

CableFAX Daily™

Friday — September 18, 2009

What the Industry Reads First

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New Blood: AWRT Head Joining WICT as Pres/CEO

WICT announced Thurs that current American Women in Radio and Television pres Maria Brennan will become its new pres/CEO Oct 19, replacing Benita Fitzgerald Mosley, who accepted a role with USA Track and Field in June. She'll meet much of the industry during **Cable Connection Fall** week, but here's a get-to-know-you Q&A to tide you over until then. **Why make the jump from AWRT to WICT?** I think cable telecommunications is inside a very exciting point in time in its maturation. It's going through some interesting transitions, and with that I believe there are some unique opportunities. So having worked peripherally inside that sector of the media, I've always had a great deal of esteem for the organization it represented, a great deal of esteem for WICT, and basically it felt like the right thing to do at this juncture in my career. **With AWRT, you dealt with some cable folks. Are there people you already know well in the industry?** A lot of people I already know well—all of whom I have enjoyed working with tremendously. Short of giving you a list of who those people are, they are inside a lot of the different MSOs and the cable non-profits. I have tremendous relationships and friendships with a lot of the colleagues inside the industry. It doesn't even begin to scratch the surface of who I'll know and how well I'll know folks in the coming weeks, months and hopefully years. **I'm trying to not so subtly ask if anyone in cable pointed you in this direction.** I will be frank with you. A lot of people in cable pointed me in this direction. Many. To the point that it became very obvious I had to explore it. **What's your mission?** WICT has a very clear mission. It develops women leaders to transform the industry. It's really elegant in its simplicity. When you put women in positions of power inside any organization, your organization is going to be better. It's going to be stronger. It's going to have better employee retention—all sorts of things that are empirical, not opinion driven. So when you look at WICT as an organization, this is a group that's designed to educate women, make sure their lifelong learners so that they're better in their jobs... it's really giving back to the industry in a meaningful way. **Recently, it was announced that Cable Positive's national office is folding. Do you ever face questions about whether we still need an organization like WICT that's devoted to women?** It is very sad news about Cable Positive... Until there is parity across the board when it comes to women and equal opportunity and their place inside the industry, then I do think organizations like WICT are relevant and meaningful. I often tell people that the happiest day of

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my life will be the day I get to retire because I get to say, 'We're even. It's all done.' I can always find something else to do, but until then, WICT remains not only relevant but crucial.

Long-term Planning: Both **AT&T** and **Verizon** know that access line losses endure, but each telco is confident in its off-setting strategies going forward—gambits that will certainly ramp the competition among the pair and cable. "As we gain share in **FiOS**, we can... really position our business to be an extremely potent, video-centric asset," said Verizon chmn/CEO *Ivan Seidenberg* at the **Goldman Sachs** conference Thurs. He said "a vast majority" of the company's customer lines will be covered by FiOS after its asset sale to **Frontier** closes next year, a critical change given the rapid integration and use of interactive apps on TVs "that is just off the charts." In short, said Seidenberg, "I have never been more confident" in our wireline business model. AT&T, meanwhile, continues to focus intently on mobile broadband, but chmn/CEO *Randall Stephenson* said the telco's looking to offload a good portion of its wireless traffic to fixed lines. "We think that fixed-line element will be critical" to success, said Stephenson. As for U-verse, the platform's "doing very, very well," he said, with three-quarters of new customers purchasing either a triple- or quad-play. But "probably more important than anything, we're investing in [wireless] capacity," said Stephenson, whose company is using **HSPA 7.2** tech to double the speeds of its 3G mobile broadband network in 6 major markets by year-end. With WiFi also playing a key role in AT&T's mobile strategy, next comes **LTE**, which Stephenson said will let mobile video "really scale." Verizon's LTE plans include 2 current trials with **Ericsson** and **Alcatel-Lucent** and rollout in 30 markets by the middle of next year. The telco's "working very aggressively," said Seidenberg, an app development for the tech and integration with enterprise services. "We will hit the ground running with a lot of interesting things," he said.

Broadband Stimulus: More than 83 small, independent cable ops applied for about \$1.3bln in broadband stimulus money to fund last-mile and middle-mile projects in unserved and underserved areas, **ACA** said. **NTIA** and **RUS** received 2200 applications seeking \$28bln total in federal broadband stimulus money. They only have \$7.2bln to dole out. ACA's *Matt Polka* said ACA apps would have been greater if the govt hadn't attached funding restrictions, such as the federal govt's insistence on holding the 1st lien and a 10-year prohibition on the sale of federally funded projects.

