

CableFAX Daily™

Monday — September 13, 2010

What the Industry Reads First

Volume 21 / No. 176

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Onward & Upward: Diversity Week Returns, CTAM Soon to Join

Diversity Week makes its return to NYC this week, and groups are seeing an increase in attendance vs last year when they held their events in Denver as part of Cable Connection Fall. While it may not be up to '08 levels (which had 1300 guests), the 27th annual **Kaitz** fundraising dinner Wed is shaping up to have more than 1K participants, according to exec dir *David Porter*. That's well above the 700 attendees in Denver, and Porter added that the group expects to top last year's fundraising of more than \$1mln. "I think having a dedicated diversity week is great for the industry on a number of levels," Porter said. "It speaks to the industry-wide commitment on increasing and enhancing diversity and allows all the organizations to be in a location where they can truly flourish." After attendance declines last year, the diversity groups bound together and pushed the **NCTA** board for a reinstatement of Diversity Week in NYC, where so many companies are located. **CTAM** Summit will be in New Orleans in Oct as part of Cable Connection Fall, along with **SCTE** Expo, but Summit will soon join the other groups in NY. In '11, Summit will round out the end of Diversity Week Thurs and Fri at the Marriot Marquis (the diversity groups will be at the Hilton). In '12, Summit will stick to original Cable Connection plans and be in Orlando with SCTE because it was unable to get out of contracts and find space in NY, said CTAM pres/CEO *Char Beales*. A tentative deal for NYC has already been reached for '13, she added. So, eventually there will still be 2 weeks of events—Spring Connection (which includes the **Cable Show** and will rotate locations) and the fall Diversity Week Plus Summit in NYC. Expo will be by itself. **NAMIC** is another group expecting an attendance uptick after dropping 53% to 400 last year in Denver. "We think we're going to hit between 500-600 this year," said NAMIC pres *Kathy Johnson*. "We didn't project we'd have '08 levels. We have to build back up, but we're hitting our projections." **WICT** moved its Leadership Conference to the week after holding it during Cable Connection Spring in DC last year. It's running about 25% ahead of last year's number, with pres/CEO *Maria Brennan* projecting close to 500 attendees. Not a part of past years' Diversity Weeks, Brennan said WICT joined because of the "power and strength in numbers... Our missions are all very much aligned... By locking arms... we give that much more added weight and credibility to these 4 days in NY." Public affairs group **ACC**, which also decided to move to NYC after last year's Denver outing, is seeing its Forum registration a bit lower than last year so far, but exec dir *Steve Jones* said "registration revenue is really close" to '08 levels and that he's optimistic about walk-up registrations in NY.

Carriage: Time Warner Cable launched **Big Ten Net** in Lincoln, NE, which will become a conference town when the University of NE officially joins next summer. The MSO also offers the net in upstate NY, NYC, the Carolinas, TX, WI, ME, HI and areas of southern CA. TWC serves approx 110K subs in eastern NE.

Tee Off: Golf Channel confirmed a *Sports Business Daily* report that pres *Page Thompson* plans to depart the net by the end of the year. Thompson told staffers he's moving back to Philadelphia before the expected 4Q approval of the **Comcast-NBCU** deal. Thompson joined the net in Apr '07.



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In the States: RCN Metro Optical Networks will relaunch as **Sidera Networks**, with *Michael Sicoli* named CEO. Sicoli formerly was RCN evp/CFO. The move follows **ABRY Partners'** purchase of RCN. -- **Nickelodeon's** partnering with the **Children's Museum of Indianapolis** to create an interactive exhibit for preschoolers based on "Dora the Explorer" and "Go, Diego, Go!" It will open in Feb before embarking on a 5-yr traveling exhibit tour. -- **Rentrak** inked measurement deals with **Smithsonian Channel** for TV data and with new VOD channel **Right Network (Cfax, 9/9)** for on demand data.

By the Numbers: As of Jun 30, **Comcast** remains tops among US MSOs in video sub count with 23.2mln, according to **MediaBiz**, which highlighted **FiOS TV's** (3.2mln) 2Q leapfrog of **Cablevision** (3.07mln) into 7th place. As **DirectTV** (18.76mln), **DISH** (14.32mln), **Time Warner Cable** (12.71mln) and **Cox** (5.04mln) completed the top 5, the largest 5 cable ops have unsurprisingly all lost basic subs since 1Q09 yet added digital customers over the same time period—though the gains have been somewhat tepid. From 1Q09-2Q10, Comcast added 1.94mln digital, TWC 311K, Cox 60K, **Charter** 180K and CVC 80K. DTV and DISH added a respective 679K and 734K over the same period.

