

CableFAX Daily™

Monday — September 11, 2006

What the Industry Reads First


Volume 17 / No. 175

And In This Corner: MavTV Enters the Wrestling Ring

MavTV inked a pair of production deals with independent wrestling leagues **Adrenaline Unleashed** and **XCW Pro Wrestling**, and has nearly pinned down a similar deal with **WWE** "developmental league" **Deep South Wrestling**. The "irreverent network for adult men" (Guys: remember the urinal cakes at the nat'l show?) is targeting an early Nov launch for wrestling content, said co-founder and vp, programming *Rob Stevens*. He said grappling shows will likely tag team on Wed nights with mixed martial arts programming under the promotional banner "The Toughest Night on TV." The net expects wrestling to elevate viewership and provide a dominant selling point for prospective distributors. "Wrestling illustrates the character and style of what we want to give guys," said Stevens. "It will help keep our name spreading and get us on the roadmap for other distributors." The net currently passes 1.2m HHs and has national distribution deals with **Charter** and **Verizon. USA** and **Sci Fi** can certainly testify to wrestling's popularity, with **WWE's USA** telecasts routinely ranking in the weekly prime top 5, and **ECW** airings on **Sci Fi** averaging 2.7m viewers since their June return to the net. When MavTV announced a TV pact with **TNT Pro Wrestling** in Aug (the deal was ultimately counted out), traffic to mavtv.com tripled, said svp, sales and mktg *Doug Jost*. The net wants to pursue deals with independent wrestling entities around the country, and the initial triumvirate already represents 3 distinct regions. MavTV also expects to include PPV events and female wrestling on its fight card.

Footbrawl: **Time Warner Cable** plans shortly to kick off interactive apps for fantasy football enthusiasts in several markets following its Nov launch of the "Time Warner Cable Fantasy Football Tracker" in Green Bay, WI. That service provides updated stats on selected players through a scrolling ticker and other formats. Such technology is in high demand as fantasy football participation has exploded in recent years. And given the sometimes acrimonious relationship between cable and **NFL Network**, it may be an important piece of the industry's NFL-related playbook going forward (MSOs cannot offer on demand NFL content without owning a distribution deal with the net). Cable lost more yardage in this fight Thurs, as **TiVo** and **CBS SportsLine** announced a deal that allows certain TiVo subs to interactively manage their SportsLine fantasy football leagues using a remote control. Live player stats and team scores, breaking news and short-form videos are offered by CBS' "Fantasy Football Companion."

IPTVision: *Anil Srivatsa* has left **ImaginAsian TV** where he was evp of affiliate sales, to join **NeuLion**, an IPTV startup whose backers include **Cablevision** chmn *Chuck Dolan*. Srivatsa aims to expand NeuLion's lineup of IP-delivered ethnic subscription packages, such as the Chinese-language networks that make up its **KyLinTV** service. NeuLion will offer these programmers to cable operators (including Cablevision, naturally) for VOD and also offers branded IPTV channels, including **Islanders TV** for fans of Long Island's **NHL** team and another channel for Catholics. Dolan says he invested in NeuLion (founded by another resident of Long Island's tony Oyster Bay, computer magnate *Charles Wang*)



The
MINOR
Accomplishments
of
Jackie Woodman

A NEW COMEDY SERIES FROM IFC

"...AN ACERBIC, INDIE-FLAVORED
COMPLEMENT TO *ENTOURAGE'S*
BIG-BUDGET STUDIO FANTASY."
TIME® MAGAZINE

FRIDAYS &
SUNDAYS
AT 11PM

IFC
tv, uncut.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Dave Dekker, 301/354-1750, ddeker@accessintel.com ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Scott Gentry/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

because IPTV delivery represents TV's future. "There isn't anyone in our industry who isn't studying IPTV and how this technology can be used to enhance capacity," Dolan said. "This is especially true as we search for new ways to deliver specialized content to niche audiences that, otherwise, would have fewer programming alternatives." — *Shirley Brady*

Out at the Plate: The **MLB** has struck out **Time Warner Cable's** L.A.-area VOD channel it launched with the L.A. Dodgers (**Cfax**, 8/8), saying the deal violates MLB's control of all league-related interactive media initiatives. Meanwhile TWC, which has already produced Dodgers content, continues to ramp up production on strong demand for team features, said spokesperson *Patti Rockenwagner*. The MSO wants to air some content on local origination channels but will ultimately "wait to get a cue from the Dodgers on what we will do with programming," she said.

Online: The **NFL** and **Yahoo!** inked a deal for "NFL Game Pass," a subscription service powered by Yahoo! Sports and offering live games at nfl.com/nflgamepass. It's the 1st time the league has made a full season of games available online. Fans can pay \$24.99/week or \$249.99 for the entire 17-week regular season. -- **Amazon** unveiled its video download service "Unbox" last week. **Cartoon Net** and **Adult Swim** are among the 1st nets to sign programming deals. TV shows cost \$1.99/ep. Most movies range from \$7.99-\$14.99.