On the Hill: The highlight of an **FCC** oversight hearing on the Hill Thurs came when House Commerce chmn *Henry Waxman* (D-CA) threw his support behind Reps *Ed Markey* (D-MA) and *Anna Eshoo's* (D-CA) net neutrality bill, saying he would sign on as a co-sponsor. Neutrality supporters, such as **Free Press**, cheered him on and rushed out news releases. But other than Waxman's declaration, the issue got little mention during the House Communications subcmte hearing. During the hearing, Genachowski repeated for what must be the 196th time that he has no intention of resurrecting the Fairness Doctrine. Rep *Greg Walden* (R-OR) was the only member to push Genachowski on his appoint-

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4 Pages Today

September 11, 2009

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BUSINESS & FINANCE

ment of *Mark Lloyd* as chief diversity officer. **Fox News** host *Glenn Beck* has led criticism of Lloyd, pointing out past writings and statements (pre-FCC) that he believes reek of censorship. "If we as a nation... fully funded a broadcaster like the British citizens fund BBC, we might have an impact on what they cover and have more power to demand that they cover everything," Mr. Lloyd said at a '08 media conference, according to the *WSJ*. "I hope we don't have a government speech czar..." Walden said. Genachowski said Lloyd doesn't set policy and isn't working on broadcast issues. He added that he encourages diversity of thought, telling Walden that he'd be happy to make any member of the FCC staff available for a meeting. Republican commish *Robert McDowell* said he shared Walden's concerns over Lloyd's writings and promised to keep an eye on things.

Research: The '09 Mendelsohn Affluent Survey offers a drilldown into the US affluent market (\$100K+ annual HH income), and shows the demo surfs the Web an avg of 24 hours/wk and watches TV an avg of 18 hours/wk. Also, approx three-fourths of affluent homes receive an HD signal and approx 65% own a DVR. As for what channels the wealthy prefer, the big 3 broadcasters head the list, and **CNN** paces cable nets. Other popular nets among the affluent, in order, are **Discovery Channel, ESPN, The Weather Channel** and **History**.

