

CableFAX Daily™

Friday — September 10, 2010

What the Industry Reads First

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Home Sweet Home? Hallmark Readies Daytime Debut Without AT&T

Hallmark Channels are still dark on U-Verse, with AT&T continuing to tell Facebook visitors Thurs that there hasn't been any progress since they went dark Sept 1. While the number of comments have slacked some, there continues to be a steady stream of posts on the U-Verse Facebook page from fans wanting their Hallmark fix. On Mon, Hallmark Channel debuts daytime franchise "Hallmark Channel Home" from 10am-6pm, which includes "The Martha Stewart Show," "Whatever with Alexis and Jennifer" and "Mad Hungry with Lucinda Scala Quinn." As with anything, we've seen some mixed reaction during the Facebook AT&T-Hallmark spat, with some saying they especially want Hallmark back so they can watch Martha (who will be heavily featured, including through library content) and others saying that they don't want the daytime lineup to change and worrying that the money angle of the dispute could be because of the new Martha programming. Laura Sillars joined Hallmark Channels in late May as svp, lifestyle programming—putting her in charge of the day-to-day relationship with Martha Stewart Living Omnimedia and creating the new daytime franchise. CableFAX recently spoke to her about the changes ahead. **What if you don't like Martha?** Obviously, we're trying to get as many eyeballs as we possibly can. She does very well in her syndicated show. Will we have those numbers right away? Probably not. But there's synergy in her brands—we love to celebrate, we love family, she inspires women. So, I really do think there's a fit, and we're committed to her. **Are you creating a brand new Hallmark Channel—should we look at it as a rebrand?** We are right this moment creating a new place for lifestyle programming on this brand, and not really thinking in the future about if we're creating a new cable channel. **So there's no plan at this point to create 2 different networks like we see with Cartoon and Adult Swim?** Not at this point... I think it's something that has been brought up, but it's not something where we've said, 'Oh, yes, this is where we're going.' **How do you balance what seems like 2 different nets?** If you look at a broadcast network, it's soaps during the day and then they go into their prime drama series. I do think there are 2 different things going on here, but I do think as we grow and as we move, we might bring some lifestyle into your 6-9 hour, building up to the movies. We are just getting started here. [In fact, Martha has 2 prime specials planned for the fall, beginning with a Sept 19 fashion-centric special] **What are you bringing with you from your time at HGTV?** HGTV is a great channel for ideas and inspiration. I think I'm bringing that a lot with me. I think what I bring from "The Oprah Show"

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[she was a former producer] is to bring that feeling of funness to it. I'm excited to bring those 2 genres together.

Competition: FiOS TV customers are the 1st to gain access to **MaxGo.com**, **Cinemax's** online video destination that features more than 700 hours of programming monthly. Subs must also receive Cinemax to get unlimited access to the site from anywhere in the US with a broadband connection. Verizon's TV Everywhere portal, which features at **Verizon.com/fiostvonline** shows from nets including **TNT**, **TBS**, **Fox News** and **MTV**, also includes Cinemax content.

In the States: CNN expanded its relationship with **Level 3 Comm** to include a fully managed video delivery, IP and networking solution at its Atlanta headquarters and augmented fiber capacity in its NYC studios.

2D's Large Lead: As sports telecasts have dominated the 3D landscape in recent months, a dearth of additional content is 1 reason 3DTVs are facing slow adoption, according to research by **CTAM** and **Nielsen**. High costs associated with 3D sets and equipment and issues with 3D glasses are also reasons, and data shows that consumers' plans to purchase a 3DTV in the next 12 months actually ebbed after a demo of the tech. Interestingly, 89% of the focus group participants felt that 3D glasses would constrain their multitasking activities as compared to 2D viewing habits in the home, and 77% perceive 3DTV viewing as better suited to special events such as movies or sporting events, as opposed to everyday programming. Evidence of consumers' tepid early feelings for the tech was found in a recent **CEA** report too. The survey uncovered the same primary reasons as did CTAM/Nielsen, and found that more than 75% of consumers have yet to watch 3D content on a 3DTV. 20% said they will never buy a 3DTV.