TV Everywhere: Canada's **Rogers Comm** now counts nearly 250K **Rogers On Demand Online** customers, or 10% of its cable base, and will launch a movie rental service countrywide next month. At launch, RogersOnDemand.com's new service will offer all Canadians day-and-date access to new release movies for \$4.99, or to classics for \$3.99. Rogers' TV Everywhere play owns deals with firms including **Sony** and **World Fishing Net**. It features more than 10K hours of content.

Marketing: **GSN** forged with **The CW** a partnership to promote the broadcast net's "Nikita: Killzone" through a dedicated online game at GSN.com. Players will see a clip of the series before the game launches.

Ratings: **Weather Channel** reached 42mln viewers during its Hurricane Earl coverage (Sept 1-3), ranking #1 among news nets in 18-49s during the morning of Sept 3. Hurricane Earl also generated record-breaking page view days for The Weather Channel for iPad application, resulting in 3 of the top 5 page view days for iPad so far.

Programming: **OWN's** docu-series "Finding Sarah" (1Q) features *Sarah Ferguson*, The Duchess of York, dishing on her personal struggle to rebuild her life. -- **NFL.com's** new 90-min studio show "NFL Fantasy Live" debuts Sept 12 and will air every Sun during the season from 11:30am-1pm ET. -- **HBO's** "In Treatment" returns for a 3rd season Oct 25. -- **ESPN** extended through '21 its contract for multimedia coverage of the **Australian Open**.

Business/Finance: **Lionsgate's** board is recommending that shareholders reject *Carl Icahn's* latest tender offer to purchase to acquire up to all of LGF's outstanding common shares for \$7.50/share (**Cfax, 9/1**). Among other reasons, the board believes the offer "does not reflect the full fundamental and strategic value of Lionsgate," citing the company's momentum in TV prod and cable properties including **TV Guide Net**, **Epix** and **FEARnet**.

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The Value of Many Voices

For decades, the cable industry has recognized the importance of diversity in media. Makes sense, since there has been a growing body of evidence to demonstrate the enhanced profitability of companies that promote diversity within their organizations. We welcome the return of Diversity Week to New York City as part of the continuing effort by our organizations, the industry and its leaders to strengthen the contribution diversity makes to the bottom line.



For more information, go to:
www.cablediversityweek.com

And mark your calendar for Diversity Week 2011

October 3-5 | New York, NY

Media Supporters



CableFAX Week in Review

Company	Ticker	9/10 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	40.04	2.54%	20.06%
DISH:	DISH	18.65	1.03%	(10.21%)
DISNEY:	DIS	34.15	(1.5%)	5.89%
GE:	GE	15.98	3.83%	5.62%
NEWS CORP:	NWS	15.09	0.27%	(5.21%)
MSOS				
CABLEVISION:	CVC	26.91	1.17%	4.22%
COMCAST:	CMCSA	18.40	1.04%	9.13%
COMCAST SPCL:	CMCSK	17.37	1.40%	8.49%
GCI:	GNCMA	9.67	(0.1%)	51.57%
KNOLOGY:	KNOL	12.30	(2.46%)	12.64%
LIBERTY CAPITAL:	LCAPA	47.70	(2.31%)	99.75%
LIBERTY GLOBAL:	LBTYA	29.32	1.10%	33.94%
LIBERTY INT:	LINTA	11.87	0.68%	9.50%
MEDIACOM:	MCCC	6.41	0.79%	43.40%
SHAW COMM:	SJR	21.84	1.58%	6.17%
TIME WARNER CABLE:	TWC	55.75	0.02%	34.69%
VIRGIN MEDIA:	VMED	21.74	(0.87%)	29.17%
WASH POST:	WPO	379.03	(2.54%)	(13.78%)

Company	Ticker	9/10 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	15.50	1.77%	10.32%
CROWN:	CRWN	2.07	(14.46%)	42.76%
DISCOVERY:	DISCA	39.49	(1.72%)	28.76%
GRUPO TELEVISIA:	TV	18.83	(2.49%)	(9.3%)
HSN:	HSNI	28.59	(1.31%)	41.60%
INTERACTIVE CORP:	IACI	26.06	0.81%	27.25%
LIBERTY:	L	36.51	(1.06%)	0.44%
LIBERTY STARZ:	LSTZA	61.09	0.56%	32.37%
LIONSGATE:	LGF	7.22	(0.14%)	24.27%
LODGENET:	LNET	2.90	(1.69%)	(47.56%)
NEW FRONTIER:	NOOF	1.83	0.00%	(3.17%)
OUTDOOR:	OUTD	5.56	5.70%	(4.14%)
PLAYBOY:	PLA	5.05	(0.79%)	57.81%
SCRIPPS INT:	SNL	43.72	1.25%	5.35%
TIME WARNER:	TWX	31.78	0.19%	9.06%
VALUEVISION:	VVTV	1.86	(7%)	(61.25%)
VIACOM:	VIA	37.92	2.32%	20.38%
WWE:	WWE	14.56	2.32%	(5.02%)