CableFAX Daily Stockwatch

| Company | 09/17 Close | 1-Day Ch | Company | 09/17 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| BROADCASTERS/DBS/MMDS | | | | | |
| BRITISH SKY: | 35.43 | (0.38) | AMPHENOL: | 39.75 | 0.12 |
| DIRECTV: | 26.06 | 0.10 | APPLE: | 184.55 | 2.68 |
| DISH: | 17.88 | (0.58) | ARRIS GROUP: | 13.46 | 0.43 |
| DISNEY: | 28.46 | 0.09 | AVID TECH: | 15.20 | 0.37 |
| GE: | 16.66 | (0.24) | BIGBAND: | 4.24 | (0.01) |
| NEWS CORP: | 14.25 | (0.16) | BLNDER TONGUE: | 1.19 | (0.01) |
| MSOS | | | | | |
| CABLEVISION: | 25.56 | (0.2) | BROADCOM: | 29.57 | (0.64) |
| COMCAST: | 17.05 | (0.5) | CISCO: | 23.39 | 0.03 |
| COMCAST SPCL: | 16.23 | (0.58) | CLEARWIRE: | 9.09 | (0.16) |
| GCI: | 6.81 | (0.03) | COMMSCOPE: | 31.32 | 0.02 |
| KNOLGY: | 8.15 | 0.38 | CONCURRENT: | 4.73 | 0.11 |
| LIBERTY CAPITAL: | 22.49 | (0.78) | CONVERGYS: | 11.10 | (0.1) |
| LIBERTY ENT: | 29.70 | (0.03) | CSG SYSTEMS: | 15.41 | 0.67 |
| LIBERTY GLOBAL: | 24.51 | (0.6) | ECHOSTAR: | 19.18 | (0.05) |
| LIBERTY INT: | 10.98 | (0.03) | GOOGLE: | 491.72 | 3.43 |
| MEDIACOM: | 5.74 | (0.15) | HARMONIC: | 6.95 | 0.05 |
| RCN: | 9.53 | (0.1) | INTEL: | 19.41 | (0.24) |
| SHAW COMM: | 18.17 | (0.02) | JDSU: | 7.61 | (0.01) |
| TIME WARNER CABLE: | 41.66 | (0.26) | LEVEL 3: | 1.35 | (0.11) |
| VIRGIN MEDIA: | 12.60 | (0.31) | MICROSOFT: | 25.30 | 0.10 |
| WASH POST: | 476.19 | (5.61) | MOTOROLA: | 8.91 | (0.25) |
| PROGRAMMING | | | | | |
| CBS: | 12.44 | (0.3) | OPENTV: | 1.40 | 0.01 |
| CROWN: | 1.88 | (0.02) | PHILIPS: | 25.82 | 0.35 |
| DISCOVERY: | 29.25 | (0.19) | RENTRAK: | 16.38 | 0.38 |
| EW SCRIPPS: | 8.25 | (0.58) | SEACHANGE: | 7.66 | (0.09) |
| GRUPO TELEVISA: | 18.45 | (0.13) | SONY: | 27.54 | (0.11) |
| HSN: | 13.70 | (0.14) | SPRINT NEXTEL: | 3.90 | (0.08) |
| INTERACTIVE CORP: | 20.56 | (0.11) | THOMAS & BETTS: | 28.66 | (0.1) |
| LIBERTY: | 34.90 | (0.44) | TIVO: | 10.63 | (0.1) |
| LODGENET: | 6.54 | (0.36) | TOLLGRADE: | 5.73 | 0.11 |
| NEW FRONTIER: | 2.20 | 0.00 | UNIVERSAL ELEC: | 20.09 | (0.1) |
| OUTDOOR: | 7.12 | 0.21 | VONAGE: | 1.40 | (0.06) |
| PLAYBOY: | 3.03 | (0.09) | YAHOO: | 17.50 | 0.51 |
| RHI: | 3.26 | (0.13) | TELCOS | | |
| SCRIPPS INT: | 36.48 | 0.08 | AT&T: | 26.37 | (0.17) |
| TIME WARNER: | 29.34 | (0.27) | QWEST: | 3.46 | (0.11) |
| VALUEVISION: | 3.58 | 0.08 | VERIZON: | 29.51 | (0.9) |
| VIACOM: | 29.85 | 0.28 | MARKET INDICES | | |
| WWE: | 14.23 | (0.03) | DOW: | 9783.92 | (7.79) |
| TECHNOLOGY | | | | | |
| 3COM: | 4.71 | (0.18) | NASDAQ: | 2126.75 | (6.4) |
| ADC: | 8.72 | (0.12) | | | |
| ADVANTAGE: | 2.25 | 0.00 | | | |
| ALCATEL LUCENT: | 4.28 | (0.04) | | | |
| AMDOCS: | 26.60 | (0.04) | | | |

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

The Gospel According to Gospel Music Channel

Although alternative rock and rap are my musical genres of choice, I cannot deny the soulful and uplifting nature of gospel music. It deeply affects people individually yet is suffused with group compassion and understanding—characteristics of great importance to **Gospel Music Channel**. Case in point: net co-founder *Charley Humbard* was on Capitol Hill Tues, celebrating Sept as “National Gospel Music Heritage Month” for a 2nd consecutive year. The dual House and Senate legislation honors gospel music for its historical contributions to American culture, with support from a group including the channel, the **Recording Academy** and, importantly, Sen *Blanche Lincoln* (D-AK) and Rep *Sheila Jackson Lee* (D-TX). “We believe the story of gospel music should be told,” said Lee at the D.C. event. It “can permeate whatever your faith may be.” Added Lincoln, “Gospel Music Channel has been tireless... in bringing hope and inspiration everywhere.” The net has shrewdly used the initiative and a growing support network to help expand distribution, which is expected to tally 47mln homes by year-end. Humbard summed up Gospel’s recent success by putting words to the collegiality evident in Capitol room H-137. “Gospel music is a music of hope,” he said. “It unites our communities.” So, in an era when many MSOs are looking to bolster their local presence, the channel seems a logical way to reach a particular segment of people. Perhaps that’s why **Comcast, Cox** and **Charter** have teamed with the net to promote “National Gospel Music Heritage Month,” along with **The House of Blues** and **Ebony/Jet Magazine Group**. On air, the net is celebrating through numerous docs, concerts and original specials this month, and its Website and VOD offering are also playing key roles. Rep Lee hopes to expand the initiative’s reach to the **Smithsonian** and nationwide educators. “You were at the planting of the seeds,” she told attendees Tues. Gospel Music Channel has already reaped a decent harvest. *CH*

