

CableFAX Daily™

Friday — September 15, 2006

What the Industry Reads First

Volume 17 / No. 179

Free Way: CBS Gives Away VOD Content to Comcast

Earlier this week, **CBS** head *Les Moonves* repeated his annual threat to charge cable ops cash for retrans. So we were a little surprised to see the broadcaster announce Thurs that it's nixing the 99-cent fee for VOD eps of its hit shows in **Comcast** markets served by CBS owned & operated stations and will offer them at no charge in every Comcast VOD market. Then we remembered what our mama always told us—nothing's ever free. The VOD programming will include paid commercial spots sold by CBS. Previously, Comcast retained the same spots shown on network TV for VOD. Now, CBS will sell advertising specifically for VOD. It should be an interesting test for VOD advertising as Comcast subs will still be able to fast-forward through spots. The shift all harkens back to CBS' decision last season to stream the majority of **NCAA** Div I basketball games for free, which ended up a better business model than charging for them. "Early results show that viewers are responding to programming being made available on emerging platforms for free, supported by advertising," Moonves said. Eight CBS series will be available on VOD: "CSI," "CSI: Miami," "CSI: NY," "Survivor," "NCIS," "Numb3rs," "Jericho" and "Big Brother." Shows will be available on VOD the day after their network airing and remain available for 4 weeks.

Kaitz: McGrath Praises Freston, & Everybody Loves Ray

Will she or won't she? That was the question on everyone's mind when **Judy McGrath** took the stage Wed night in NY to accept **Kaitz's** Diversity Champion award for **MTV Networks**. The tension didn't last long, with the crowd of about 1300 bursting into applause and whooping when McGrath gave *Tom Freston* credit for leading MTVN's diversity charge. "I want to publicly honor the man who inspired us in that direction... Making MTV Networks into a diverse company was truly Tom's vision," she said of the recently ousted **Viacom** CEO. The other Kaitz Dinner highlight (besides the \$1.5mln the event raised for diversity initiatives) was an eloquent and moving speech by **Alfonso Rosales**, a recent grad of the **Emma Bowen Foundation's** minority internship program. He's now a production coordinator at **The Weather Channel**. Following Rosales' talk, perceptive dinner co-chair and **Cox** pres/CEO *Pat Esser* said, "Wow, and I have to follow him." -- Classy move by *Kyle McSarrow*, Rodgers and Esser to honor NCTA vet *Michelle Ray*, Kaitz's interim director. Ray "jumped into the breach," as McSarrow said, and produced what many felt was the best Kaitz dinner in years: no speeches before dinner and an efficient program after the meal. Trade hacks have benefited from Ray's help for 16 years; we add our kudos.

Competition: **Verizon** and **DirectTV** agreed to jointly service the MDU market with a triple play bundle. The multi-year pact targets areas without "FiOS TV" access and includes a sales-teaming agreement between VZ and **MDU Comm** for the northeast and mid-atlantic regions. -- Verizon expanded its "FiOS TV" footprint to 8 additional cities in the Dallas, TX, environs. The telco hopes to pass 400K area HHs by year's end. -- **WPP's** "Group M" network of

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ad agencies (MediaCom, Mediaedge:cia and MindShare) agreed to buy a minimum amount of **TiVo** advertising to offer clients pre-negotiated pricing for TiVo's interactive ad products. -- **AT&T** and **Comcast** announced a distribution agreement for the telco's "U-verse" video service, including Comcast's **E!**, **The Golf Channel**, **OLN**, **AZN TV**, **PBS Kids Sprout**, **Style Net**, **G4**, and **Comcast SportsNets** in Chicago, West and NY.

In the States: With no deal in place, **Time Warner** is set to drop **NFL Net** from recently acquired **Comcast** and **Adelphia** markets today. Both sides are running ads in affected markets, which include Buffalo and Dallas, telling their side.

Broadband: **Gemstar-TV Guide** agreed to license its interactive program guides to **Yahoo!** for online and PC delivery, as well as through the ISP's "Go TV" service. The pact also includes branding and promotional opportunities for TV Guide across the Yahoo! network. -- **Foxnews.com** has partnered with **RealClearPolitics** to host RCP's "Opinion Buzz Tracker" at a newly designed and co-branded site at foxnews.com/politics/buzztracker/index/html. The online tool tracks ongoing conversations, news articles and analysis in over 5K politically-focused blogs and Web-based media resources.

Mobile: **WWE** chose **mBlox's** mobile message delivery platform to offer global interactive services directly to its consumer base. Services will include in-arena activities and contests.