Company	Ticker	9/10 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADC:	ADCT	12.68	0.00%	104.19%
ADVANTAGE:	AEY	3.05	(1.93%)	54.82%
ALCATEL LUCENT:	ALU	2.74	(2.14%)	(17.47%)
AMDOCS:	DOX	26.72	(1.8%)	(6.34%)
AMPHENOL:	APH	45.89	0.17%	(0.63%)
AOL:	AOL	23.11	0.26%	(0.73%)
APPLE:	AAPL	263.41	1.79%	25.00%
ARRIS GROUP:	ARRS	8.55	(1.72%)	(25.2%)
AVID TECH:	AVID	11.41	(3.06%)	(10.58%)
BIGBAND:	BBND	2.79	(1.41%)	(18.9%)
BLNDER TONGUE:	BDR	2.04	5.15%	78.95%
BROADCOM:	BRCM	33.86	1.90%	7.59%
CISCO:	CSCO	20.62	(2%)	(13.87%)
CLEARWIRE:	CLWR	7.31	4.58%	8.14%
COMMSCOPE:	CTV	21.16	1.49%	(20.24%)

Company	Ticker	9/10 Close	1-Week % Chg	YTD %Chg
CONCURRENT:	CCUR	6.38	3.07%	61.11%
CONVERGYS:	CVG	10.19	(3.32%)	(5.21%)
CSG SYSTEMS:	CSGS	19.65	10.89%	2.93%
ECHOSTAR:	SATS	19.28	(2.18%)	(4.27%)
GOOGLE:	GOOG	476.14	1.24%	(23.2%)
HARMONIC:	HLIT	6.47	1.25%	2.37%
INTEL:	INTC	17.97	(2.5%)	(11.91%)
JDSU:	JDSU	11.50	11.76%	39.39%
LEVEL 3:	LVL3	1.11	7.77%	(27.45%)
MICROSOFT:	MSFT	23.85	(1.81%)	(21.75%)
MOTOROLA:	MOT	7.92	(0.25%)	2.06%
NETSCOUT:	RENT	22.82	(1.89%)	29.15%
SEACHANGE:	SEAC	7.15	(0.83%)	8.99%
SONY:	SNE	29.95	0.10%	3.28%
SPRINT NEXTEL:	S	4.45	2.53%	21.58%
THOMAS & BETTS:	TNB	39.64	0.15%	10.76%
TIVO:	TIVO	8.50	(2.52%)	(16.5%)
TOLLGRADE:	TLGD	7.32	(6.87%)	19.80%
UNIVERSAL ELEC:	UEIC	19.60	(3.59%)	(15.59%)
VONAGE:	VG	2.29	2.23%	63.57%
YAHOO:	YHOO	13.68	0.44%	(18.47%)

Company	Ticker	9/10 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	27.83	1.42%	(0.71%)
QWEST:	Q	5.89	1.03%	39.90%
VERIZON:	VZ	30.82	2.05%	(6.97%)

Company	Ticker	9/10 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
NASDAQ:	IXIC	2242.48	0.39%	(1.18%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. JDSU:	11.50	11.76%
2. CSG SYSTEMS:	19.65	10.89%
3. LEVEL 3:	1.11	7.77%
4. OUTDOOR:	5.56	5.70%
5. BLNDER TONGUE:	2.04	5.15%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CROWN:	2.07	(14.46%)
2. VALUEVISION:	1.86	(7%)
3. TOLLGRADE:	7.32	(6.87%)
4. UNIVERSAL ELEC:	19.60	(3.59%)
5. CONVERGYS:	10.19	(3.32%)



Deadline: November 5, 2010

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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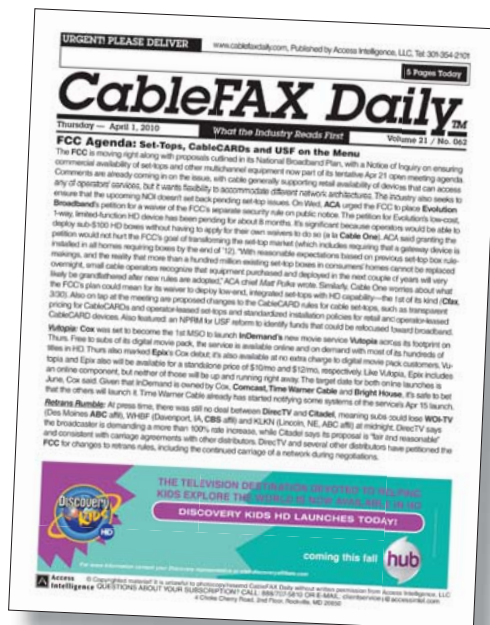
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