Highlights: “Stephen Fry in America,” Tues, 10pm, **HDNet**. It’s cliché to say we can learn about America from a foreigner, but we can. Our host is **BBC** personality Fry, stopping in all 50 states. Watching the big Brit for just a moment, and you’re grinning, as Fry mixes ice cream at Ben & Jerry’s and hunts deer in upstate NY (just hearing him pronounce a state’s name is fun). And the HD views are outstanding. -- “Brick City,” M-F, 10pm, **Sundance**. Doc about how young, Yale-educated Mayor *Cory Booker* (D) and even Bon Jovi are attempting to resuscitate Newark, NJ, almost 1 house, 1 reformed drug addict at a time. It’s also a slice of life of people struggling to make good. It’s not a balanced view of the articulate, upbeat Booker; though dissent is noted. *SA*

Worth a Look: – “Not Fade Away,” Mon, 8pm, **RLTV**. Gripping opening—this sensitive special eyes early onset Alzheimer’s, the disease hitting those in their 40s. Yet age is the top risk factor. There’s hope in research and a premium on maintaining health. *SA*

Notable: Emmy Red Carpet, Sun, 6pm **TV Guide Network** and **E!** Such problems—do you watch E! or TV Guide Network’s red carpet? New this year, dance judge *Carrie Ann Inaba* debuts on TVG as co-host. *SA*

| Basic Cable Rankings (9/07/09-9/13/09) Mon-Sun Prime | | | |
|--|------|-----|------|
| 1 | ESPN | 2.8 | 2790 |
| 2 | USA | 2.5 | 2442 |
| 3 | FOXN | 2 | 1998 |
| 4 | DSNY | 1.8 | 1796 |
| 5 | TNT | 1.6 | 1572 |
| 6 | ESP2 | 1.5 | 1448 |
| 7 | NAN | 1.3 | 1340 |
| 7 | A&E | 1.3 | 1240 |
| 7 | HGTV | 1.3 | 1238 |
| 7 | FX | 1.3 | 1203 |
| 11 | TOON | 1.2 | 1223 |
| 11 | TBSC | 1.2 | 1204 |
| 11 | MTV | 1.2 | 1166 |
| 14 | HIST | 1.1 | 1119 |
| 15 | LIFE | 1 | 1035 |
| 15 | SYFY | 1 | 994 |
| 15 | HALL | 1 | 842 |
| 18 | FAM | 0.9 | 890 |
| 18 | FOOD | 0.9 | 865 |
| 20 | DISC | 0.8 | 824 |
| 20 | TLC | 0.8 | 808 |
| 20 | AMC | 0.8 | 758 |
| 20 | MSNB | 0.8 | 752 |
| 20 | BRAV | 0.8 | 715 |
| 25 | CNN | 0.7 | 710 |
| 25 | CMDY | 0.7 | 696 |
| 25 | TRU | 0.7 | 685 |
| 25 | LMN | 0.7 | 516 |
| 25 | NOGG | 0.7 | 455 |
| 30 | SPK | 0.6 | 635 |
| 30 | NGC | 0.6 | 407 |
| 32 | TVLD | 0.5 | 528 |
| 32 | VH1 | 0.5 | 524 |
| 32 | BET | 0.5 | 460 |
| 32 | EN | 0.5 | 450 |
| 32 | OXYG | 0.5 | 341 |
| 37 | HLN | 0.4 | 423 |
| 37 | TRAV | 0.4 | 366 |
| 37 | APL | 0.4 | 352 |
| 37 | SOAP | 0.4 | 315 |
| 37 | DXD | 0.4 | 267 |
| 37 | GSN | 0.4 | 261 |
| 37 | WGNA | 0.4 | 255 |
| 44 | CMT | 0.3 | 279 |
| 44 | WE | 0.3 | 247 |
| 44 | DHLT | 0.3 | 219 |

*Nielsen data supplied by ABC/Disney

CableFAX: The Magazine's Most Influential Minorities in Cable Issue

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