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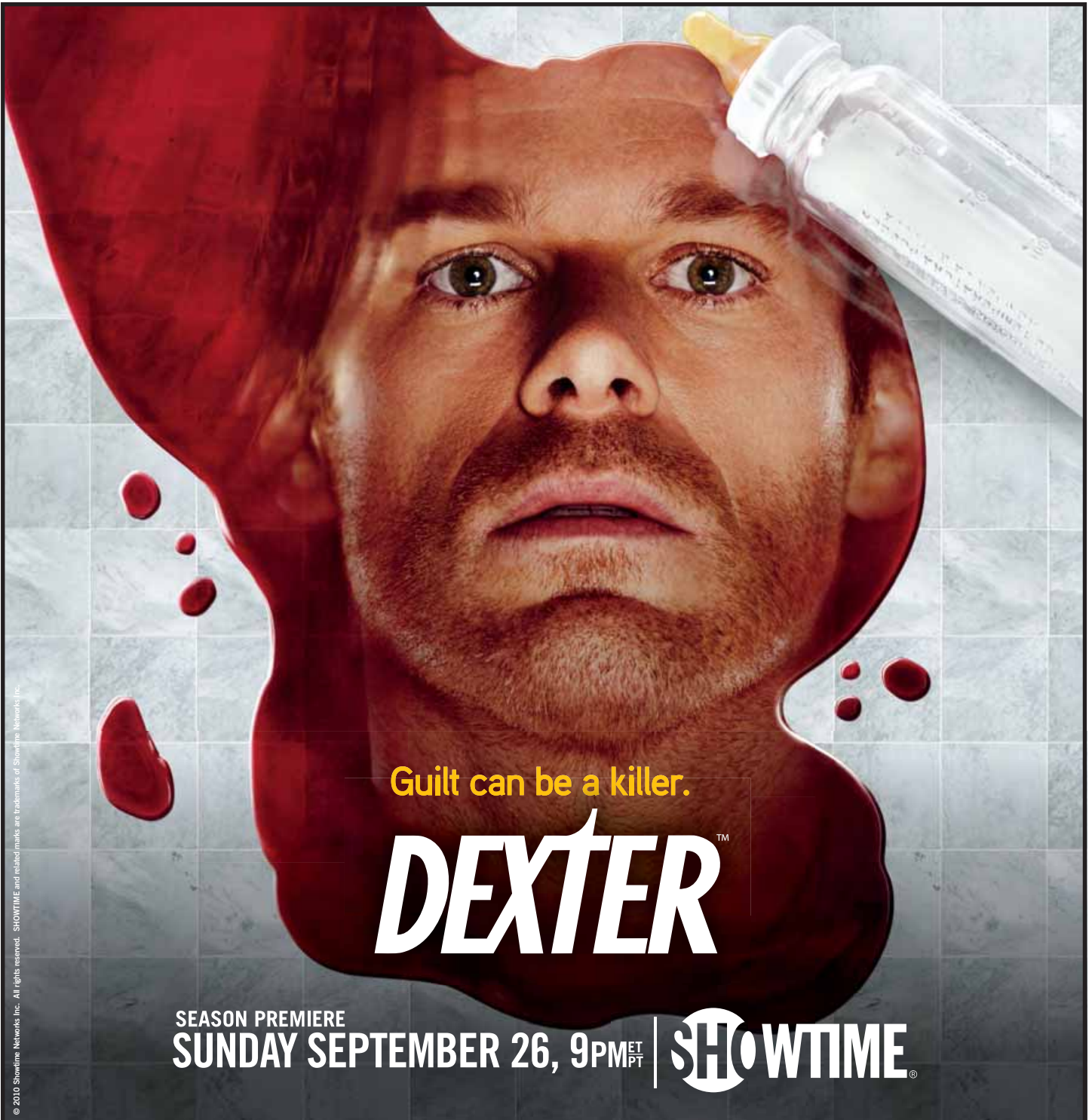
# CableFAX Daily™

Tuesday — September 21, 2010

What the Industry Reads First

Volume 21 / No. 182

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Tuesday — September 21, 2010

What the Industry Reads First

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## Round 2: Fox Trots Out Cablevision Marketing, Belo-TWC Next Up

