

# CableFAX Daily™

Friday — September 12, 2008

What the Industry Reads First

Volume 19 / No. 177

## Young & Retired? Baldwin Tapped to Head Retirement Living

At 33 years old, *Patrick Baldwin* might just be the youngest gm out there. The irony is that he was just named gm of **Retirement Living TV**, a net that caters to the 55+ crowd. Baldwin's work is cut out for him with his main objective over the next 2 years being to ignite distribution, which is currently at just 1.5mln homes (mainly through **Verizon FiOS**) for 24/7 carriage. The new gm said RLTV is in "advanced" conversations with major MSOs and expects the net to expand its reach "significantly" in the near term. Baldwin's also tasked with putting a media ownership structure in place to position the net as a "major media partner." And it's those partnerships that could be key in getting RLTV's distribution numbers into the double digits. "There's no interest in putting the network up for sale, but we've always felt that what we really brought to the table from the start... was an expertise in reaching the demographic," Baldwin said. "And now what we're looking for is to add to that stable and expertise and really augment it with some distribution expertise, strategic expertise and perhaps a content marketing partner as well." RLTV has had ongoing discussions with players in those areas, according to Baldwin, who added that he expects "some big announcement coming out from us in the next 6-12 months." When RLTV launched in late '06, it bought carriage on **Comcast** via its CN8 channel and on **DirectTV**. The DirecTV deal ended on July 4, but CN8 continued to air RLTV programming. "For us, leased time was really about 2 things: a proof of concept and a proof of development," Baldwin explained. "The proof of concept was that we could aggregate this audience... and the proof of development was that a company that isn't named **Viacom** or **News Corp** or one of the traditional media companies can still start a linear offering that excites a brand new audience. I think we've accomplished both those steps." RLTV's challenge is to get distributors on board. There are no immediate plans to end the CN8 paid carriage, with Baldwin noting that it gives the diginet 6mln analog homes—homes of older Americans that he hopes RLTV will help ops move to digital. Lastly, any plans on changing that name? "People who are retired see it as a big positive... People who aren't often do have negative connotations tied to that word, and in fact sometimes don't even aspire to retire the way someone my age my think is customary," Baldwin said. "We're always looking at our brand... and we never strike any option off the table."

**Strike Zone:** The **FCC** has been asked to umpire yet another program-access complaint involving baseball, this time in San Diego where **AT&T** claims **Cox** has refused carriage of **San Diego Padres** telecast partner **Cox Channel 4** on **U-verse TV**. The telco said it can't compete effectively in the area without the net and believes the MSO is engaging in unfair competition because it offers the net to other video providers. Cox admits that it has refused to offer net access to AT&T, but believes it acceptable and lawful to do so. Federal law requires operators to make satellite-delivered nets available to competitors, but there is no similar law for terrestrially delivered channels. AT&T's claims "directly contradict the marketplace reality of fair competition," said the MSO. "AT&T is late to the game in developing a video offering, so they are looking for short-cuts, such as demanding access to our proprietary content."




SUNDAY, SEPTEMBER 14, STARTING 1PM/12c

CELEBRATING TOTALLY AWESOME GAME SHOWS OF THE 80s!

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AT&T is the latest cable competitor to try and close what some refer to as the “terrestrial loophole.” Cable is quick to note that other companies have their own proprietary content, such as **DirectTV’s** “NFL Sunday Ticket.”

**For Sale: ValueVision** said its board has appointed a special committee to review strategic alternatives for cable shopping net **ShopNBC**. **Piper Jaffray & Co** was retained as a financial adviser to assist in the strategic review process. The company recently let go CEO *Rene Aiu* and reported that 2Q sales fell 26% to \$142mln and losses tripled to \$15.7mln.

**BET Moves: BET** entertainment pres *Reggie Hudlin* is leaving the net and will resume his career as an independent film producer. Under Hudlin’s 3-year tenure, BET has added more original programming. *Stephen Hill*, evp, music programming & talent, will step into the role while BET searches for a successor.

