

# CableFAX Daily™

Wednesday — September 17, 2008

What the Industry Reads First

Volume 19 / No. 180

## Storm Brewing: NCTA Head Pushes for Retrans Reform

When it comes to the upcoming retrans consent season, there is a potential storm on the horizon, **NCTA** chmn *Kyle McSarrow* told the House Telecom Subcommittee Tues at its DTV transition hearing. The cable chief's remarks went beyond the debate over a quiet period for retrans surrounding the transition, with McSarrow pressing for a broader look at reforming the process in the hopes of avoiding big showdowns. Saying he wanted to "flag what is potentially a coming storm," he ticked off reasons why the retrans rules, introduced in '92, were outdated and aren't a free market negotiation. "It's increasingly clear that the new election coming up on Oct 1...that with the economic pressures on the broadcasting side, with more and more equity or hedge funds investing in the broadcast sector looking for a quick buck as opposed to a long-term view, there's going to be greater tension," he said. For many years, NCTA has stayed on the sidelines of must carry debates. But McSarrow announced in Mar of last year that NCTA would be engaged in the retrans dialogue. Up until now, there hasn't been much public chatter from the group. But with broadcasters becoming increasingly vocal on plans for ratcheting up demands and with the potential of losing signals around the DTV transition, NCTA is stepping up. Tues' hearing gave cable an opportunity to make its case for reform in the hopes that Congress might address it next year. Members were more concerned Tues about the DTV transition and the energy bill on the House floor, but some, including Reps *Anita Eshoo* (D-CA) and *Nathan Deal* (R-GA) did show some interest. Eshoo zeroed in on the broadcasters' proposal for a retrans quiet period from Feb 4-Mar 4 (cable and **DISH** have argued that the period must start earlier, with the bulk of contracts expiring Dec 31). Eshoo said she was concerned that stations might pull their signals in Jan during the NFL playoffs. "I think you have to keep that in mind. It's a big deal in the life of our country," she said. **FCC** chmn *Kevin Martin* said he had proposed starting the quiet period 3 weeks before the transition, as opposed to the 2 weeks proposed by broadcasters. During the quiet period, broadcasters would be prevented from pulling their signals from multichannel providers. **Time Warner Cable** is currently engaged in a retrans dispute that involves 15 **LIN TV** stations. Rep *Charlie Gonzalez* (D-TX) said he wanted the quiet period centered around the Feb 17 analog cut-off, adding that it shouldn't be used to "give an advantage to any particular stakeholder." **NAB** pres *David Rehr*, who was also at the hearing, said there has only been 1 time when the FCC found that a party engaged in retrans discussions wasn't operating in good faith, and

WE SERVE  
THE **BEST** DEAL.

**More live coverage** than any single-sport network

**3,000+ hours** of world-class tournaments

**24/7 HD:** 1,000+ hours of native content

100s of **top-quality original series and specials**

**Highest income** viewership

All this and... **NO INCREMENTAL RATE INCREASES**



tennischannel.com



We Don't See Color.  
We Don't See Gender.  
**We See A New Age.**

**Retirement Living TV celebrates diversity.**

We're proud of our audience. They're trendsetters, change agents, and have always embraced the differences that make our world so rich.

For the only network targeting adults 50+, contact Betsy Brightman at 443-430-8944 or [BBrightman@RL.TV](mailto:BBrightman@RL.TV)





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: Debbie Vodenos, 240/753-5696, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Doreen Price, 512/934-7857, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist.Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

it wasn't a broadcaster. McSlarrow rebutted that he didn't think it was a matter of good faith, but the structure of the system. "People of good faith can reach a result that harms consumers," he said.

**Big Score:** ESPN's "MNF" coverage of Dallas-Philly goes down as the most-viewed cable telecast ever in HHs and total viewers, with Mon's game notching a 13.3 rating, 18.6mln total viewers and 13mln HHs. "This game is a prime example of the fact that people don't differentiate any more between broadcast and cable," Leah LaPlaca, ESPN's vp, programming and acquisitions told us. MNF actually outperformed Sun night's NFL game on NBC, which delivered 13.6mln total viewers. Mon's Cowboys-Eagles matchup bested the previous record holder, last Dec's Ravens-Patriots MNF game on ESPN. Notably, no cable programming was able to take out the '93 NAFTA debate on CNN as most-viewed until MNF moved to ESPN from ABC in '06.