At the Portals: The **FCC** recorded 399 consumer complaints about cable and satellite issues during 2Q, up from 290 in 1Q. The bulk of the 2Q complaints (161) were related to programming issues, such as content or choice of channels.

Programming: "BET News" today marks 9/11 with "From The Ground Up," a series of briefs featuring analysts, politicians and Muslims living in the U.S. reflecting on the tragedy and conditions for African Americans.

Editor's Note: It's nomination time for **CableWorld's** "Top 50 Women in Cable" issue (coming out Nov 6). Download a nomination form at www.cableworld.com/cableworld and fax or email *Shirley Brady* (sbrady@accessintel.com; 212-621-4895) by Sept 22. -- Today's **CableWorld** notes that cable operators seem to be taking diversity more seriously as it unveils its list of most influential minorities in cable, starting with **Time Warner** chief *Dick Parsons*. The issue also contains profiles of the winners of **NAMIC's** Excellence in Multi-Cultural Marketing Awards.

People: *Mildred Webber*, former deputy chief of staff to House Majority Whip *Roy Blunt*, joins **NAB's** lobbying team Oct 2. NAB said her hiring is 1 of a series of staff additions including both Republicans and Democrats. -- *Christian Vesper* was upped to svp, acquisitions, program planning and scheduling at **Sundance Channel**. -- Exec search firm **CarterBaldwin** appointed former **The Weather Channel** svp *Susan Scott* a partner. -- Best of luck to **Cable Positive** vp, ops *Nancy Schadoff*, who is leaving Oct 13 but will continue to freelance for the org.

Business/Finance: New **Viacom** pres/CEO *Philippe Dauman* will receive an annual salary of \$2mln, and he'll be eligible for a target bonus of \$7mln each year (maximum bonus would be \$14mln). He also receives stock options valued at \$12mln, according to an **SEC** filing. Ousted pres/CEO *Tom Freston* received a \$5.3mln base salary and a \$13mln bonus in 2005. Newly named chief admin officer *Thomas Dooley* gets a \$1.6mln base salary, eligibility for a \$5.6mln target bonus and stock options valued at \$9.6mln. -- **Cablevision** subsidiary **CSC Holdings** announced it will further extend until Oct 10 its offer to exchange up to \$500mln aggregate principal amount of its 6-3/4% Senior Notes due '12 (**Cfax**, 8/17) for an equal aggregate amount of its registered 6-3/4% Series B Senior Notes due '12. The notes were initially issued and sold in a private placement in April '04.

History Makes History 90 Million Subscribers.

Thank you to all of our affiliates for helping
The History Channel® reach 90 million subscribers.
We couldn't have done it without you.

Source: Nielsen Media Research, Sept. 2006 U.E.



THE
HISTORY
CHANNEL®

CableFAX Week in Review

Company	Ticker	9/08 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	41.98	(3.7%)	24.40%
DIRECTV:	DTV	19.47	1.40%	37.90%
DISNEY:	DIS	29.58	(1%)	23.40%
ECHOSTAR:	DISH	33.54	3.80%	23.40%
GE:	GE	34.01	(0.4%)	2.70%
HEARST-ARGYLE:	HTV	23.37	0.70%	2.60%
ION MEDIA:	ION	0.88	(2.2%)	(4.3%)
NEWS CORP:	NWS	19.54	(2.6%)	18.20%
TRIBUNE:	TRB	31.30	0.20%	6.40%

Company	Ticker	9/08 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	23.52	0.00%	0.20%
CHARTER:	CHTR	1.53	4.80%	25.40%
COMCAST:	CMCSA	34.90	(1%)	34.60%
COMCAST SPCL:	CMCSK	34.81	(1%)	35.50%
GCI:	GNCMA	12.74	0.60%	23.30%
KNOLOGY:	KNOL	10.20	0.30%	165.60%
LIBERTY CAPITAL:	LCAPA	86.72	0.10%	9.40%
LIBERTY GLOBAL:	LBTYA	24.31	2.00%	8.00%
LIBERTY INTERACTIVE:	LINTA	19.60	2.30%	1.80%
MEDIACOM:	MCCC	7.02	(0.4%)	27.90%
NTL:	NTLI	26.90	1.50%	13.10%
ROGERS COMM:	RG	50.72	(3.4%)	20.70%
SHAW COMM:	SJR	29.24	(2.9%)	43.90%
TIME WARNER:	TWX	16.87	0.70%	(1.5%)
WASH POST:	WPO	754.01	(2.1%)	1.10%