**Carriage: Outdoor Channel** has shored up another renewal deal, with **DirectTV** signing on the dotted line. It will continue to be offered on DirectTV’s sports tier and a la carte. The net has been on a mission to renew all of its affiliate deals with a rate card that includes incentives for broader carriage. Outdoor has announced several renewals in the past year, including **Comcast**, **Charter** and **NCTC**. -- **Comcast** launched **Sorpresa** on its **Canales Selecto** Hispanic digital package in Boston and Brookline, MA.

**Retrans: DISH Net** will once again have **CBS** affil **KRCG TV** in Jefferson City-Columbia, MO, in its lineup, with the DBS player reaching a retrans deal with **Barrington Broadcasting**. It includes HD and local-into-local. The deal also allows DISH to launch 2 more stations by the end of Sept; **WEYI (NBC)** in HD in Flint, MI; and **KHQA-DT (ABC)** in Quincy, IL. Barrington CEO *James Yager* said the firm wants “appropriate compensation for the value it brings to Dish Network.”

**Competition: Bridgevine.com**, a cable TV comparison site, added **Verizon’s** FiOS TV and FiOS HSI services.

**At the Portals:** The **FCC** is following up on **Media Access Project’s** filing (*Cfax*, 8/28), and seeking comments on the public interest law firm’s request to have the Commission overrule the Office of Management and Budget’s ruling that new cable leased access rules violated paperwork reduction rules. The FCC is also seeking comment on MAP’s request that the agency revisit its rate formula. Initial comments are due Sept 24, replies Oct 1.

**In the States: Comcast Spotlight** will merge its Hunt Valley, MD, and Malvern, PA, operations centers into a new operations mgmt center for the Eastern Div opening in West Chester, PA. Staff members from both locations are being offered positions in West Chester. All of Malvern’s staff members begin moving this week. Malvern’s only about 7 miles away from the new center, but Hunt Valley is about 95. Spotlight declined to discuss the number of positions at the MD center.

**Mobile: TiVo** has partnered with **Research In Motion** to develop customized TiVo services for the **BlackBerry** wireless platform. BlackBerry users will initially be able to search TV listings and schedule recordings, and new software apps are expected later this year. -- The **US Air Force** is the initial ad partner for **MTVN’s** 1st-ever mobile video ads on carrier-operated premium VOD services. Pre-roll ads will run across **MTV’s** mobile VOD programming with co-branded episodes of “The How To Show,” MTV’s mobile series featuring musicians, celebrities, and athletes teaching audiences the tricks of their various trades. Separately, MTVN plans to partner with carriers leveraging the **MobiTV** delivery platform to research premium mobile VOD advertising. -- **NBCU** has tapped **Greystripe** to provide ad-supported games for its mobile Websites covering **Bravo**, **Sci Fi** and **NBC.com** [*For more details, go to [www.cablefaxcontentbusiness.com](http://www.cablefaxcontentbusiness.com)*].

## Gospel Music Heritage Month Is Here

Have you joined the celebration?

This September, Gospel Music Channel and its affiliates celebrate an American art form that spans decades and demographics – Gospel Music. It’s for everyone. Don’t miss your chance to be part of a new national tradition in communities across our country.

Visit [GospelMusicChannel.com/affiliate](http://GospelMusicChannel.com/affiliate) or contact your sales rep for ways to honor this occasion in your area.



# BUSINESS & FINANCE

**Online:** Consumers with Sony Bravia TVs and the Bravia Internet Video Link can now access thousands of movies and TV shows through Amazon Video On Demand. The Link service features HD content and programming from CBS and FEARnet.

**Dog Fight:** Just when Hallmark Channel was ready to give up on finding its lost dog *Hershel*, the starring golden retriever in its family-friendly ad campaign reappeared... only it was in the latest ads for broadcaster ABC. It's a dog-eat-dog world.

**People: WOW!** promoted Steven Cochran to COO. He will retain his duties as CFO and continue to report to pres/CEO Colleen Abdoulah. -- USA promoted Jackie de Crinis evp, original scripted programming.

