

CableFAX Daily™

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What the Industry Reads First

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Smashing Sunday: Cable Excels At 60th Primetime Emmys

On Mon morning, **AMC** gm *Charlie Collier's* raspy voice told the story: the net and cable strode to the Primetime Emmys armed with an estimable number of nominations, and when the pair took home several key and unprecedented honors a well-deserved flurry of celebration followed. "It was a pretty remarkable evening on all accounts," said Collier, who soaked up the success of net shows "Mad Men" and "Breaking Bad." The former became the 1st basic cable series to win Best Drama, and the latter's star *Bryan Cranston* surprisingly (though deservingly) snagged Best Actor in a Drama. "The best talent is coming to cable now," said Collier. "People are recognizing that we're creating an environment where [established stars] can shine." Case in point: *Glenn Close*, winner of Best Actress in a Drama for **FX's** "Damages." The show also earned *Zeljko Ivanek* the prize for Best Supporting Actor in a Drama—an honor that with Close's win gives basic cable its 1st win ever in each category. "I'm absolutely thrilled, just thrilled... you don't make history very often," said FX pres/gm *John Landgraf*. "Our reward is that the show is really good." He said cable's wont of "working harder on crafting a smaller number of eps" makes many projects more conducive to the schedules of stars such as Close and *Holly Hunter* of **TNT's** "Saving Grace." In all, cable (53) notched more wins than broadcasters (46), led by brilliantly consistent **HBO's** 26 victories. The premium net's miniseries "John Adams" pulled down 13 Emmys alone, including wins for Lead Actor in a Mini-series or Movie *Paul Giamatti*, Lead Actress *Laura Linney* and Supporting Actor *Tom Wilkinson*. **Comedy Central's** "The Daily Show with Jon Stewart" also earns plaudits for winning Best Variety Series for a 6th consecutive year, 1 of 3 total awards for the net. Other multiple wins: **Showtime** (5), **Bravo** (2), **Cartoon** (2) and **Sci Fi** (2).

Competition: **FiOS TV** launched in the Philadelphia region 56 additional HD nets as part of an overall bow of 76 new channels. Verizon is offering eligible new FiOS TV customers a free HD DVR for 12 Months and a free month of **HBO** and **Cinemax** through Oct 4. Among the added HD nets are **TBS HD**, **USA HD**, **CNN HD** and 13 from HBO.

In the States: Launching at more than 11K US retailers is a 2-week (Oct 5-19) promotion from **Discovery Channel** and **Sony** offering purchasers of select Sony Blu-ray Disc players a gift-with-purchase coupon redeemable for a HD program sampler featuring eps of the net's "Fearless Planet" and "Sunrise Earth."

Carriage: **Charter** re-upped **Music Choice**, signing a multi-year deal that includes its VOD content and 40+ music channels. Music Choice has lost some contracts over the past year, with **Insight** and **AT&T's U-Verse** replacing it with **MTVN's URGE** digital music service. Music Choice filed a patent infringement suit over URGE's service in Mar (*Cfax*, 3/5). The case has been referred for mediation, according to court filings. -- **Time Warner Cable** added the following to its free HD tier in Buffalo: **HGTV HD**, **NHL Network HD**, **History Channel HD**, **Disney Channel HD** and **Lifetime Movie HD**.

HD: **Verizon** has agreed to launch 6, targeted HD nets later this year from independent producer and syndication distributor **Entertainment Studios**. The nets—**Cars.TV**, **Pets.TV**, **Comedy.TV**, **MyDestination.TV**, **ES.TV** (enter-

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tainment focused) and **Recipe.TV**—will ultimately have TV, online and mobile content. The channels reminded us a little of **Voom's** struggling HD networks. Voom, owned by **Cablevision**, was dealt a major blow earlier this year when **DISH Network** dropped the channels. Last week, Cablevision's *Jim Dolan* said the company is working on “re-strategizing and determining the future” of Voom, but said he didn't have an answer about Voom's fate right now.

New Media: **MTVN** acquired **Social Project**, its partner in building the **Flux** social media platform. MTVN previously held a minority stake in Social Project. Meanwhile, *Joshua Dern* was named svp, gm of Social Media for MTVN.