Mobile Broadcast: A coalition of 30 TV broadcasters whose stations cover more than 263mln consumers formed the **Mobile500 Alliance** to accelerate the nationwide availability of Mobile DTV. The org seeks to build on the activities of the **Open Mobile Video Coalition**, through which 8 local stations in D.C. are currently transmitting up to 20 channels of broadcast TV programming to hundreds of mobile devices, and will work to secure content arrangements with program suppliers and enhanced consumer device features with electronics manufacturers.

Carriage: Comcast expanded its Hispanic programming lineup in Baltimore, Richmond and DC, adding 30+ new Hispanic networks to its MultiLatino packages. New nets include La Familia and TVE.

On the Hill: The **House Communications** subcmte scheduled a hearing for Thurs on the Universal Service Reform Act.

On the Scene: At Lifetime's "Project Runway" fashion show Thurs, *Jessica Simpson* emerged from backstage at the Lincoln Center Theater, the epicenter of NY Fashion Week, revealing herself to be the celebrity guest judge for the fashion competition's season 8 finale (and 3rd season on Lifetime) alongside fashion powerhouse regulars *Michael Kors* and *Nina Garcia*. Ten contestants showed their design collections on the runway for the finale taping (in order to obscure the 3 true finalists), collections that fire-engine-red clad host *Heidi Klum* described as a "sea of color and fairytale-inspired garments." Truly, inspirations ranged across the board from *Valerie Mayen's* "if Rainbow Brite and *David Bowie* had a love child" to *April Johnston's* introduction: "dusty dolls going to a tea party and getting washed away." "Project Runway" airs at 9pm Thursdays on Lifetime, and the finale will be telecast in late Oct.

Ratings: At least in cable, **Disney Channel's** prime victory last week may have marked the end of summer more efficiently than did the start of school. It was "Camp Rock 2" that most helped drive **USA** from its seasonal pedestal,

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and with football season here the big success of cable ent originals will again be largely overshadowed until next year. To wit: **ESPN's** Mon night Boise St-Virginia Tech telecast set a college football record for the net with 7.25mln HHs while also notching the 2nd most total viewers (9.89mln). **ESPN3** now counts the game as its most-watched college football tilt in history as well. Meanwhile, the 3rd season premiere of **FX's** "Sons of Anarchy" delivered 4.13mln total viewers Tues night and 2.81mln 18-49s.

People: Comcast welcomed *Cynthia Hook* as svp/general auditor. -- **Discovery Studios** appointed *Jocelyn Shearer* vp, footage sales.

Business/Finance: With a 'buy' rating on **Discovery Comm** shares, **Miller Tabak's David Joyce** said **The Hub**, which launches Oct 10, could earn approx \$53mln in annualized revenue to start off, including \$38mln affil revenue and \$15mln ad revenue. Those numbers are dwarfed by **Nickelodeon** and **Cartoon Net**, of course, but Joyce said **Disney XD** is also well ahead with \$122mln in annual ad revenue and \$205mln in affil revenue. -- **Verizon** participated in a Series B financing round for **4Home**, a provider of connected home services including energy management and device control. The pair is working to integrate such services with VZ's forthcoming LTE network.