**NAMIC Notebook:** A surge of unexpected but welcome New Yorkers pushed NAMIC to a record 800+ attendees for its 2-day conference. It predicted about 600, owing to the slowed economy (*Cfax*, 9/15). -- NPR's Charlayne Hunter-Gault accepted NAMIC's Mickey Leland Award with great eloquence, noting as world economies are growing it's the worst time for media here to reduce coverage of global affairs, particularly Africa, where she lives. -- The great irony of NAMIC's Day 2 general session on new media was the panel's insistence on the importance of old media. Columnist Roland Martin wouldn't even acknowledge new-media's importance until it pays the freight. "I love my blog, but CNN pays more," he joked. Old media pays for new media, he said. While praising some bloggers, Columbia J School prof Sree Sreenivasan voiced concern for the lack of old-fashioned reporting in new-media journalism. "When I cover Sarah Palin, I get on a plane and fly to Alaska. . .99% of your bloggers aren't doing that," CNBC/*The Wall St Journal's* Lee Hawkins said. -- Cable's success in growing ad revenue could hinge on its Project Canoe initiative, said panelists at NAMIC's digital ad panel on Tues, as advertisers seek to leverage linear, digital and other touch points. "All of the pieces have to come together for this campaign," said Time Warner Cable pres, media sales Joan Gillman. "It has to work." The Canoe initiative is also vital for realizing the dream of hyper-targeting customers, said Guy Cherry, Arris' chief architect, video systems. "They could actually begin to understand what the interactive backchannel looks like," he said. But Gillman said "alarmist" privacy concerns spurred by controversy over the nixed Charter-NebuAd deal (*Cfax*, 6/25) mean MSOs must "put customers at ease" that they won't collect personally identifiable data when targeting ads. Meanwhile, Keval Desai, Google's dir, production mgmt for TV ads, lauded Canoe's "progress" in bringing "more relevant ads to viewers" and said it's "very synergistic" with Google's own consumer targeting efforts. "Fragmentation is going to be a fact of life forever," he said.

**Inside the Beltway:** ACA voiced opposition Tues to a Copyright Office proposal that it says would require cable operators to pay additional royalty payments for broadcasters' digital multicasts. "The digital television transition is

Drops Thursdays in HD  
and Fridays On Demand.

IT'S ALWAYS  
SUNNY IN  
PHILADELPHIA

**FX**  
THERE IS NO BOX™  
foxcable.com



only a change in transmission technology—nothing about the switch indicates that the new technology should result in changes to the compulsory license scheme,” said ACA pres/CEO *Matt Polka*.

**Competition:** AT&T plans to harmonize **U-verse TV** and **iPhones** through options including visual voicemail playing on TV and content downloads from a DVR to the device. Separately, the telco launched **SEC Mobile**, offering conference news, games, trivia and contests. -- Following **WildBlue's** recent move, **HughesNet** has introduced an equipment leasing option for broadband customers that it's promoting by offering free installation to all new subs that use the option.

**In the States:** **Bright House** has completed the 1st phase of its Orlando install of **BigBand** switched digital video, and has commenced roll out of the tech in Tampa and Indianapolis. BigBand's SDV solution has been deployed, or is in the process of being deployed, by 6 of the top 10 ops across 28 cable systems that pass more than 16mln HHs.

**Hurricane Ike:** More than 62mln people tuned into **Weather Channel** at some point Fri and Sat as Hurricane Ike approached landfall. The net posted a 1.3 total day rating on Fri, peaking at a 2.6 during 9:30-9:45pm. Fri marked weather.com's highest page view day of '08 and its 4th highest page view day ever. It also hit a new single-day record for video streams.