Programming: Pres **Bill Clinton** will appear Mon (11pm) on **Comedy Central's** "The Late Show with Jon Stewart." -- **CSTV** and **CBS Sports** will team for weekly series "SEC Football Nation" (Sat, 11:30am ET), and for "SEC All-Access," a live stream at cstv.com of CBS Sports' SEC game of the week. Fans can access individual games for \$7.95/month or subscribe to the entire season for \$19.95. -- Zooming next week through hyperspace to **HD Net** will be "Star Trek: Enterprise" (Mon, 9pm ET).

Warp Speed: The 1st 2 webisodes of **Sci Fi's** "Battlestar Galactica: The Resistance" – a 10-ep, 5-week online promotion of its eponymous series – generated 1.2mln streams over 7 days, shattering the traffic record for the net's broadband channel "Pulse." The pair achieved in one week more than half the number of total streams that Pulse delivered in the entire previous month. New 2-3 min installments will continue to debut every Tues and Thurs at noon, leading up to the show's Oct 6 season 3 premiere.

On the Circuit: **The Cable Center** announced **HBO** and **NBC** sportscaster **Jim Lampley** as emcee for its 9th annual "Cable Hall of Fame" celebration, to be held Oct 11 in Denver.

Deals: **DirecPath**, a partnership between **Hicks Holdings** and **DirectTV**, will acquire **Apartment MediaWorks**, a provider of pay TV, broadband TV and related services to MDUs in Atlanta, Birmingham, AL, Raleigh-Durham, NC, and S FL (40K homes passed). Financials weren't disclosed, but it's the largest transaction for DirecPath since its creation in May. **Daniels & Assoc** represented MediaWorks.

Cablevision's Default Notice: **Cablevision** has received notice of default under 1 of its indentures for not filing financial statements with the **SEC** on time, according to an 8-K Thurs. The MSO is late because it has said it may need to restate financial data from the past 9 years following an internal investigation into stock-option grants. Cablevision said

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BUSINESS & FINANCE

it received the notice Tues from an investment manager acting for funds beneficially owning more than 25% of the outstanding securities of a series under 1 of the company's indentures. Assuming the letter was a valid notice of default, CVC has until Nov 11 (60 days) to cure its noncompliance by filing its 10-Q report with the SEC. The MSO expects to comply by the deadline but said there can be no assurance that it will be able to do so.

Public Affairs: Comcast and the Congressional Hispanic Caucus Institute are launching "Our Youth, Our Future, Our Legacy," the 1st-ever bilingual PSA campaign with an online streaming component that features 17 Hispanic members of Congress. The PSAs run tomorrow through Oct 15 in all Comcast markets. The campaign also will appear in **Time Warner** markets in CA and TX Nov 15-Dec 15. -- **CNN Ad Sales** hosts the "CNN 'Inspires' Summit" in NYC Oct 10. Sponsored by **L'Oréal Paris**, the event brings together women who make an impact through their political, environmental and social efforts.

People: VoIP appointed *Anthony J. Cataldo* the successor to *Gary Post* as chmn/CEO. -- **NAB** hired House Commerce majority counsel *Kelly Cole* as vp, govt relations. -- **GSN** svp, distribution *Jan Hatcher* is leaving the net. She will continue to do some consulting for GSN while it seeks her replacement.