Company	Ticker	9/08 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	28.46	(1.4%)	10.40%
CROWN:	CRWN	4.18	7.20%	(54.4%)
DISCOVERY:	DISCA	13.68	(2.4%)	(6.5%)
EW SCRIPPS:	SSP	46.07	(2%)	(2.6%)
GRUPO TELEVISIA:	TV	18.95	(1.3%)	(5.8%)
INTERACTIVE CORP:	IACI	28.11	(1.4%)	(0.7%)
LODGENET:	LNET	18.50	(2.9%)	32.70%
NEW FRONTIER:	NOOF	8.76	3.40%	34.20%
OUTDOOR:	OUTD	10.39	(4.8%)	(23%)
PLAYBOY:	PLA	9.19	(0.9%)	(33.8%)
UNIVISION:	UVN	34.63	(0.5%)	17.80%
VALUEVISION:	VVTV	11.10	(1.2%)	(11.9%)
VIACOM:	VIA	34.55	(6.5%)	(19.9%)
WWE:	WWE	17.30	1.80%	29.30%

Company	Ticker	9/08 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	4.32	(2.5%)	20.00%
ADC:	ADCT	13.48	(1.3%)	(17.7%)
ADVANTAGE:	AEY	3.85	(4%)	(37.4%)
AMDOCS:	DOX	39.00	1.40%	16.00%
AMPHENOL:	APH	57.64	0.60%	30.70%
ARRIS GROUP:	ARRS	11.63	(1.4%)	22.80%
AVID TECH:	AVID	39.60	(0.9%)	7.40%
BLNDER TONGUE:	BDR	1.22	(7.6%)	(37.4%)
BROADCOM:	BRCM	26.08	(6.7%)	(17%)
C-COR:	CCBL	7.90	(1.3%)	62.60%
CISCO:	CSCO	21.75	(2.3%)	27.00%
COMMSCOPE:	CTV	29.48	0.20%	46.40%
CONCURRENT:	CCUR	1.68	1.20%	(11.1%)

Company	Ticker	9/08 Close	1-Week % Chg	YTD %Chg
CONVERGYS:	CVG	20.59	(2.4%)	29.90%
CSG SYSTEMS:	CSGS	26.92	0.10%	20.60%
GEMSTAR TVG:	GMST	3.23	0.30%	23.80%
GOOGLE:	GOOG	377.85	(0.2%)	(14.2%)
HARMONIC:	HLIT	6.70	4.50%	38.10%
JDSU:	JDSU	2.08	(8.4%)	(25.4%)
LEVEL 3:	LVL3	4.16	(3.5%)	44.90%
LUCENT:	LU	2.25	(3.8%)	(15.4%)
MICROSOFT:	MSFT	25.60	(0.9%)	2.10%
MOTOROLA:	MOT	23.70	1.20%	6.20%
NDS:	NNDS	45.20	(2%)	9.80%
NORTEL:	NT	2.14		(30.1%)
OPENTV:	OPTV	2.78	(7%)	24.10%
PATH 1:	PNO	0.63		(68.8%)
PHILIPS:	PHG	33.57	(2.5%)	11.40%
RENTRAK:	RENT	11.40	(0.5%)	6.50%
SEACHANGE:	SEAC	8.91	4.00%	12.80%
SONY:	SNE	42.53	(3%)	4.80%
SPRINT NEXTEL:	S	16.51	(3.4%)	(19.9%)
THOMAS & BETTS:	TNB	43.26	(5.7%)	1.80%
TIVO:	TIVO	7.77	(1.6%)	51.80%
TOLLGRADE:	TLGD	8.44	(8.9%)	(22.8%)
UNIVERSAL ELEC:	UEIC	18.78	4.50%	5.80%
VONAGE:	VG	7.86	(11.7%)	(34.4%)
VYVO:	VYVO	4.59	(14.8%)	(14.4%)
WEBB SYS:	WEBB	0.06	(14.3%)	(25%)
WORLDGATE:	WGAT	1.60	(10.1%)	(22.3%)
YAHOO:	YHOO	28.14	(4.6%)	(14.8%)

Company	Ticker	9/08 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	31.35	(0.8%)	38.90%
BELLSOUTH:	BLS	41.19	(0.4%)	62.70%
QWEST:	Q	8.59	(1%)	52.00%
VERIZON:	VZ	35.40	(0.5%)	27.10%

Index	Value	% Chg	YTD %Chg
MARKET INDICES			
DOW:	INDU	11392.11	(0.6%) 6.30%
NASDAQ:	COMPX	2165.79	(1.2%) (1.8%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CROWN:	4.18	7.20%
2. CHARTER:	1.53	4.80%
3. HARMONIC:	6.70	4.50%
4. UNIVERSAL ELEC:	18.78	4.50%
5. SEACHANGE:	8.91	4.00%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. VYVO:	4.59	(14.8%)
2. WEBB SYS:	0.06	(14.3%)
3. VONAGE:	7.86	(11.7%)
4. WORLDGATE:	1.60	(10.1%)
5. TOLLGRADE:	8.44	(8.9%)

Sitv TV gets me! Sitv®
 GET THE ONLY CHANNEL THAT CONNECTS WITH TODAY'S YOUNG LATINOS.
 Speak English. Live Latin.
 www.sitv.com
 Contact Rori Peters (323) 543-2877

MaxFAX...