**Carriage:** **MASN** plans to offer a full-time HD channel in Mar and will offer up to 200 Nationals and Orioles games in high-def next year. The net said **Comcast**, **Cox**, **DirectTV** and **RCN** will carry the net. -- **Comporium** has agreed to launch **ION**, **qubo**, and **ION Life** on digital basic in its SC systems. -- **Cox** has launched in Northern VA **MYX**, an Asian-American music and lifestyle channel.

**In the Courts:** An IL judge has declined to dismiss a lawsuit brought against **Sprint** by **iPCS**, a small wireless carrier seeking a court order to halt the Sprint/**Clearwire**/cable WiMAX venture on the basis of unfair competition. iPCS sells Sprint service via its network in portions of IL, MI, PA, IN, OH and TN.

**Online:** The crowded movie download space has welcomed as a member **IMDB.com**, which now offers users through a beta service access to more than 6K full-length films and TV eps for free. The site's rotating content is provided by **CBS**, **Hulu**, **Sony Pictures TV** and over 500 independent filmmakers.

**Technology:** After signing an implementer's agreement with **CableLabs**, **Macrovision** may now build products based on the **tru2way** interactive cable architecture. Also, an **OpenCable** pact between the pair allows Macrovision to provide additional knowledge, resources and day-to-day support toward the development of tru2way as an industry standard. -- **Comcast's thePlatform** has enhanced its roster of online ad tech integration partners to include **24/7 Real Media**, **Microsoft's AdManager**, **DoubleClick In-Stream**, **Tremor Media**, **Kiptronic**, and **LiveRail**. More than 50 companies now participate in the partner program.

**Ratings:** Summer has certainly become the season of cable, but this year's intro to fall has proven to be even more popular. From Aug 25-Sept 14, 78 cable telecasts earned at least a 3.0 HH rating, including an astounding 40 from Sept 1-7. The other 2 weeks delivered 19 such shows each. Cable hasn't enjoyed this frequency of high ratings since



Thursday, September 25, 2008  
1:30-3:00pm (ET)

## CableFAX Webinar

### Going Green: How to Do It, Communicate It and Sell It

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:



april 1-3 '09  
washington convention center  
washington, dc

**CableFAX Daily.**

**CableFAX**  
CONTENT BUSINESS

early March, when 22 eps of **Nickelodeon's** "SpongeBob SquarePants" paced 28 overall telecasts that earned a 3.0+. There's no doubt that political coverage including the party conventions and sports, particularly the return of football, have greatly boosted recent cable viewership. **Fox News** delivered 25 3.0+ telecasts over the 3 weeks, **CNN** 12 and **ESPN** 8. -- MNF helped ESPN (2.6/2.53mln) take home the prime ratings prize, followed by Fox News (2.3/2.18mln) and **USA** (2.2/2.18mln). **TNT** (1.9/1.81mln) and **Disney Channel** (1.8/1.72mln) completed the top 5.

**Programming:** **TNT** has renewed "Saving Grace" and "Raising the Bar" for a respective 3rd and 2nd season. -- After 10 years on the air, according to *AP*, **MTV's** "Total Request Live" will end its run in Nov with a 2-hour Sat special.

**History 'Addresses' Brand Extension:** You've seen it before, and if you're at the Gettysburg Museum or the **Smithsonian's** Natural History Museum later this month, you will see it again: **History**-branded short-form video. In fact, 80 sites will have History's videos by '09, the network says. It's been doing this for more than 10 years, producing original videos or excerpting footage from existing series and specials requested by museum curators. For Gettysburg, History did all the video, which will premiere Sept 25. That work was funded by the site, with assistance from History. Video at Smithsonian museums in DC, is donated, like footage for the Oceans exhibit at the Museum of Natural History, also opening Sept 25. "But [donated video] is not just a good-guy effort; this is really a strategic decision on our part," says *Libby O'Connell*, History's chief historian and svp, corporate outreach, **AETN**. "We believe it's important...to reach audiences outside the television-viewing arena and right in the places where history happened." In addition, "sometimes these exhibits are up for 10 years," O'Connell says. "They get 2mln visitors a year. So that's 20mln people watching this show. That's a pretty good rating...Compared to the cost of a billboard over those years this has been a pretty good equation." In addition, local cable operators join in. AETN recently provided video under the **Biography Channel** brand for a Smithsonian museum's exhibit on *Jim Henson*. "Comcast worked with us [on special events for] that," she says. The exhibit garnered a lot of children, O'Connell adds, "not necessarily an audience we get to reach on our air." And History's video isn't limited to land. "I love this one. We're working with Alcatraz, putting short-form video on the boats that take visitors from San Francisco Bay to Alcatraz."

