

# CableFAX Daily™

Friday — September 19, 2008

What the Industry Reads First

Volume 19 / No. 182

## Dolan Says: No Private Plans, Asset Sales Unlikely Now and DSL Stinks

Don't look for a **Cablevision** asset sale anytime soon. "My answer probably is different than even a month and a half ago," CVC chief *Jim Dolan* said at **Goldman Sachs** investor confab Thurs. "The shutdown of the credit markets makes the purchase of assets and... the sale of assets less likely." Like many others, Dolan identified Cablevision's "well-developed, mature" programming channels as the core businesses that would make the most sense to sell because they have "the toughest road in front of them." CVC announced in late July it was considering strategic options, including asset sales, but the market's been through a lot since then. Will the Dolans attempt to take the company private again? "I would never completely rule it out, but at this time it's not really on our radar," he said. Meanwhile, CVC brass continued to scoff at the notion that **Verizon** will take away significant market share. When asked about the telco's aggressive promo that includes 6 months of free DSL, Dolan quipped that "DSL is sort of like dial-up. It really should be illegal to call it broadband. Even if you gave it to someone, why would they want it?" Dolan and COO *Tom Rutledge* painted Verizon as nothing more than a typical overbuilder. Rutledge provided some color on CVC's recent *Newsday* acquisition, saying Cablevision already has an interactive *Newsday* channel running that takes orders for newspaper subscriptions from cable subs. CVC's also working on integrating advertising opportunities and "finally, and most importantly, develop electronic distribution of the newspaper in a way that preserves the CPM of the newspaper and not create Internet-like CPMs with the kinds of advertisers that we've historically served," said Rutledge, adding that their developing "hyper-local" products that are Web-like in approach but part of the subscriber relationship that CVC and *Newsday* enjoys.

**Through the Grapevine:** Former **Gemstar-TV Guide** CEO *Rich Battista* is reportedly heading to Fox for a new position that would have him heading up the entertainment cable nets, including **FX** and **Nat Geo Channel**. He would report to **Fox Cable** head *Tony Vinciguerra*, according to sources. Fox had no comment. It does not appear that the sports nets would be under his purview. The move makes sense as Battista's considered a Fox darling, who spent more than a decade at the company and is said to be well respected by *Peter Chernin*. He joined Fox in '90 and left in '99 to start a youth culture Web property called **iFUSE**. It was a victim of the dot.com bubble, and Chernin welcomed him back to Fox in '01. Battista was evp, business dev, strategy for **Fox Ent Group** before replacing *Jeff Shell*

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as CEO of Gemstar in 2004. Battista left after **Macrovision's** deal to purchase Gemstar for \$2.8bln closed in May.

**Public Pomp:** Gloom and doom is in Wall St fashion these days, but someone apparently forgot to tell beaming **Discovery** execs and talent gathered Thurs at the **NASDAQ** hq in NYC. It was there the net officially became a publicly traded entity, and as founder *John Hendricks*, CEO *David Zaslav* and other assorted guests celebrated, they also effectively fulfilled **Liberty Media** chmn *John Malone's* longtime marching orders. Hendricks noted "a very historic day for our company," while Zaslav was already thinking about the future. "I think our journey continues," he said. "Today is chapter two." With that, an eclectic menagerie of suits and talent took to the NASDAQ podium to ring the morning bell (the group included the grizzled captains of "Deadliest Catch," **Planet Green's** *Emeril Lagasse*, *Stacy London* and *Clinton Kelly* of **TLC's** "What Not To Wear," and a thumbs-up toting crocodile kid named *Bindi Irwin*). **CNBC** later aired an interview with Zaslav, who counted as advantages of being public "more strategic input" from a larger board and the ability to attract more talent to the company. He said his primary goal "is to grow into our new platforms." Discovery on Thurs also unveiled an updated corporate logo and launched a new corporate website ([www.discoverycommunications.com](http://www.discoverycommunications.com)) with investor and corporate governance info, as well as background on its nets and other products. Discovery's NASDAQ debut stems from an agreement between its former shareholders, Discovery Holding Co and **Advance/Newhouse**, to combine their interests in Discovery into a new public company. In a wild first day of trading, Discovery's common stock (DISAD) was up more than 25% at one point but ultimately ended the day down 25% to close at \$13.81. Welcome to Wall St.