Network Management: As promised, **Comcast** updated the **FCC** on its network management practices late Fri (*Cfax*, 9/22). Comcast critic **Free Press** said it was encouraged that the MSO had complied in “such great detail” (the MSO sent the FCC more than 40 pages) but expressed concern over whether Comcast could change its practices next year without notice. Comcast pledged that as it rolled out its new practices, it would make sure customers are “fully informed.” More info at: www.comcast.net/networkmanagement.

CableCARDS: **NCTA** continues to stress that demand for CableCARDS for devices is nowhere near the number of CableCARD-enabled set tops operators have deployed since the integration ban went into effect more than a year ago. More than 374K CableCARDS have been deployed for use in 1-way devices by the 10 largest cable ops, NCTA told the **FCC** in its most recent required filing on the cards. Those same ops have deployed more than 7.8mln operator-supplied, CableCARD-enabled boxes since the July '07 ban went into effect.

Advertising: **Comcast Spotlight** and **Mixpo** have partnered to offer for small and mid-sized ad clients online advertising opportunities, including placement of video ads on **Comcast.net** and **Vehix.com**.

Mobile: **Microsoft** has become the exclusive third-party provider of mobile WAP site display advertising to **CNBC.com's** US mobile audience of 1.1mln uniques. Ads are available in 11 global markets including Japan, Spain and the UK.

Intl: **HBO Canada** bows Oct 30 as **The Movie Network** and **Movie Central**.

Ratings: **YES'** special pre-game show in advance of Sun's Yankee Stadium finale reached 986K total viewers between 8:15-8:30pm. The entire show (6-8:30pm) averaged 558K viewers and generated a 5.27 TV HH rating in the NY DMA, making it the highest-rated and most-watched Yankees pre-game show for the net. The previous record holder, which was in advance of the Yankees-Red sox playoff game, scored a 3.01/279K in Oct '04.

Programming: **Sundance Channel** will premiere feature documentary “Body of War” on Veteran's Day (Nov 11). The film, from *Phil Donahue* and *Ellen Spiro*, explores the experience of Iraq War vet *Tomas Young*, whose spine was severed by a sniper's bullet within a week of arriving in Iraq. -- **ESPN** and the new **MLB Net** will most likely split TV coverage of next year's World Baseball Classic, *Sports Business Journal* reports.

Public Affairs: **Comcast** is launching a breast cancer awareness campaign dubbed, “Pink Ribbon.” It includes VOD and online elements that provide informational, inspirational and entertaining programs about breast cancer. The initiative includes more than 20 hours of original content from program partners such as **Lifetime**, **HBO**, **Showtime** and **Discovery Health**. -- **Comcast** launched the “Cash For Schools” program in MI, which works similarly to **General Mills'** popular “Box Tops for Education Program.” Sign up for select Comcast services and provide the participating high school's special

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BUSINESS & FINANCE

code. Comcast will donate \$25 for new subs who sign up for the triple-play and \$10 for some service upgrades.

On the Circuit: Hallmark Channel will be a patron sponsor for the 16th annual Hampton Intl Film Festival (Oct 15-19) and will serve as the exclusive sponsor of the "Focus on the Family Film" category. Crown chief *Henry Schleiff* was added to the festival's board. Hallmark's "An Old-Fashioned Thanksgiving" will premiere at the fest, Oct 16.

People: BBC Worldwide tapped *Jane Tranter* as evp, programming and production. She'll make the move to L.A. from the UK, where she served as controller, BBC Fiction for BBC public service. -- Former SCTE head *John Clark's* sabbatical only lasted about 10 weeks. BICSI, the professional assoc supporting the information transport systems industry, has named Clark exec dir/CEO. There is some overlap, not only with the education and standards BICSI provides; Clark said SCTE once estimated that 12-15% of its members also were BICSI members. Clark left his post as pres/CEO of SCTE in July. His successor still hasn't been named.

Honors: HBO Documentary Films pres *Sheila Nevins* will receive the Gotham Award Tribute by the indy film group IFP, Dec 2, NYC. (As previously announced, CableFAX will also induct Nevins into our own Program Awards Hall of Fame on Oct 29. Info at www.cable360.net/events/programawards/).