**Business/Finance:** Maybe big cable got mobility right this time. Clearwire was busy this week demonstrating the effectiveness of its WiMAX network on San Francisco streets, according to Unstrung.com, achieving avg download speeds of 4Mbps and up to 10Mbps—good news for cable's hefty investment in the tech following its forgettable Pivot foray. So add a check mark for tech and, according to ThinkPanmure, add one for partner Clearwire as well. "The catalysts lining up for CLWR are imbalanced toward the favorable," wrote the firm, noting imminent WiMAX market launches, the pending merger with Sprint's Xohm, and expected solid 3Q results.

## CableFAX Daily Stockwatch

Company	09/11 Close	1-Day Ch	Company	09/11 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	31.67	(0.7)	AMDOCS:	28.84	0.09
DIRECTV:	27.58	0.51	AMPHENOL:	44.65	(0.47)
DISNEY:	32.94	0.17	APPLE:	152.65	1.04
ECHOSTAR:	28.14	0.28	ARRIS GROUP:	9.34	0.09
GE:	28.16	0.07	AVID TECH:	25.71	(0.47)
HEARST-ARGYLE:	20.85	(0.01)	BIGBAND:	3.70	0.70
ION MEDIA:	1.44	0.00	BLNDER TONGUE:	1.39	0.07
NEWS CORP:	14.38	0.31	BROADCOM:	22.28	0.26
<b>MSOS</b>					
CABLEVISION:	30.19	(0.74)	C-COR:	11.00	0.00
CHARTER:	1.01	(0.03)	CISCO:	23.05	0.06
COMCAST:	21.53	0.41	COMMSCOPE:	41.77	(1.02)
COMCAST SPCL:	21.42	0.45	CONCURRENT:	6.89	0.14
GCI:	10.39	0.01	CONVERGYS:	16.65	0.12
KNOLGY:	9.41	(0.34)	CSG SYSTEMS:	18.94	0.49
LIBERTY CAPITAL:	15.19	(0.15)	ECHOSTAR HOLDING:	28.43	(1.03)
LIBERTY ENTERTAINMENT:	26.92	0.39	GOOGLE:	433.75	19.59
LIBERTY GLOBAL:	32.22	0.23	HARMONIC:	8.72	0.21
LIBERTY INTERACTIVE:	13.92	0.22	JDSU:	9.38	(0.2)
MEDIACOM:	7.57	0.23	LEVEL 3:	3.18	0.16
SHAW COMM:	21.92	0.14	MICROSOFT:	27.34	0.90
TIME WARNER CABLE:	27.80	0.42	MOTOROLA:	8.10	(0.16)
VIRGIN MEDIA:	10.77	(0.05)	NDS:	59.98	(0.42)
WASH POST:	610.53	12.37	NORTEL:	5.30	0.21
<b>PROGRAMMING</b>					
CBS:	16.99	0.12	OPENTV:	1.55	0.05
CROWN:	4.58	(0.16)	PHILIPS:	30.47	(0.26)
DISCOVERY:	19.00	0.34	RENTRAK:	14.41	0.02
EW SCRIPPS:	7.46	0.23	SEACHANGE:	8.05	0.10
GRUPO TELEVISA:	23.69	0.04	SONY:	34.75	(0.61)
HSN:	14.65	0.03	SPRINT NEXTEL:	7.14	(0.13)
LIBERTY:	41.28	(0.27)	THOMAS & BETTS:	42.81	(0.77)
LODGENET:	3.61	(0.1)	TIVO:	7.88	0.06
NEW FRONTIER:	3.54	0.03	TOLLGRADE:	6.00	(0.26)
OUTDOOR:	7.99	0.08	UNIVERSAL ELEC:	26.45	(0.44)
PLAYBOY:	3.98	0.07	VONAGE:	1.25	0.06
RHI:	12.21	(1.44)	WORLDGATE:	0.30	0.00
SCRIPPS INTERACTIVE:	40.99	1.29	YAHOO:	18.55	0.85
TIME WARNER:	14.42	(0.43)	<b>TELCOS</b>		
VALUEVISION:	2.38	0.14	AT&T:	31.56	0.01
VIACOM:	27.17	0.04	QWEST:	3.65	(0.08)
WWE:	15.17	(0.64)	VERIZON:	34.73	0.01
<b>TECHNOLOGY</b>					
3COM:	2.07	0.02	<b>MARKET INDICES</b>		
ADC:	10.05	(0.15)	DOW:	11433.71	164.79
ADVANTAGE:	3.04	(0.05)	NASDAQ:	2258.22	29.52
ALCATEL LUCENT:	5.01	(0.05)			