Fox fired the 1st shot in its upcoming contract expiration with **Cablevision**, launching a Website and commercials over the weekend highlighting that subs could lose Fox broadcast, **Fox Deportes**, **Nat Geo Wild** and **My Network TV** if a new deal is not reached by Oct 16. Fox's Website tells subs that the nets are available through **Verizon FiOS** and **DirectTV** (initially a holdout for Nat Geo Wild, DirecTV launched the service in July). The site makes no mention of **DISH**, whose own contract with FOX is set to expire shortly after Cablevision (DISH also doesn't have as much of a presence in the NY market as DirecTV and FiOS). The Website is the same URL (keepfoxon.com) Fox used with **Time Warner Cable** during negotiations at the end of last year and looks pretty similar, complete with a countdown clock—although that time around, the MSO launched marketing first. The 2 reached a deal in early Jan, with no stations being pulled. But the TWC-FOX deal was much more comprehensive than Cablevision's expiring contract, covering more O&Os and most of the Fox cable properties, including **FX** and **Speed**. It comes on the heels of **Disney** and TWC's contentious negotiations for a multi-year deal earlier this month. While neither of TWC's big negotiations with Fox or Disney resulted in channels being pulled, Cablevision has proved itself more willing to draw a line in the sand. Disney O&O **ABC7** went dark for a few hours earlier this year on CVC, and the MSO went without **HGTV** and **Food Network** for about 3 weeks. Judging by the lack of media coverage Mon, reporters may be growing tired of these stories—or are at least waiting until things heat up more before giving them much ink (The most prominent story was in **News Corp**-owned **WSJ**). Even Fox's **Twitter** and **Facebook** pages were pretty quiet. Cablevision declined to comment, while Fox only said, "We are in active negotiations with Cablevision and are hopeful that both sides can come to an agreement soon." In other retrans negotiations not getting a lot of ink, **Belo** has warned that its contract with Time Warner Cable expires Sat. "We fully expect to reach an agreement with these stations and their parent company, Belo Corp, and we're working hard to avoid any inconvenience for our customers," TWC said. "Unfortunately, Belo is demanding a huge increase in what we pay—and will pull the plug if we don't pay up. We think it's unfortunate that broadcasters put viewers in the middle of business negotiations—and that it's unfair to use blackout threats to boost their bottom line." Belo's take: it has requested to be paid a fair price—"mere pennies a day," claims 1 station side. Impacted Belo stations include Austin, TX's **KVUE (ABC)**, Charlotte, NC's **WCNC (NBC)**, Dallas-Ft Worth's **WFAA (ABC)**, Houston's **KHOU**

## CableFAX's **PROGRAM** & **Top Ops** AWARDS

**October 4, 2010 • 12:00 – 2:00pm • Grand Hyatt, NYC**

Join us as we celebrate the 3rd annual CableFAX Program Awards and honor the Top Operators of the Year. This outstanding event will bring together those who create amazing content and those who excel in bringing it to the viewers. CableFAX will also be inducting eight honorees to CableFAX's Programming Hall of Fame.

Questions: Contact Elizabeth Brown at [ebrown@accessintel.com](mailto:ebrown@accessintel.com); 301-354-1610

View Finalists and Register today at [www.cablefax.com/program2010](http://www.cablefax.com/program2010)

**Special Issue:** Program Award winners and honorees will be featured in CableFAX: The Magazine's October Programming Issue and distributed in print at the October 4<sup>th</sup> event, Cable Fall Connection and Telco TV.

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(CBS), Louisville/Lexington's WHAS (ABC), Norfolk/Portsmouth (WVEC, ABC), Phoenix, AZ's KTVK (indie), San Antonio's KENS (CBS), Spokane, WA's KREM (CBS) and KSKS (CW) and news stations TWCN in TX and NWCN in ID.