CableFAX Daily Stockwatch

Company	09/22 Close	1-Day Ch	Company	09/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	32.03	(0.99)	ALCATEL LUCENT:	4.28	(0.15)
DIRECTV:	24.69	(0.55)	AMDOCS:	27.13	(0.87)
DISNEY:	32.91	(1.48)	AMPHENOL:	45.40	0.50
ECHOSTAR:	24.47	(0.86)	APPLE:	131.05	(9.86)
GE:	26.15	(0.47)	ARRIS GROUP:	8.81	(0.82)
HEARST-ARGYLE:	22.46	(0.29)	AVID TECH:	24.39	(0.9)
ION MEDIA:	1.44	0.00	BIGBAND:	3.43	(0.09)
NEWS CORP:	13.04	(0.95)	BLNDER TONGUE:	1.40	0.00
MSOS					
CABLEVISION:	25.75	(1.78)	BROADCOM:	19.80	(1.59)
CHARTER:	0.89	(0.09)	C-COR:	11.00	0.00
COMCAST:	19.88	(0.83)	CISCO:	23.11	(1.18)
COMCAST SPCL:	19.89	(0.72)	COMMSCOPE:	39.39	(3.4)
GCI:	9.71	(0.09)	CONCURRENT:	6.00	(0.25)
KNOLGY:	9.76	(0.28)	CONVERGYS:	15.00	(0.57)
LIBERTY CAPITAL:	14.11	(0.29)	CSG SYSTEMS:	17.13	(0.44)
LIBERTY ENT:	24.26	(0.26)	ECHOSTAR HOLDING:	27.05	(1.18)
LIBERTY GLOBAL:	29.40	(1.01)	GOOGLE:	430.14	(19.01)
LIBERTY INT:	13.76	(0.54)	HARMONIC:	8.79	(0.56)
MEDIACOM:	7.17	(0.18)	JDSU:	8.61	(0.6)
SHAW COMM:	21.18	(0.17)	LEVEL 3:	3.04	(0.26)
TIME WARNER CABLE:	24.83	(0.95)	MICROSOFT:	25.40	0.24
VIRGIN MEDIA:	8.47	(0.23)	MOTOROLA:	7.58	0.05
WASH POST:	578.51	(20.49)	NDS:	56.60	(0.92)
PROGRAMMING					
CBS:	15.39	(0.3)	NORTEL:	2.96	(0.09)
CROWN:	5.22	0.02	OPENTV:	1.49	(0.11)
EW SCRIPPS:	7.37	0.09	PHILIPS:	29.64	(1.19)
GRUPO TELEVISA:	22.31	(0.26)	RENTRAK:	14.09	(0.65)
HSN:	11.39	1.29	SEACHANGE:	9.46	(0.24)
INTERACTIVE CORP:	16.92	(0.19)	SONY:	32.29	(0.34)
LIBERTY:	40.05	(0.93)	SPRINT NEXTEL:	6.50	(0.65)
LODGENET:	3.20	(0.03)	THOMAS & BETTS:	40.39	(2.3)
NEW DISCOVERY:	16.76	(0.53)	TIVO:	7.18	(0.43)
NEW FRONTIER:	3.12	(0.32)	TOLLGRADE:	4.48	(0.59)
OUTDOOR:	8.43	0.03	UNIVERSAL ELEC:	26.87	0.23
PLAYBOY:	4.24	(0.26)	VONAGE:	1.14	(0.17)
RHI:	12.11	0.11	YAHOO:	18.68	(1.21)
SCRIPPS INT:	39.92	(1.68)	TELCOS		
TIME WARNER:	13.89	(0.66)	AT&T:	29.21	(1.22)
VALUEVISION:	2.24	(0.08)	QWEST:	3.45	(0.39)
VIACOM:	25.65	(1.25)	VERIZON:	32.03	(1.27)
WWE:	15.88	(0.75)	MARKET INDICES		
TECHNOLOGY					
3COM:	2.09	0.00	DOW:	11015.69	(372.75)
ADC:	9.71	(0.33)	NASDAQ:	2178.98	(94.92)
ADDVANTAGE:	2.95	0.27			

He's in way too deep.

Californication

SEASON PREMIERE
SUNDAY SEPT 28, 10PM ET/PT

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TV. AT ITS BEST.

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