**Buzz:** Here's the latest link being emailed around the cable industry: [http://news.cnet.com/8301-17938\\_105-10035403-1.html](http://news.cnet.com/8301-17938_105-10035403-1.html) It's a *CNET* blog about a new **FiOS** attack ad in NY. The cable guy is using a clipboard to keep track of his work for the day, the FiOS tech has what appears to be a high-tech installation device.

Upon closer look, it's an **Amazon** Kindle. Maybe he's reading a little "War and Peace" in between installs...

**Honors:** **The Paley Center for Media** will honor **Showtime** and *Carl Reiner* at its annual gala in L.A., Dec 11. "Showtime under the direction of *Matthew Blank* and *Robert Greenblatt* continues to push premium networks in new directions by presenting daring programming and innovative entertainment," commented Pat Mitchell, Paley pres/CEO. -- A few cable shows picked up **TelevisionWithoutPity.com's** Tubey Awards, but they weren't all honors. **E!'s** "Living Lohan" was named Worst New Show, while **MTV's** *Tila Tequila* won the title of Most Appalling Reality TV Star. Not all the wins from the Bravo-owned site were ominous. **Sci Fi's** "Battlestar Galactica" was named Best Drama.

## INSPIRATIONS REFLECTIONS

THE 2008 WICT  
*Benefit Gala*

**Celebrate the 2008 Accolade Award Honorees**  
**Thursday, November 20, 2008, Grand Hyatt Washington, DC**

Join WICT as we reflect upon a year of inspiring achievements and performances by outstanding individuals and organizations in the cable industry. The 2008 WICT Gala will be the last event of its kind as we embark on a new era of celebrations in conjunction with the 2009 Cable Show.

**Purchase your table and tickets today! [www.WICTGALA.org](http://www.WICTGALA.org)**





# BUSINESS & FINANCE

**Public Affairs:** Lifetime is gearing up for its 14th "Stop Breast Cancer for Life" campaign next month. The programming highlight is original movie "Living Proof," about Dr *Dennis Slamon* (*Harry Conick Jr*) and how he helped develop breast cancer drug Herceptin (Oct 18, 9pm). The movie will be streamed on myLifetime.com on Oct 19. The site will also include tools to raise funds for research and a petition to end drive-through mastectomies. -- **Nickelodeon Kids and Family Group** will go off the air and offline Sept 27 (noon-3pm) to inspire kids to participate in the fight against childhood obesity. More than 250K kids in 10 different countries are expected to participate in **Nickelodeon's** 5th annual Play Day, and more than 1K local events worldwide are scheduled.

**People:** TiVo promoted *Anna Brunelle* to CFO, replacing interim CFO *Cal Hoagland*, who is leaving the company. -- **Animal Planet** appointed *Whitney Holland* vp, program planning and scheduling. -- **Bright House** promoted *Kristi Kramersmeier* to vp, new product development.

**Minorities in Cable:** The online version of **CableFAX: The Magazine's** just-published 2008 Most Influential Minorities in Cable goes a little deeper in its look at cable's multicultural movers and shakers. Go to <http://www.cable360.net/business/operatorsmsos/31580.html> to read about more executives with influence.