**Neutrality Watch:** If the House is going to try to push through net neutrality legislation before the recess, it will have to introduce something this week (probably Wed or Thurs). Word is that ISPs and majority and minority staff have agreed to a bill, but uncertain is support from any public interest groups—key to helping it stay alive. The draft, according to sources and firm **Stifel Nicolaus**, would allow the FCC to enforce for 2 years the original 4 Internet policy principles. And during that time, the Commission would refrain from reclassifying broadband under Title II. Public interest groups may balk at the fact it does not include applying those principles to wireless or managed services. Stifel Nicolaus also was skeptical that tech and edge cos will support the proposal without changes, saying it doesn't go as far as the **Verizon-Google** proposal.

**Competition: AT&T U-verse** services bowed in the Charleston, SC, area. Separately, the telco expanded the net-book and notebook lineup for its mobile broadband network, and for the 1st time ever is offering customers that use the new devices pay-as-you-go data services with no long-term contract. **AT&T DataConnect Pass** plan options include: a \$15 day pass (100MB), \$30 weekly pass (300MB) and \$50 monthly pass (1GB). -- **Sinclair** said its 3Q net broadcasting revenues are pacing at the low end of its previous guidance of growth of approx high-teen to low-20 percents. The co said ad demand remains strong, led by the services and automotive categories.

**In the States: Clearwire** and **Sprint** launched 4G mobile Internet services in Orlando.

**Marketing:** Armed with new tagline "Risk is the Only Rule," **Fuel TV** is aiming to broaden its appeal beyond the male 12-24 demo to include males 12-34. The initiative includes a national marketing campaign using national TV, online and print, and will be reflected in the net's feature of a wider range of sports and lifestyle programs. Fuel's signature prime show "The Daily Habit" re-launches Oct 18 featuring an opinion-driven, panel-talk format. -- Fresh off a deal with **Kid Rock** for marketing of its **MLB** playoffs coverage, **TBS** inked a deal to highlight the coverage for **MTA NYC Transit** riders through the Transit's 1st-ever sponsored video screen footage and sports-themed head-to-toe wrapped design on the Times Square/Grand Central Shuttle.

**Technology: Rovi** shares soared 9.14% to a 9-year high Mon following news of the co's new multi-year agreement allowing **Apple** to license some of its undisclosed intellectual property. With the launch of an improved **Apple TV** device imminent, the pact may cover Rovi's IPG tech. -- **TiVo** announced the availability of personalized Internet radio service **Pandora** on all of its broadband-connected **TiVo Premiere** set-tops.

**Verizon Brass: Verizon** tapped Verizon Wireless pres/CEO **Lowell McAdam** as pres/COO, effective Oct 1, and expects McAdam to succeed chmn/CEO **Ivan Seidenberg** upon his retirement. Also, the telco named VZ Telecom and Business pres **Fran Shammo** evp/CFO, effective Nov 1, to succeed the retiring **John Killian**. **Daniel Mead**, currently evp/COO, VZ Wireless, will take over as pres/CEO of the unit, and Wireless CMO **John Stratton** will succeed Mead.

**Programming: Nat Geo's** 7-part global programming event "Great Migrations" premieres Nov 7 with **Alec Baldwin** as narrator. The net's largest cross-platform initiative in history, the series tells the stories of many of the planet's species and their movements, and required 420K travel miles over 30 months and across 7 continents to complete. -- **Syfy's** developing the drama script "Metadocs," based on the **Antarctic Press** comic book series. -- **MSG** and the **NY Giants** agreed to the net's provision of increased team coverage, including 5 weekly shows.

**On the Circuit:** Presented by media analyst **Paul Kagan** and **Panasonic**, the **3D Media Markets** conference (Oct 27 in NYC) will feature speakers including **Cablevision** evp, tech **Jim Blackley**, **ESPN** evp, tech **Anthony Bailey**, **ESPN** svp, marketing solutions **Sean Hanrahan**, **DirectTV** evp **Steven Roberts** and **CBS Sports** svp **Ken Aagard**.