CableFAX Daily Stockwatch

Company	09/14 Close	1-Day Ch	Company	09/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AVID TECH:	40.75	0.07
BRITISH SKY:	42.46	(0.44)	BLNDER TONGUE:	1.44	0.09
DIRECTV:	19.19	(0.64)	BROADCOM:	27.85	(0.17)
DISNEY:	30.39	(0.06)	C-COR:	8.30	(0.28)
ECHOSTAR:	32.74	(1.69)	CISCO:	22.70	0.05
GE:	34.78	(0.06)	COMMSCOPE:	31.24	0.30
HEARST-ARGYLE:	23.77	0.06	CONCURRENT:	1.50	0.03
ION MEDIA:	0.90	0.02	CONVERGYS:	20.70	(0.18)
NEWS CORP:	19.60	0.27	CSG SYSTEMS:	27.16	0.07
TRIBUNE:	31.25	0.00	GEMSTAR TVG:	3.40	0.09
MSOS					
CABLEVISION:	24.25	0.15	GOOGLE:	403.98	(2.59)
CHARTER:	1.49	(0.02)	HARMONIC:	7.09	0.21
COMCAST:	34.37	(0.29)	JDSU:	2.22	(0.02)
COMCAST SPCL:	34.30	(0.35)	LEVEL 3:	4.93	0.38
GCI:	12.85	(0.06)	LUCENT:	2.34	(0.02)
KNOLOGY:	10.13	(0.08)	MICROSOFT:	26.33	0.35
LIBERTY CAPITAL:	86.46	0.11	MOTOROLA:	24.50	0.49
LIBERTY GLOBAL:	25.18	0.22	NDS:	44.03	(0.92)
LIBERTY INTERACTIVE:	19.84	0.04	NORTEL:	2.33	0.00
MEDIACOM:	7.00	0.00	OPENTV:	2.97	(0.02)
NTL:	26.51	(0.12)	PATH 1:	0.63	0.00
ROGERS COMM:	51.60	(0.45)	PHILIPS:	34.53	(0.09)
SHAW COMM:	29.00	(0.05)	RENTRAK:	11.44	0.04
TIME WARNER:	16.91	(0.07)	SEACHANGE:	8.96	(0.02)
WASH POST:	753.50	(4.92)	SONY:	42.47	0.09
PROGRAMMING					
CBS:	28.54	(0.23)	SPRINT NEXTEL:	17.03	0.11
CROWN:	4.39	0.09	THOMAS & BETTS:	44.62	0.86
DISCOVERY:	13.53	(0.26)	TIVO:	7.92	(0.1)
EW SCRIPPS:	46.11	0.08	TOLLGRADE:	8.22	(0.23)
GRUPO TELEVISA:	20.19	0.96	UNIVERSAL ELEC:	19.48	0.03
INTERACTIVE CORP:	28.64	0.31	VONAGE:	7.32	(0.48)
LODGENET:	18.61	0.38	VYYO:	4.60	0.05
NEW FRONTIER:	8.66	0.01	WEBB SYS:	0.06	0.00
OUTDOOR:	10.85	0.14	WORLDGATE:	1.53	(0.04)
PLAYBOY:	9.42	0.07	YAHOO:	29.03	(0.14)
UNIVISION:	34.77	(0.28)	TELCOS		
VALUEVISION:	11.52	(0.18)	AT&T:	32.25	0.39
VIACOM:	35.86	(0.39)	BELLSOUTH:	42.33	0.47
WWE:	16.77	(0.04)	QWEST:	8.91	(0.01)
TECHNOLOGY					
3COM:	4.28	(0.04)	VERIZON:	35.98	0.23
ADC:	14.29	0.08	MARKET INDICES		
ADDVANTAGE:	3.65	0.05	DOW:	11527.39	(15.93)
AMDOCS:	38.70	(0.81)	NASDAQ:	2228.73	1.06
AMPHENOL:	59.45	0.28			
ARRIS GROUP:	11.64	(0.23)			

Troubleshooting Digitally Modulated Signals with a QAM Analyzer

[hosted web event]

Title: Trilithic and Communications Technology are presenting a free Webcast on troubleshooting digitally modulated signals with a QAM analyzer featuring Cisco System's Ron Hranac and Trilithic's Steve Windle.

Date: Wednesday, September 27

Time: 8 a.m. PST, 11 a.m. EDT, 4 p.m. GMT

To register for the event, please log on at www.ct-magazine.com for more details and information.

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Trolling for Viewers

A troika of original programs from **OLN** will premiere during the net's 1st week (Sept 25) under its new **Versus** banner, and the group is expected to perpetuate and highlight the spirit of competition that the new moniker underscores. "The sports competition angle is a niche we hope will separate us from the others [serving sports] that have gone more celebrity, more Hollywood," said svp, programming and production *Marc Fein*. "Soul of a Champion" (Sept 26, 9pm ET) will delve into the motivation, verve and moxie possessed by 10 sports celebrities, including *Bobby Knight* and *Martina Navratilova*. Olympian *Dan Jansen* will host the series premiere, and the show was co-developed with *USA Today* sports editors, who each week will run a promotional print story of the sports figure to be featured on the corresponding ep. "Versus is all about the passion, purity and rawness of sport, and these athletes epitomize that," said Fein. Also ready to lure a broader audience and increased ratings are fishing shows "Shark Hunters – East vs. West" and "Off the Hook." The shows highlight the net's continued commitment to the field sports genre--one that provides its own brand of rivalries. "Our field sports programming offers a little more intrinsic competition," said dir, field sports programming *Greg Trager*. "Sportsmen go outdoors to challenge themselves; it's man vs the elements." And fish, too. "Off the Hook" features NY fishermen who add a refreshing comedic element to angling. The show got raves at the '05 NY TV Festival, where it won the award for best reality show pilot. In *Hunters*, 20 fishing teams (10 from each coast) vie for the largest catch of deadly sharks, with a \$1mln prize at stake for a world-record Mako haul. Still in the net's tackle box is other sports programming, including 8 upcoming Mountain West Conference football games and an undisclosed amount of conference basketball tilts. A new season of *NHL* action faces off next month. *CH*