**25 Years of Kaitz:** As 1300 of cable's closest friends gathered at the NY Hilton for the 25th annual **Kaitz Dinner** Wed night, few could ignore the bittersweet reality that its NYC run is likely over for good. In many ways, Kaitz was the same crowded, schmoozy gala it has always been. But this time, Kaitz exec dir *David Porter* took the stage as the evening wound down to remind us that the next one will be in Denver... and everybody's still going to come, right? Right? It would obviously be a shame if the dinner got significantly smaller next year, considering that Wed's event raised \$1.7mln for diversity programs and remains a vital resource. Honorees this year included **Bright House**, **Scripps** and Rep *Joe Baca* (D-CA), who said TV needs positive images and role models, and lauded cable nets like **MTV** and **Lifetime** for their "Rock the Vote" and breast-cancer awareness efforts, respectively. Meanwhile, **Advance/Newhouse** chmn/CEO *Bob Miron* accepted Bright House's award with some humility, noting that "we're still very much a work in progress." One light moment came when **CNN** correspondent *Rick Sanchez*, as he introduced Baca, confessed that his young son had misheard him describing his duties for the evening. "He thinks I'm bringing back an autograph from *Chewbacca*," he said.

**Conference Notebook:** **Time Warner Cable** has rolled out new ads in NYC this week touting customer-catering services such as Start Over, part of a message that pres/CEO *Glenn Britt* believes trumps competitors' positioning.

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# BUSINESS & FINANCE

This focus on products and services that simplify life “creates emotional ties to consumers,” he said, and is more effective than **DirectTV**'s sports push and **DISH**'s focus on pricing, for example, or even **Verizon**'s network spotlight. “We’re trying to understand what consumers really want,” said Britt, noting that customers have been very receptive to the MSO’s price lock guarantee offer.

-- **Verizon**'s renewed commitment to aggressive marketing and promotions this Q is paying nice dividends, said pres/COO *Denny Strigl*. **FIOS TV** “volumes are good,” he said, and there has been improvement in DSL volumes as well. The telco has also focused more on its relationship with **DirectTV**, he said. As for mobility, Strigl downplayed the future promise of WiMAX, predicting trials next year for Long Term Evolution handset tech and commercial availability in '10—a time frame similar to that of WiMAX. Plus, he said, Verizon's spectrum position is unsurpassed in the US.

**People:** **A&E Net**'s vp, distribution marketing *Jennifer Ball* is moving over to **Univision**'s distribution and marketing group where she'll serve as an svp. -- Several appointments in **Nick Kids and Family**'s game group: *David Bergantino* was named vp, premium games production; *Shaan Kandawalla* was tapped as vp, retail and licensed games; and *Pete Banks*, vp, engineering.

## CableFAX Daily Stockwatch

Company	09/18 Close	1-Day Ch	Company	09/18 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	31.24	0.70	AMDOCS:	26.45	1.15
DIRECTV:	24.99	0.17	AMPHENOL:	43.18	1.03
DISNEY:	33.44	1.25	APPLE:	134.09	6.26
ECHOSTAR:	25.46	0.60	ARRIS GROUP:	9.18	0.43
GE:	24.79	1.71	AVID TECH:	26.25	3.91
HEARST-ARGYLE:	23.40	2.65	BIGBAND:	3.30	(0.25)
ION MEDIA:	1.44	0.00	BLNDER TONGUE:	1.16	(0.1)
NEWS CORP:	13.32	0.54	BROADCOM:	20.59	1.39
<b>MSOS</b>					
CABLEVISION:	25.39	(0.49)	C-COR:	11.00	0.00
CHARTER:	0.94	0.12	CISCO:	22.80	1.00
COMCAST:	20.44	0.97	COMMSCOPE:	40.55	1.98
COMCAST SPCL:	20.36	0.96	CONCURRENT:	5.70	(0.13)
GCI:	9.91	1.15	CONVERGYS:	15.27	0.26
KNOLGY:	9.74	0.91	CSG SYSTEMS:	16.72	(0.56)
LIBERTY CAPITAL:	14.23	(0.55)	ECHOSTAR HOLDING:	26.72	(0.06)
LIBERTY ENT:	23.82	(0.09)	GOOGLE:	439.08	24.59
LIBERTY GLOBAL:	30.19	1.42	HARMONIC:	9.09	0.74
LIBERTY INT:	13.93	0.45	JDSU:	8.53	0.22
MEDIACOM:	6.93	0.54	LEVEL 3:	3.04	0.35
SHAW COMM:	21.71	0.76	MICROSOFT:	25.26	0.69
TIME WARNER CABLE:	25.34	0.45	MOTOROLA:	7.10	0.28
VIRGIN MEDIA:	8.26	(0.03)	NDS:	56.58	0.85
WASH POST:	599.40	17.40	NORTEL:	2.91	0.23
<b>PROGRAMMING</b>					
CBS:	15.68	0.63	OPENTV:	1.42	0.28
CROWN:	5.08	0.66	PHILIPS:	28.89	0.63
EW SCRIPPS:	7.24	0.10	RENTRAK:	13.21	(0.24)
GRUPO TELEVISA:	21.82	1.90	SEACHANGE:	8.76	0.47
HSN:	12.20	(1.77)	SONY:	31.77	(0.23)
LIBERTY:	40.00	2.19	SPRINT NEXTEL:	6.28	0.49
LODGENET:	2.96	0.05	THOMAS & BETTS:	40.79	0.14
NEW DISCOVERY:	13.81	(2.79)	TIVO:	7.24	0.26
NEW FRONTIER:	3.47	0.01	TOLLGRADE:	4.37	(0.19)
OUTDOOR:	8.22	0.38	UNIVERSAL ELEC:	25.17	0.42
PLAYBOY:	4.20	0.43	VONAGE:	1.46	0.46
RHI:	11.50	0.00	YAHOO:	20.82	2.00
SCRIPPS INT:	42.02	2.86	<b>TELCOS</b>		
TIME WARNER:	13.95	0.21	AT&T:	29.08	0.28
VALUEVISION:	2.20	0.02	QWEST:	3.57	0.22
VIACOM:	25.94	1.42	VERIZON:	32.59	1.33
WWE:	16.38	1.01	<b>MARKET INDICES</b>		
<b>TECHNOLOGY</b>					
3COM:	1.91	0.10	DOW:	11019.69	410.03
ADC:	9.60	0.48	NASDAQ:	2199.10	100.25
ADVANTAGE:	2.61	(0.12)			
ALCATEL LUCENT:	4.50	0.07			