**Public Affairs:** Last week, President **Obama** announced "Change the Equation," a CEO-led nonprofit aimed at dramatically improving education in science, technology, engineering and math. The group was founded by **Time Warner Cable** CEO **Glenn Britt**, astronaut **Sally Ride**, and the CEOs of **Xerox**, **Eastman Kodak** and former **Intel** chmn **Craig Barrett**. The group has 100 corporate members, including **Discovery Comm**, **Comcast**, **BET** and **Nielsen**. **Discovery** CEO **David Zaslav** and others are featured in this White House video: <http://www.whitehouse.gov/photos-and-video/video/2010/09/16/a-stem-education-tools-change-world> -- **Golf Channel** is joining with **Time Warner Cable** and its **Connect a Million**

# BUSINESS & FINANCE

**Minds** initiative to host nearly 25 Raleigh, NC-area middle schoolers at On the Greens and Behind the Scenes, an after-school program tied to the **SAS Championship Champions Tour** golf event to demonstrate practical apps of STEM learning principles. -- Oakland Raiders cornerback **Nnamdi Asomugha** signed on as the 1st national spokesman for **NFL Net's Keep Gym in School** initiative, which now features the NFL Net "PE Teacher of the Year" award. The winner will be announced at a NYC event during '11 NFL Draft Week.

**People:** **Discovery Comm** named **Gabriel Sauerhoff** vp, digital media dist.

**Business/Finance:** After returning to **NASDAQ** last week for public trading of its shares, **Charter** said it expects to add 30-50K RGUs in 3Q and spend approx \$1.2bln in capex during '10. The MSO also said subsidiary **CCO Holdings** plans to offer for sale an aggregate of \$750mln principal amount of sr notes due '17, with the proceeds to be used for debt repayment and other corporate purposes. **Moody's** assigned a B2 rating to the proposed offering. **CHTR** shares closed at \$34.50 (flat) Mon, and have averaged approx 51K in daily volume since Sept 14. -- Indian conglomerate **Sahara India Pariwar** is in talks to pay up to half of beleaguered film studio **MGM's** debt for an equity stake, according to reports. **Time Warner** and **Lionsgate** are among the companies rumored to have had an interest in **MGM**.

## CableFAX Daily Stockwatch

Company	09/20 Close	1-Day Ch	Company	09/20 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	41.59	(0.08)	AVID TECH:	12.74	0.58
DISH:	18.92	0.15	BIGBAND:	2.81	0.01
DISNEY:	34.90	0.34	BLNDER TONGUE:	2.07	0.08
GE:	16.55	0.26	BROADCOM:	33.70	(0.46)
NEWS CORP:	15.71	0.39	CISCO:	21.75	(0.11)
<b>MSOS</b>					
CABLEVISION:	26.36	0.28	CLEARWIRE:	7.43	0.04
COMCAST:	18.10	0.46	COMMSCOPE:	22.71	0.69
COMCAST SPCL:	17.00	0.38	CONCURRENT:	6.45	0.15
GCI:	10.10	0.23	CONVERGYS:	10.34	0.09
KNOLOGY:	13.05	0.35	CSG SYSTEMS:	20.91	0.31
LIBERTY CAPITAL:	50.84	1.11	ECHOSTAR:	19.23	0.05
LIBERTY GLOBAL:	30.03	0.43	GOOGLE:	508.28	18.13
LIBERTY INT:	12.82	0.22	HARMONIC:	7.07	0.21
MEDIACOM:	6.25	(0.01)	INTEL:	18.93	0.12
SHAW COMM:	21.65	0.31	JDSU:	12.44	0.33
TIME WARNER CABLE:	52.79	1.83	LEVEL 3:	1.02	0.01
VIRGIN MEDIA:	22.00	0.30	MICROSOFT:	25.43	0.21
WASH POST:	375.12	7.87	MOTOROLA:	8.45	0.07
<b>PROGRAMMING</b>					
CBS:	15.71	0.59	RENTRAK:	24.74	1.64
CROWN:	2.27	0.13	SEACHANGE:	7.59	0.25
DISCOVERY:	43.37	1.38	SONY:	31.53	0.61
GRUPO TELEVISA:	19.42	0.02	SPRINT NEXTEL:	4.63	0.19
HSN:	30.60	1.03	THOMAS & BETTS:	41.40	0.32
INTERACTIVE CORP:	26.44	0.08	TIVO:	9.81	0.33
LIBERTY:	37.87	0.64	TOLLGRADE:	7.49	0.14
LIBERTY STARZ:	63.93	0.47	UNIVERSAL ELEC:	20.57	0.40
LIONSGATE:	7.38	0.06	VONAGE:	2.43	0.05
LODGENET:	2.86	0.08	YAHOO:	13.86	(0.03)
NEW FRONTIER:	1.69	(0.03)	<b>TELCOS</b>		
OUTDOOR:	5.65	0.09	AT&T:	28.54	0.37
PLAYBOY:	5.11	0.06	QWEST:	6.30	0.12
SCRIPPS INT:	46.50	0.85	VERIZON:	32.09	0.41
TIME WARNER:	31.91	0.67	<b>MARKET INDICES</b>		
VALUEVISION:	1.94	0.14	NASDAQ:	2355.83	40.22
VIACOM:	39.74	0.33			
WWE:	14.01	0.07			
<b>TECHNOLOGY</b>					
ADC:	12.70	0.01			
ADVANTAGE:	3.07	(0.08)			
ALCATEL LUCENT:	3.02	0.14			
AMDOCS:	27.78	0.52			
AMPHENOL:	48.26	0.91			
AOL:	23.62	0.28			
APPLE:	283.23	7.86			
ARRIS GROUP:	9.49	0.30			