CableFAX Daily Stockwatch

Company	09/09 Close	1-Day Ch	Company	09/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	39.80	0.03	AVID TECH:	11.38	0.19
DISH:	18.45	0.08	BIGBAND:	2.80	(0.02)
DISNEY:	34.08	0.24	BLNDER TONGUE:	1.99	0.15
GE:	15.91	0.21	BROADCOM:	33.95	0.40
NEWS CORP:	15.05	0.29	CISCO:	20.61	(0.03)
MSOS			CLEARWIRE:	7.29	0.27
CABLEVISION:	26.70	0.10	COMMSCOPE:	21.00	0.08
COMCAST:	17.98	0.06	CONCURRENT:	6.44	0.29
COMCAST SPCL:	16.90	0.01	CONVERGYS:	10.22	0.02
GCI:	9.70	0.11	CSG SYSTEMS:	19.64	(0.03)
KNOLOGY:	12.52	(0.21)	ECHOSTAR:	19.37	0.14
LIBERTY CAPITAL:	48.16	0.13	GOOGLE:	476.18	5.60
LIBERTY GLOBAL:	29.17	0.35	HARMONIC:	6.47	0.03
LIBERTY INT:	11.66	0.14	INTEL:	18.00	0.10
MEDIACOM:	6.53	0.08	JDSU:	11.10	0.60
SHAW COMM:	21.66	0.02	LEVEL 3:	1.11	0.00
TIME WARNER CABLE:	54.92	0.01	MICROSOFT:	24.01	0.08
VIRGIN MEDIA:	21.44	0.51	MOTOROLA:	7.98	0.00
WASH POST:	375.13	1.45	RENTRAK:	22.74	0.03
PROGRAMMING			SEACHANGE:	7.22	0.01
CBS:	15.05	0.14	SONY:	29.65	0.25
CROWN:	2.14	(0.15)	SPRINT NEXTEL:	4.40	0.01
DISCOVERY:	39.14	0.00	THOMAS & BETTS:	39.78	0.08
GRUPO TELEVISIA:	18.50	0.10	TIVO:	8.49	(0.03)
HSN:	28.51	0.29	TOLLGRADE:	7.36	(0.15)
INTERACTIVE CORP:	26.20	0.27	UNIVERSAL ELEC:	19.98	(0.11)
LIBERTY:	36.35	(0.04)	VONAGE:	2.27	0.01
LIBERTY STARZ:	60.07	(0.43)	YAHOO:	13.65	(0.1)
LIONSGATE:	7.23	0.09	TELCOS		
LODGENET:	2.98	(0.03)	AT&T:	27.81	0.42
NEW FRONTIER:	1.83	0.02	QWEST:	5.82	0.02
OUTDOOR:	5.57	0.16	VERIZON:	30.84	0.38
PLAYBOY:	5.09	0.00	MARKET INDICES		
SCRIPPS INT:	43.05	0.49	NASDAQ:	2236.20	7.33
TIME WARNER:	31.02	0.02			
VALUEVISION:	1.85	(0.12)			
VIACOM:	36.94	0.10			
WWE:	14.42	0.13			
TECHNOLOGY					
ADC:	12.69	(0.01)			
ADDVANTAGE:	3.05	(0.04)			
ALCATEL LUCENT:	2.76	0.02			
AMDOCS:	26.58	(0.32)			
AMPHENOL:	46.26	(0.63)			
AOL:	23.01	0.31			
APPLE:	263.07	0.15			
ARRIS GROUP:	8.55	(0.02)			

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 Wouldn't Die - ESPN
- Kurt Sutter, Sons of Anarchy - FX

Best Producer

- Randy Barbato, Fenton Bailey, Richard Courtney, Robert Sizemore, Tori Spelling and Dean McDermott, 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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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

For the Kids

When **The Hub** launches next month with both high expectations and patience (*Cfax*, 9/9), it'll have nearly a year to stake its flag in the kids space before the next all-important summer season. But data from June-Aug point to stiff competition, as **Nickelodeon** led all cable channels in summer total day delivery, **Disney Channel** ranked 2nd and **Cartoon Net** 7th, according to **Nielsen**. But we must drill down deeper to gauge the current servicing of 6-11s by nets, and by doing so perhaps determining whether a void exists in the demo as The Hub pres Loesch contends. Just looking at Aug total day, Disney Channel (+4%), **Disney XD** (+1%), Nick (+14%) and **Nicktoons** (+44%) all increased their 6-11 delivery YOY, while Cartoon Net (-4%) declined in the demo. The 5 nets collectively averaged 2.23mln 6-11s in Aug total day, yet the majority of all the nets' audiences was outside that demo. At the high end, 42% of XD's audience was 6-11s. The landscape's clearly crowded, although Loesch is eying 6-9s as The Hub's specific niche. And judging from the summer's top shows among 6-11s, there appears to be a dearth of top fare for that specific age group. I'm not a parent, but I must assume that Nick's "iCarly" and Disney Channel's "Sonny with a Chance" and "Hannah Montana Forever"—which all ranked 8th or better on the summer top telecast list among 6-11s—aren't ideal for 6-9s. Programs including "Toy Story 2" on Disney, Nick's "SpongeBob" and Disney's "Phineas and Ferb" are perhaps more suitable, yet also severely underrepresented on the telecast list. As Loesch cited the latter show as an example of a solid programming for 6-9s, it's clear that both Nick and Disney are skewing a bit older, toward tweens and teens. Still, The Hub must deal with them and more aligned competitors such as Nicktoons and XD upon launch—not to mention finicky kids, who, like new nets, require patience. *CH*