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

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CTAM Summit Issue

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

**Carpetstorming**

Sunday night's **Primetime Emmy Awards** telecast may become cable content's official coming out party.

Sure, the multichannel industry, broadcasters and manifold viewers are privy to cable's enhanced programming acumen, but the event's grandiose stage should apprise many others as well—especially if a basic cable series snags the Best Drama Series award for the 1st time ever.

**E!** and **TV Guide Net** will provide munificent pre-event coverage such as Red Carpet interviews and ogling, of course, but nets such as **AMC**, **FX** and the omnipresent **HBO** are even better poised to proudly wave the cable flag.

It should be an engaging night, full of entertaining entertainers and entertaining entertainment.

A few predictions and comments, which may or may not be entertaining:

**Best Drama**

All eyes will be on AMC's "Mad Men" and FX's "Damages," which earned basic cable's 1st-ever category noms, and to a lesser extent Showtime's "Dexter," which notched the net's 1st category nom.

In my opinion, broadcast's representation here is relatively limp—**ABC's** "Lost" and **Fox's** "House" are good but somewhat hackneyed, **ABC's** "Boston Legal" solid though not particularly inventive—so I'm going with cable.

Not basic, however, as I think Dexter's run on **CBS** earlier this year pushes it past the others.

**HBO's "John Adams"**

Sweeping, profound miniseries is highly decorated with 23 overall noms, many of which are likely to transform into wins.

I'm wagering that, at minimum, *Paul Giamatti* takes home Outstanding Lead Actor In A Miniseries Or Movie and the program earns Outstanding Miniseries.

**Additional cable**

I say mark down for blue ribbons *Jon Hamm* of "Mad Men" for Lead Actor In A Drama Series; *Kyra Sedgwick* of **TNT's** "The Closer" for Lead Actress In A Drama Series; and someone from HBO for Supporting Actor In A Miniseries Or A Movie (I labored for hours over this pick!).

Also, I can't wait to see who wins Outstanding Art Direction For A Multi-Camera Series and Outstanding Hairstyling For A Single-Camera Series, can you? *CH*

**Editors Note:** Please check **Cable360.net** to read this week's show reviews by *Seth Arenstein*.

**Basic Cable Rankings**

(9/08/08-9/14/08)

Mon-Sun Prime

1	ESPN	2.6	2534
2	FOXN	2.3	2176
3	USA	2.2	2176
4	TNT	1.9	1814
5	DSNY	1.8	1721
6	LIFE	1.7	1646
7	CNN	1.4	1360
7	NAN	1.4	1327
9	TBSC	1.3	1304
10	HIST	1.2	1121
11	TOON	1.1	1088
11	A&E	1.1	1069
11	HALL	1.1	950
14	HGTV	1	1001
14	SCIF	1	970
14	FAM	1	946
14	AMC	1	904
18	FX	0.9	896
18	MSNB	0.9	870
18	TWC	0.9	846
21	SPK	0.8	819
21	DISC	0.8	808
21	TRU	0.8	765
21	BRAV	0.8	737
21	CMDY	0.8	732
26	MTV	0.7	666
26	TLC	0.7	655
26	LMN	0.7	438
29	FOOD	0.6	624
29	ESP2	0.6	623
29	HLN	0.6	604
29	TVLD	0.6	583
29	VH1	0.6	546
29	BET	0.6	528
35	EN	0.5	441
35	NOGG	0.5	332
37	APL	0.4	417
37	TTC	0.4	338
37	OXYG	0.4	312
37	SOAP	0.4	300
37	NGC	0.4	283
37	WGNA	0.4	280
37	WE	0.4	256
44	GSN	0.3	225
44	DHLT	0.3	206
44	THEN	0.3	170

\*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.

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