Highlights: "Goldwater on Goldwater," Mon, 9pm, **HBO**. Critics will blast it for deifying *Goldwater*, fair point. A wonderful bit: the doc reflects on *Goldwater's* friendship with *JFK*. The two agreed privately to campaign against each other for the presidency, but do it together, traveling on the same plane. Those were the days. -- "Handy Manny," tomorrow, 10am, **Disney Channel**. Purists will blast bi-lingual *Manny* as a tasteful ripoff of bi-lingual *Dora The Explorer*. Our guess: kids won't care. *SA*

Worth a Look: "Dating Factory," Mon, 4:30pm, **SiTV**. This dating show for early 20s is relevant only to *Mario Lopez* fans, who hosts and co exec-produces. For a great look at *Lopez's* toned backside, see this week's "Nip/Tuck" (Tues, 10pm, **FX**). -- "Dr Danger," Sun, 9pm, **INHD**. *Dr Bob Arnot* takes a fascinating trip to the anarchy of *Somalia*, but his silly narration sometime gets in the way. -- "Sahara," Sun, 8pm, **History**. Clever; *History* forgoes stories of people and events to concentrate on a place. But what a place--130 degrees, in the shade. -- "Actor's Studio: *Teri Hatcher*," Mon, 8pm, **Bravo**. Is *James Lipton* getting frisky or what? -- "Til Debt Do U\$ Part," Sun, 8pm, **AmericanLife**. *Janice Soprano* look-alike keeps spending in check. *SA*

Basic Cable Rankings (9/04/06-9/10/06) Mon-Sun Prime			
1	DSNY	5.3	1062
2	TOON	3.3	663
3	NAN	1.3	269
4	TDSN	0.8	105
5	MTV	0.4	79
5	DISC	0.4	72
5	NKTN	0.4	45
8	APL	0.3	65
8	TBSC	0.3	63
8	BET	0.3	63
8	TNT	0.3	58
8	ESPN	0.3	55
8	USA	0.3	53
14	FAM	0.2	43
14	VH1	0.2	41
14	LIFE	0.2	40
14	TLC	0.2	40
14	A&E	0.2	37
14	CMDY	0.2	34
14	SCIF	0.2	30
14	FX	0.2	30
22	SPK	0.1	24
22	HGTV	0.1	22
22	FOOD	0.1	20
22	AMC	0.1	19
22	ESP2	0.1	19
22	BRAV	0.1	19
22	MTV2	0.1	18
22	CORT	0.1	17
22	HALL	0.1	16
22	TVLD	0.1	16
22	TVGC	0.1	15
22	NOGG	0.1	15
22	HIST	0.1	14
22	CNN	0.1	13
22	TTC	0.1	12
22	DHLT	0.1	12
22	EN	0.1	11
22	WGNC	0.1	10
22	OXYG	0.1	9
22	SOAP	0.1	8
22	NGC	0.1	8
22	GSN	0.1	8
22	STYL	0.1	7
22	DSCI	0.1	6

*Nielsen data supplied by ABC/Disney



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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.

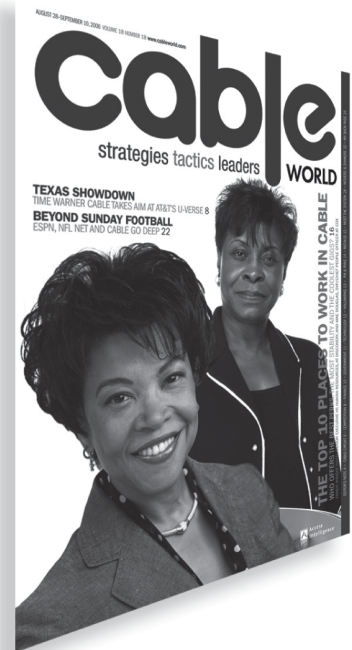
Submit nominations to:

Shirley Brady
CableWorld

email: sbrady@accessintel.com

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