## CableFAX Daily Stockwatch

Company	09/16 Close	1-Day Ch	Company	09/16 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	30.86	(0.84)	AMDOCS:	26.68	(0.62)
DIRECTV:	26.29	(0.01)	AMPHENOL:	44.76	0.84
DISNEY:	32.51	0.15	APPLE:	139.88	(0.48)
ECHOSTAR:	26.34	(0.39)	ARRIS GROUP:	9.30	0.08
GE:	25.06	0.46	AVID TECH:	24.76	0.03
HEARST-ARGYLE:	20.72	0.61	BIGBAND:	3.76	(0.19)
ION MEDIA:	1.44	0.00	BLNDER TONGUE:	1.20	(0.05)
NEWS CORP:	13.56	(0.25)	BROADCOM:	20.65	(0.72)
<b>MSOS</b>					
CABLEVISION:	26.29	0.18	C-COR:	11.00	0.00
CHARTER:	0.91	(0.02)	CISCO:	22.80	0.42
COMCAST:	20.54	(0.32)	COMMSCOPE:	41.04	0.88
COMCAST SPCL:	20.40	(0.36)	CONCURRENT:	6.07	(0.37)
GCI:	9.91	0.22	CONVERGYS:	15.78	0.25
KNOLGY:	8.97	0.09	CSG SYSTEMS:	18.25	(0.2)
LIBERTY CAPITAL:	14.98	0.07	ECHOSTAR HOLDING:	28.02	0.02
LIBERTY ENTERTAINMENT:	25.48	(0.36)	GOOGLE:	442.93	9.07
LIBERTY GLOBAL:	30.83	(0.17)	HARMONIC:	8.66	0.04
LIBERTY INTERACTIVE:	13.88	0.11	JDSU:	8.89	(0.02)
MEDIACOM:	7.01	(0.1)	LEVEL 3:	3.08	0.04
SHAW COMM:	21.62	(0.12)	MICROSOFT:	25.99	(0.83)
TIME WARNER CABLE:	26.70	(0.07)	MOTOROLA:	7.24	(0.41)
VIRGIN MEDIA:	9.26	(0.93)	NDS:	59.00	0.38
WASH POST:	590.18	(0.6)	NORTEL:	5.30	0.20
<b>PROGRAMMING</b>					
CBS:	16.00	(0.16)	OPENTV:	1.36	0.03
CROWN:	4.59	0.32	PHILIPS:	29.64	0.38
DISCOVERY:	19.38	0.73	RENTRAK:	13.77	(0.49)
EW SCRIPPS:	7.03	0.02	SEACHANGE:	8.17	0.17
GRUPO TELEVISA:	21.62	0.17	SONY:	33.67	(0.05)
HSN:	14.82	0.12	SPRINT NEXTEL:	6.57	(0.21)
LIBERTY:	40.02	0.79	THOMAS & BETTS:	42.14	(0.04)
LODGENET:	3.10	(0.15)	TIVO:	7.27	0.06
NEW FRONTIER:	3.70	(0.05)	TOLLGRADE:	4.86	(0.46)
OUTDOOR:	8.07	0.26	UNIVERSAL ELEC:	24.60	(0.42)
PLAYBOY:	4.03	0.13	VONAGE:	1.11	(0.05)
RHI:	11.50	0.06	WEBB SYS:	0.07	0.00
SCRIPPS INTERACTIVE:	41.41	1.63	WORLDGATE:	0.30	0.00
TIME WARNER:	14.08	(0.04)	YAHOO:	19.26	0.41
VALUEVISION:	2.25	(0.01)	<b>TELCOS</b>		
VIACOM:	25.70	(0.92)	AT&T:	29.88	(0.08)
WWE:	15.42	0.23	QWEST:	3.48	(0.07)
<b>TECHNOLOGY</b>					
3COM:	2.01	0.00	VERIZON:	32.84	(0.4)
ADC:	9.43	(0.33)	<b>MARKET INDICES</b>		
ADVANTAGE:	3.00	(0.01)	DOW:	11059.02	141.51
ALCATEL LUCENT:	4.95	(0.04)	NASDAQ:	2207.90	27.99

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

Ask about our 3 Day Packages with CableFAX Daily at CTAM!  
Full Pages and Spread Advertising Accepted  
Distribution: CTAM Summit Reg Bags and Pub Bins, CableFAX Events  
Ad Close: 9/26 Artwork Close: 9/30

### Advertising contacts:

Debbie Vodenos, Publisher (301) 354-1695  
or [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)  
Erica Gottlieb, Account Manager (212) 621-4612  
or [egottlieb@accessintel.com](mailto:egottlieb@accessintel.com)

CTAM Summit Issue

The award winners will be announced at an October 29<sup>th</sup> awards luncheon at the National Press Club in DC and in the CableFAX: The Magazine Program Awards Issue released during the luncheon. Congratulations to the finalists.