CableFAX

## PROGRAM AWARDS

Saluting Cable's Top Shows and People

View the finalists in 36 categories at [Cable360.net/events/programawards](http://Cable360.net/events/programawards)

Winners will be announced at an October 29th Luncheon at the National Press Club, DC and in CableFAX: The Magazine

**CableFAX: The Magazine Program Awards Issue**

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CTAM Summit Issue

**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Engaging Return**

A lot can happen in 10 months, but if 37-year-old *Lance Armstrong* returns to compete in the '09 **Tour de France**, as he fully intends to do, expect **Versus'** ratings for the event to inflate significantly. All these factors would build to a cacophonous July crescendo: Armstrong's return to the race after a 3-yr hiatus and past dominance, with a chance to become the oldest winner ever; vitriolic exchanges and accusations that will likely occur, as in the past, between the Texan and French officials; scrutiny surrounding Armstrong and performance-enhancing drugs, of which he has been accused (guess by whom) of using, although he has never tested positive; and the spice he would bring to a competition and sport made bland by the dearth of a true star and repeated doping by riders. "Adding Lance to the mix is obviously a positive," said *Versus* svp, programming *Marc Fein*, doing his best to downplay the development. Armstrong's Tour presence would certainly "help the long-term growth" of cycling, he said, particularly important in light of the net's Tour commitment through '13. HH ratings for the net's live morning race telecasts since '01 look on paper like the Tour's imposing L'Alpe-d'Huez, peaking in '05 with a 0.8 while tapering upward from '01 before plummeting to the 0.3 tallied in each of the last 3 years. Undaunted, Fein stressed some "cool signs" that Tour interest is ramping: a net record 33mln tuned in this year to some portion of the race, video views at **Versus.com** surged 92% to 6.5mln, and viewership among men 18-34 jumped 83%. Plus, he said, net content such as **IRL** and **MMA** action serve as excellent Tour promotional vehicles to help drive additional younger viewership. True, but it's ironically an older man (in cycling, at least) that can best hit that gas pedal. As for another Tour win, that may be asking too much of the seemingly iron Armstrong. But hey, *Dara Torres* proved a bunch last month. *CH*

**Worth a Look:** "Whatever, Martha!" Tues, 9pm, **Fine Living**. It's official. *Martha Stewart* is a good sport. Either that or she'll do anything for a buck. The evidence is this series, which she created and exec produced. The premise: put Martha's kid *Alexis* and radio sidekick *Jennifer Koppelman Hutt* on a couch to watch clips of Martha's old shows and as they crack wise about them, mostly at Martha's expense. Martha's clothes, rear-end, bank account and everything else get skewered. This female version of **ESPN Classic's** "Cheap Seats" could become a cult classic itself. – "Lincoln Heights," season III premiere, Tues, 8pm, **ABC Family**. The continuing saga of a do-good policeman and his family returning to his home turf, now a crime-ridden 'hood. Throw in teen romance (well, this is ABC Family) and you have good viewing. Best thing is you can watch it through Mon at **fancast.com**. It's the first cable series to premiere there before its linear debut. – "Dora The Explorer," season V premiere, Mon, 10:30am, **Nick**. "Dora" has been on cable for 8 years, so it was time for a new voiceover cast. 12-year-old *Caitlin Sanchez* inherits the gig from *Kathleen Herles*, 18, and she doesn't miss a beat. (Isn't it scary that I know enough about Dora to say that?) *SA*