Worth a Look: "Why is Bin Laden Alive?" Sun, 10p, **Investigation Discovery**. *Bin Laden*'s been running for a decade, and not seen in 7. The CIA is split on whether he's alive. If so, he's presumed in Pakistan, amidst awfully inhospitable terrain. The US had chances to get him. Why did it fail? In the end, the doc's title remains a perplexing question. -- "The Rivals," Sat, 8p, **Smithsonian**. An intimate and perhaps disturbing look at HS football in 2 Maine communities, one a blue collar town, the other a prosperous area. -- "Unmatched," Tues, 8p ET, **ESPN**. With respect to the previous doc, *Navratilova* and *Evert* might be the greatest rivalry ever, having faced off 80 times; they meet here to talk with great honesty. *SA*

Notable: More Curb appeal. **WGN** starts running **HBO** hit "Curb Your Enthusiasm" with 8 eps Sun, 8p. **TV Guide Net** also has Curb (M-Thurs, 10p), with a group discussion afterward. "Entourage" begins on WGN Mon, 9:30p. -- *Cher* and the casts of "The Jersey Shore" and "Glee" together? Only at the "MTV Video Music Awards," Sun, 9p. -- The 2nd annual "Stand Up to Cancer" fundraiser begins Fri at 8p on **Bio**, **Current**, **Discovery Health**, **E!**, **G4**, **HBO**, **HBO Latino**, **MLB**, **mun2**, **Showtime**, **Smithsonian**, **Style**, **TV One**, **VH1** and the broadcasters. *SA*

Basic Cable Rankings

(8/30/10-9/05/10)

Mon-Sun Prime

1	DSNY	2.2	2233
2	USA	2.1	2086
3	ESPN	1.8	1775
4	TNT	1.7	1751
5	FOXN	1.5	1438
6	NAN	1.3	1317
7	TBSC	1.1	1143
7	HGTV	1.1	1088
7	HIST	1.1	1056
7	TOON	1.1	1054
7	MTV	1.1	1046
12	A&E	1	1041
12	ESP2	1	953
14	LIFE	0.9	944
14	TLC	0.9	885
14	TRU	0.9	879
14	FAM	0.9	850
14	FX	0.9	837
14	AMC	0.9	826
14	NKJR	0.9	628
21	FOOD	0.8	833
21	DISC	0.8	818
21	BRAV	0.8	760
24	SYFY	0.7	734
24	CMDY	0.7	728
24	TVLD	0.7	663
24	BET	0.7	610
24	LMN	0.7	580
24	NFLN	0.7	424
30	SPK	0.6	643
30	MSNB	0.6	615
30	EN	0.6	542
30	HALL	0.6	509
34	OXYG	0.5	415
34	NGC	0.5	339
34	NKTN	0.5	316
34	ID	0.5	314
38	CNN	0.4	448
38	APL	0.4	435
38	TWC	0.4	366
38	TRAV	0.4	362
38	VH1	0.4	354
38	SOAP	0.4	281
38	GSN	0.4	278
38	WGNA	0.4	256
38	TV1	0.4	190

*Nielsen data supplied by ABC/Disney



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