**CableFAX Hall of Fame Inductees**

- People**
- Chris Berman, ESPN
  - Vince McMahon, World Wrestling Entertainment
  - Sheila Nevins, President of HBO documentary unit and HBO Family
- Programs**
- E! True Hollywood Story - E!
  - Larry King Live - CNN
  - The Shield - FX Networks
  - THE SOPRANOS - HBO

**Programming Executive Of The Year**

Robert Greenblatt, President, Entertainment, Showtime Networks, Inc.

**Finalists in Program Awards**

**Best Cable Program**

- John Adams - HBO
- Mad Men - AMC
- Planet Earth - Discovery Channel
- Rescue Me - FX Networks
- THE SOPRANOS - HBO
- The Tudors - Showtime

**Best New Cable Program**

- Army Wives - ABC Studios
- Burn Notice - USA Network
- Californication - Showtime
- Damages - FX Networks
- Mad Men - AMC
- Saving Grace - TNT

**Best Director**

- Allen Coulter, Damages - FX Networks
- Dan Klores - Black Magic, ESPN
- Steven Lawrence, Down the Barrel - ESPN
- Ryan Murphy, nip/tuck - FX Networks

**Best Actress In Cable**

- Glenn Close, Damages - FX Networks
- Judy Davis, The Starter Wife - USA Network
- Holly Hunter, Saving Grace - TNT
- Mary-Louise Parker, Weeds - Showtime
- Kyra Sedgwick, The Closer - TNT

**Best Actor In Cable**

- David Duchovny, Californication - Showtime
- Jon Hamm, Mad Men - AMC
- James Gandolfini, THE SOPRANOS - HBO

**Best Writer**

- Tom Kapinos, Gina Fattore and Eric Weinberg, Californication - Showtime
- Stephanie McMahon Levesque - World Wrestling Entertainment
- Nancy Miller, Saving Grace - TNT
- Jeff Sarokin, "Consider Wimbledon" - ESPN - 2007 Wimbledon
- Matthew Weiner, Mad Men - AMC

**Best Show or Series: Animals/Nature**

- Adventures in Doggie Daycare - WE tv
- The Best and Worst of Tred Barta - VERSUS
- Meerkat Manor - Animal Planet
- Sunrise Earth - HD Theater

**Best Show or Series: Animated**

- Classical Baby (I'm Grown Up Now): The poetry Show - HBO
- Galactik Football - ¡Sorpresa!

**Best Show or Series: Children's**

- Peep and the Big Wide World - Discovery Kids
- The Sunny Side Up Show - Sprout

**Best Show or Series:**

**Education/Instructional/Family Friendly**

- Hannah Montana - Disney Channel
- Little People, Big World - TLC
- The Note - Hallmark Channel
- Orangutan Island - Animal Planet
- Retired and Wired - Retirement Living TV
- When Weather Changed History - The Weather Channel

**Best Show or Series: Fitness/Health**

- Healthline - Retirement Living TV
- National Body Challenge - Discovery Health

**Best Show or Series: Food**

- Anthony Bourdain: No Reservations - Travel Channel
- Iron Chef - Food Network
- Ramsay's Kitchen Nightmares - BBC America
- Bravo's Top Chef - Bravo

**Best Show or Series: Music**

- The HDNet Concert Series - HDNet
- Live From Abbey Road - Sundance Channel
- London Live - Mojo

**Best Show or Series: News**

- Dan Rather Reports - HDNet
- BBC World News America - BBC America
- Squawk Box Live with Warren Buffett - CNBC

**Best Show or Series: Public Affairs**

- American Skinheads - M2 Pictures
- Healthcare '08: Search for Solutions - Retirement Living TV
- It's Your Call with Lynn Doyle/Modern Day Slavery - CN8 - The Comcast Network

**Best Show or Series: Reality/Game Show**

- Celebrity Fit Club - VH1
- Celebrity Rehab with Dr Drew - VH1
- Gone Country - CMT
- How to Look Good Naked - Lifetime Television
- I Wanna Be a Soap Star - SOAPnet
- Intervention - A&E Network

**Best Show or Series: Comedy/Funniest Show**

- 10 Items or Less - TBS
- The Colbert Report - Comedy Central
- The Daily Show with Jon Stewart - Comedy Central
- FLIGHT OF THE CONCHORDS - HBO
- Head Case - Starz
- Monk - USA Network
- The Soup - E!

