Internet. The argument is that the "consumer" is the only one who is actively seeking input through an ISP-supplied transport. That the transport cannot in any way be managed or controlled, and that all burdens placed on that transport must be treated equally. But is that true?

The "Walmart" of the "Public Internet" at the moment is Netflix. Studies show that data distributed by Netflix represents over 25 percent of the "traffic" that traverses the roads going to the "consumer's" house built by the ISPs. We have already seen that in the context of a road, or "Super Highway," so-called "public interest advocates" have no qualms about demanding that Walmart, in order to take advantage of those roads and Super Highways, has to share in the cost of upgrading them to the degree its impact can be proved to affect them.

So why not the transport "Super Highway" of the Internet?

Before all the yelling and screaming starts, of course I know this is overly simplified. But despite claims to the contrary, the question raised doesn't have a "simple" answer.

Steve

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CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

The CableFAX Best of the Web Awards will also salute the cable executives behind the scenes who make these digital initiatives shine. The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine. The winners and honorable mentions will be saluted during an awards event in April 2011 in New York City.

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com
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