Five Painful Years ...

That gorgeous, blue, clear morning five years ago.

Brought down - not just those towers, that corner of the Pentagon and a plane down into that lonely field in Pennsylvania – but a lot more.



Paul S. Maxwell

We've all got our stories of where we were when the TV showed too much reality and those planes flew into the towers and the Pentagon. We've all got our stories of coping with that week and

the immediate aftermath. But ...

Who could have guessed that America would have a serious discussion about how much torture should be allowed in questioning suspects?

And 5 years later have the President admit to "secret prisons" overseas?

Who could have guessed that this President would copy President Lincoln and, although unofficially, put habeas corpus on hold?

Who could have guessed that the Supreme Court would slap the President's wrist over non-judicial tribunals?

Who could have guessed that America would fight its longest foreign war?

Who could have guessed that Osama bin Laden would still be loose?

Who could have guessed that the Taliban would revive?

Who could have guessed that we'd disrobe to board an airliner?

Who could have guessed that al Qaeda would delegate so well ... especially to those who don't have direct contact?

Who would have guessed that the best successes against enemies in the so-called War on Terror are old-fashioned counter-intelligence work?

Who could have known – well, this is cheating – that significant soldiers on the ground are how to achieve security in conquered lands?

And so on.

We've come a long way since 9-11. Some of it forward, and some of it backward.

Globalization hasn't really slowed ... but it has morphed a bit and it is certainly a bit more complicated. Commerce hasn't slowed.

And we haven't sacrificed to win this war ... except perhaps emotionally ... and not counting the soldiers.

As I've listened to the Administration's concerted rhetoric this past few weeks as the Anniversary has approached, I find that I certainly cannot disagree with the goals outlined ... I can wonder, though, why the armies of Americans on the

ground have been inadequate to fulfill their missions? I wonder why the entire American populace – and economy – haven't been rallied to achieve the goals as outlined?

In other words, I wonder why our actions haven't matched our rhetoric. But it all makes for – sometimes – compelling television. Especially on cable new talk shows.

Random Notes:

• **Diversity:** Like Curtis Symonds in his column last week ... stop me if you've heard this before. A guy walks in to a bar ... no, seriously. Curtis made the best suggestion yet: volunteer! Get out of your own box. Diversify your senses and sensibilities, too.

• **Remember Marc Smith?** He used to scandalize us all, especially in these pages ... he's popped up again as, believe it or not, Communication Director for the Carnegie Endowment for International Peace.

He went from making the world safer for big media to just making the world safer?

Well, we'll watch and see.

Paul Maxwell

T: 303/271-9960

F: 303/271-9965

maxfax@mediabiz.com

ATTACK OF THE 53MM WOMEN

SOAPNET IS NOW IN 53 MILLION HOMES!

Disney and ESPN Media Networks
Loyalty Lives Here.

www.affiliate.disney.espn.com Contact your Disney and ESPN Media Networks representative today

©SOAPnet
Courtesy of Warner Bros. Entertainment Inc.

UNITE AUDIENCES FROM 20 COUNTRIES WITH JUST ONE NETWORK.



The History Channel en español™
celebrates the rich history of Latin America
during Hispanic Heritage Month, and all
through the year.





Who Are Cable's Most Influential Women?

Help us decide by nominating the executives you think should be on our list.

We will rank the Top 50 in the Nov. 16 issue of *CableWorld*. Nominations are open to all cable operators, programmers, vendors and trade associations.

Deadline to submit a nomination is
Friday, September 22.

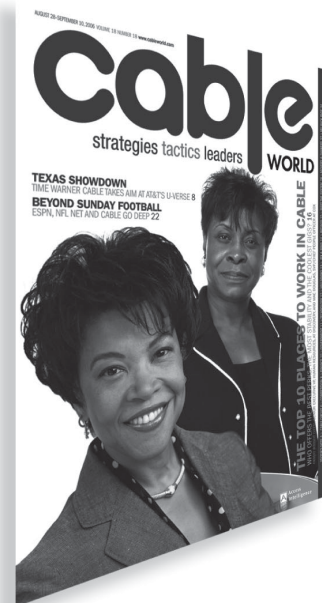
Submit nominations to:

Shirley Brady
CableWorld

email: sbrady@accessintel.com

fax: 212-621-4895

mail: 110 William St., 11th Floor, New York, NY 10038



Nomination form can be found at www.cableworld.com/cableworld