**Best Show or Series: Sports**

- Celtics Now - Comcast SportsNet New England
- Minnesota Basketball: The Journey - The Big Ten Network
- The Peglegs of Stuyvesant High - CBS College Sports Network
- Sport Science - Fox Sports Net
- Triumph and Tragedy: The Ray Mancini Story - ESPN Classic

**Best Show or Series: Talk Shows/Commentary**

- Larry King Live - CNN
- Night Talk, hosted by Mike Schneider - Bloomberg Television
- The Suze Orman Show - CNBC
- Washington Journal - C-SPAN

**Best Show or Series: Best Regional Program**

- Celtics Now - Comcast SportsNet New England
- CenterStage - YES Network
- Mohegan Sun Sports Tonight - Comcast SportsNet New England
- Yankeeography - YES Network

**Best Show or Series: Other**

- Attack of the Show - G4
- Dr. G: Medical Examiner - Discovery Health
- King - History
- Life After People - History
- Monday Night RAW - World Wrestling Entertainment

**Best Actor/Actress/Host: Animals/Nature**

- Bindi Irwin, Bindi the Jungle Girl - Discovery Kids
- Eugene Cussons, Escape to Chimp Eden - Animal Planet

**Best Actor/Actress/Host: Family Friendly**

- Ernest Borgnine, "A Grandpa for Christmas" - Hallmark Channel
- Genie Francis, "The Note" - Hallmark Channel
- Nancy Travis, The Bill Engvall Show - TBS

**Best Actor/Actress/Host: News**

- Anderson Cooper, Anderson Cooper 360 - CNN
- Jim Cramer, Mad Money w/ Jim Cramer - CNBC
- Keith Olbermann, Countdown with Keith Olbermann - MSNBC

**Best Actor/Actress/Host: Reality/Game Show**

- Ben Bailey, Cash Cab - Discovery Channel
- Niecy Nash, Clean House - The Style Network
- Sherry Parrish, "What's Next?" - Retirement Living TV

**Best Actor/Actress/Host: Sports**

- Rece Davis - ESPN Anchor/Host
- Mike Gorman & Tommy Heinsohn - Comcast SportsNet New England

**Best Actor/Actress/Host: Talk Shows**

- Chelsea Handler, Chelsea Lately - E!
- Florence Henderson, The Florence Henderson Show - Retirement Living TV
- Graham Norton, The Graham Norton Show - BBC America

**Best Actor/Actress/Host: Other**

- Bear Grylls, Man vs. Wild - Discovery Channel
- Shawn Michaels - World Wrestling Entertainment
- Don Wildman, Cities of the Underworld - History

**Most Conscious-Raising Content**

- Black Magic - ESPN
- HDNet World Report - Uganda's Child Soldiers - HDNet
- Saving a Species: Gorillas on the Brink - Animal Planet
- "We Have Work To Do" Public Service Campaign - Cable Positive

**Best Opening Sequence**

- Florida State vs Clemson Open - ESPN College Football
- Hair Trauma - WE tv
- David Beckham Open - ESPN Major League Soccer
- Secret Lives of Women - WE tv

**Best Surprise Ending**

- Bridezillas - WE tv
- Meerkat Manor: Flower's Death - Animal Planet
- X Games 13, Skateboard Big Air - ESPN
- Vince McMahon's Car Explosion - World Wrestling Entertainment

**Most Unrealistic Scene That Was Most Entertaining**

- 10 Items or Less: Mooshi - TBS
- Californication: Turn the Page - Showtime
- The Sopranos - Episode 78 of final season - HBO