Basic Cable Rankings (9/01/08-9/07/08) Mon-Sun Prime			
1	FOXN	3.2	3042
2	ESPN	2.2	2157
3	TNT	2.1	2068
3	USA	2.1	2016
5	CNN	1.9	1851
5	DSNY	1.9	1792
7	TBSC	1.5	1463
7	NAN	1.5	1459
9	MTV	1.3	1282
9	AMC	1.3	1185
11	LIFE	1.2	1144
11	TOON	1.2	1138
11	HALL	1.2	1006
14	A&E	1.1	1051
14	HGTV	1.1	1035
14	FX	1.1	1025
17	SPK	1	988
17	FAM	1	950
17	SCIF	1	948
20	CMDY	0.9	894
20	MSNB	0.9	856
22	DISC	0.8	825
22	TLC	0.8	759
22	HIST	0.8	757
22	TRU	0.8	707
22	BRAV	0.8	680
27	FOOD	0.7	681
28	TWC	0.6	602
28	HLN	0.6	587
28	TVLD	0.6	576
28	LMN	0.6	426
32	APL	0.5	469
32	BET	0.5	467
32	ESP2	0.5	466
32	VH1	0.5	449
32	NGC	0.5	373
32	NOGG	0.5	350
32	OXYG	0.5	338
39	EN	0.4	423
39	SOAP	0.4	281
39	WGNA	0.4	255
39	GSN	0.4	238
43	TTC	0.3	314
43	WE	0.3	247
43	DHLT	0.3	211
43	THEN	0.3	166

\*Nielsen data supplied by ABC/Disney



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**CableFAX Webinar**  
**Going Green: How to Do It, Communicate It and Sell It**  
 Thursday, September 25, 2008  
 1:30-3:00pm (ET)

We'll emphasize how to green your company, your programming slate and your operations. We'll also tell you how to avoid the pitfalls of greenwashing. If your company hasn't yet gone green, how can it start? If your company has been involved in some green projects already, what more can it do to be eco friendly while contributing to the bottom line? A 90-minute Webinar from CableFAX will answer these questions and more.

Register at [Cable360.net/cfax/webinars](http://Cable360.net/cfax/webinars) Presented by: **CableFAX Daily** CableFAX CONTENT BUSINESS

*cable positive*  
*we have work to do.*

# please join us on capitol hill

Youth, AIDS, and Media: Multi-Platform  
Advocacy in a New Era of Prevention

**Hosted by Congresswoman Diane E. Watson (CA),  
Chair, Congressional Entertainment Industries Caucus**

**When** Wednesday, September 24, 2008

**Time** 8:30am - 9:00am — Breakfast Reception  
9:00am - 10:00am — Panel Discussion

**Where** B 339, Rayburn House Office Building, Washington D.C. 20515

Cable Positive, the cable and telecommunications AIDS action organization and the Congressional Entertainment Industries Caucus invite you to a breakfast panel on Youth, AIDS, and Media. The panel will discuss Cable Positive's newest initiative, the Youth AIDS Media Institute University (YAMI-U), which focuses on empowering youth to become HIV/AIDS peer educators, advocates, and activists, through the use of new and existing media platforms.

**Moderator** Jennifer Medina, Director, Programs, Cable Positive

**Keynote** Dan Brenner, SVP, Law & Regulatory Policy, NCTA

**Panelists** Steve Villano, President and CEO, Cable Positive  
Angie Britt, VP of Advanced Products, CTAM  
Jeanette Kilo-Smith, VP of Diversity, Motorola  
Anthony Surratt, VP Corporate Communications, Time Warner Cable  
Adam Tenner, Executive Director, Metro Teen AIDS

## RSVP

by Monday, September 22nd to Dana Levitt  
[dana@cablepositive.org](mailto:dana@cablepositive.org), 212 459 1547



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