## WHO IS THE NEW CONSUMER?

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# EYE ON ADVERTISING

## Webisode Mode

Meet the Woods. Somewhere at the nexus of reality TV, “The Brady Bunch” and “National Lampoon’s Vacation,” this family of 7 toured Sedona, AZ, in their Volkswagen Routan minivan for an advertiser-driven Webisode that’s been buzzing on **TLC** sister site *HowStuffWorks.com*. VW is also the premier sponsor of content throughout the Family Travel section of the burgeoning **TLC** Family vertical. Brent Spitzer, vp, digital ad sales at **Discovery Comm**, tells Cathy Applefeld Olson about how advertiser-sponsored Webisodes work and why sometimes in advertising, as mom Woods attests, “The journey is the destination.”

### Where did the idea for this “The Great Getaway” Webisode come from?

BS: Discovery has had a great resource internally that frankly was not being realized by our digital organization, and that’s Discovery Studios. They produce almost every single piece of content on our networks, and we weren’t applying that great asset to the digital space. So over a year ago, we made a concerted effort to take to market those skills and capabilities because we believed the type of documentary-style content Discovery creates would allow great short-form video to live on the Web.

### And how did this campaign evolve?

BS: We came out in the past year with a few really strong campaigns, and we’d worked with MediaCom on conception stories before. So when MediaCom came to us with Volkswagen, another client, the timing was right there. We’d just introduced vertical content as part of our lifestyle strategy around family on the Web, and we were interested in engaging content specifically around the family environment. And that’s exactly what VW wanted to attract with Routan. What better way to celebrate it than to make a video and put it up on the Web?

### How much of this level of sponsor integration does



### TLC.com do these days?

BS: Where is there room on the Web for content, we are looking to make an impact. In some cases it may be video, in some cases it may not be video. We are trying to find interesting ways to bring out content in such a competitive space. You have to have something that’s entertaining and educational in a format that’s easy to consume. Video can be consumed across every known form of device created.

### What was the level of collaboration on “The Great Getaway”?

BS: The agency, and in this case VW, always get final approval on everything. I think we’ve earned the opportunity through other programs we’ve put together to run with it a bit, as long as we are keeping certain goals and communication points in mind and without moving too far from their brand or from ours.

### How did the collaboration go?

BS: It’s going very well. This is the second time in less than a year we’ve partnered with MediaCom on a Webisode-type program, and they are becoming more comfortable with the way we go to market, so I think you can expect to see more of these projects.

### There are no current plans for any “Great Getaway” television tie-ins, but is the conversation changing regarding clients wanting a multimedia campaign?

BS: It’s hard to say. Most conversations are very unique, with a specific goal in mind to achieve. Sometimes that might include greater distribution on television, and sometimes it’s purposefully left in the digital space alone. It just depends. Every media company would love to utilize every asset on every company, but it comes down to serving the goals of the partner and working with whatever constraints they may have.

*(Longtime entertainment industry reporter Cathy Applefeld Olson is delighted to be documenting media’s wild ride into the 21st century)*

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