**Best Use of HD Technology**

- The NHL on HDNet - HDNet
- Kevin Dunn/Mike Grossman - World Wrestling Entertainment

**Best Producer**

- Todd A. Kessler, Glenn Kessler & Daniel Zelman, Damages - FX Networks
- Sharon Liese, High School Confidential - WE tv
- Greer Shephard, Michael M. Robin, James Duff, Andrew J. Sacks and Kyra Sedgwick, The Closer - TNT

**Best Online/Mobile Extras for a Linear Show**

- Blog Cabin - DIY Network / DIYnetwork.com
- Most Haunted Live - Travel Channel
- The Next Food Network Star - Food Network / FoodNetwork.com

**Best Online-Only/Mobile-Only Show**

- Getting Away with Murder - IFC
- Green Porno - Sundance Channel
- Strange Science - Discovery Digital Media

**Best Video on Demand Program/Special**

- Activity TV - Comcast/Center City Film & Video
- Carolina On Demand: High School Sports - Time Warner Cable

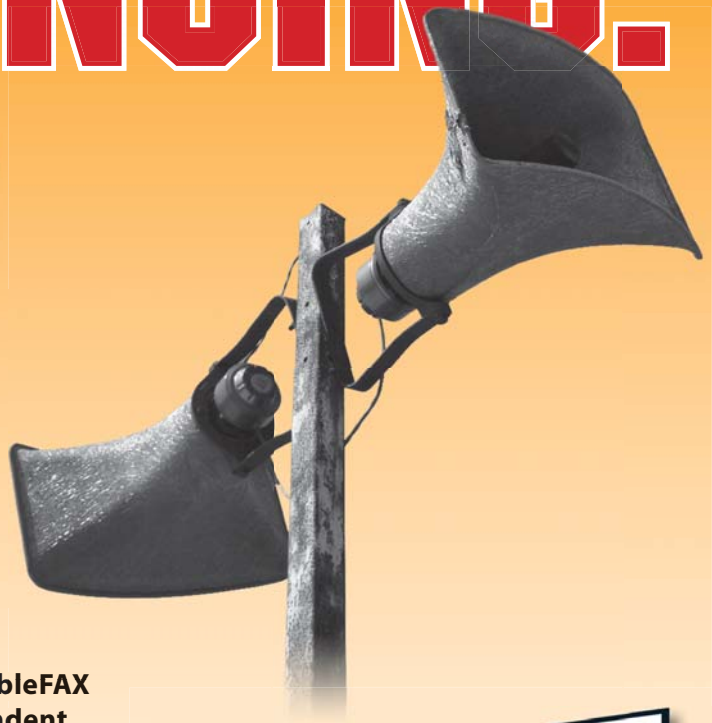
**Advertising Contacts:**

Debbie Vodenos, Publisher - [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com) (301) 354-1695  
Erica Gottlieb, Account Manager - [egottlieb@accessintel.com](mailto:egottlieb@accessintel.com) (212) 621-4612

Register for the October 29th CableFAX  
Program Awards Luncheon:  
[www.cable360.net/events/programawards](http://www.cable360.net/events/programawards)

# ANNOUNCING:

## CableFAX Content Business



**F**rom the industry's most trusted source, CableFAX Daily, comes Content Business: An independent source for analysis of ratings, programming trends and opportunities in the burgeoning cable content business.

Some of the many features will include:

- A look at the economics of the content business and what is driving profitability.
- Analysis of linear TV, VOD, online, mobile and other new distribution methods.
- Research, charts and databases on cable TV ratings, trends and ad spend.
- Digital Boxscores providing statistics on unique visitors and page views on cable network web sites.
- Campaign Tracker to keep tabs on program-related PR and marketing campaigns.
- Cable TV Show Database that provides a convenient one-stop-shop resource.
- Free copy of CableFAX Content Business: Trends & Forecasts Report, published twice-yearly, for subscribers only (\$2495 value)



CableFAX Content Business will help you increase viewers, ratings & advertising revenue.

## [www.cablefaxcontentbusiness.com](http://www.cablefaxcontentbusiness.com)