

CableFAX Daily™

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What the Industry Reads First

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VOD View: Emmy Winner in the Canoe

Some notable Emmy winners—on cable and broadcast—were series with modest ratings. And one winner has never even been on linear TV. **History's** video series "Great Moments from the Campaign Trail" grabbed a Creative Arts Emmy for "Special Class, Short-Format Nonfiction." Those 15 videos reside at **Elections '08**, a VOD channel that might be as significant as the Emmy win. Reaching 30mln subs, the non-partisan E08 is the first product from **Canoe**, the joint-MSO ad effort. In fact, E08 predates the now-formal **Canoe Ventures**; some MSOs in E08 (**Bresnan, Insight** and **Mediacom**) are not part of Canoe Ventures, whose members are: **Bright House Networks, Cablevision, Charter, Comcast, Cox** and **Time Warner Cable**. The channel has picked up a few ads from state and local politicians and the *Obama* campaign, but has yet to attract a *McCain* ad. Still, MSOs see E08 as a major success in cross-industry cooperation. "We standardized the on demand platform across MSOs," said *Vicki Lins*, svp, marketing and communications, **Comcast Spotlight**. "It was a big technological milestone and a big on demand accomplishment." In addition, E08 is the first example of cross-MSO VOD reporting. Next for Canoe is "**My Life on Demand**," a VOD product going live soon targeting the health, wellness and pharmaceutical communities. The first product for Canoe Ventures under newly installed chief *David Verklin* is only "just being talked about," Lins says. It will be a creative versioning product, expected in 1Q09, and will be the next step toward "true addressability," allowing advertisers to segment national ads by demographics. It will be sold by programmers and "will let programmers, advertisers and Canoe work together to iron out the kinks as we approach true addressability." But back to E08 and that Emmy. "Give History credit. They produced fabulous original content and raised the bar for everyone," Lins says. History vp *Mark Garner* says producing the original content gratis was "a no-brainer for History... it was a sound strategic decision for our brand [and addressable advertising]... is the future of our industry."

Fox Pickup: As *Cfax* 1st reported (*Cfax*, 9/19), *Rich Battista* has rejoined **Fox** as pres, **Fox National Cable Networks**. There was apparently some back and forth over the scope of his responsibilities, but it shook out with him overseeing **FX, Nat Geo, Fox Movie, Fox Reality, Fuel, Speed, Fox Soccer, Fox College Sports, Fox Sports en Espanol, Big Ten** and **Fox Cable Ad Sales**. **Fox News** remains separate under *Roger Ailes*. Battista will report to Fox Networks Group chmn/CEO *Tony Vinciguerra*. The net heads previously reported straight to Vinciguerra. "We've been looking for the right opportunity for Rich to re-join our team ever since the **Gemstar** sale earlier this year," Vinciguerra said. "He is a uniquely skilled executive who has demonstrated success in virtually every area of the television business. I'm delighted he's returning to the company." Battista left Gemstar when **Macrovision's** acquisition of the company closed in May.

More DISH + AT&T: The news late Mon that **DISH** and **AT&T** are extending their marketing agreement 1 month to Jan 31 (*Cfax*, 9/24) has many speculating. **Collins Stewart's** *Thomas Eagan* interpreted it as a negative for DISH, predicting it means one or more of the following: 1) DISH wanted to show 4Q improvement over what's expected to be a disappoint-

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Oct. 3
GHOST ADVENTURES

Oct. 10
Most Haunted Live

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ing 3Q for sub growth (In other words, DISH may want AT&T to base its decision on whether to renew with 4Q numbers in mind, not 3Q); 2) AT&T wanted to put off deciding on the marketing agreement until after **Liberty Media's** LMIDA transforms to an asset-based stock from a tracking stock to see where **DirectTV** fits in and/or 3) AT&T just needed more time. He noted that DISH's '09 gross adds could decline by more than 400K or 15% if it loses the AT&T pact. **UBS' John Hodulik** said it might just be both are "still in the negotiating process and needed more time to come to a final decision."

Carriage: Fuse reaches for the 1st time all of the top 50 **Nielsen** DMAs following the launch of the net in OK by **Cox**. Cox will also bow Fuse's HD VOD on all systems. -- **Bright House** launched **MGM HD** in central FL, Indianapolis, Bakersfield, Birmingham and Detroit.

In the States: Time Warner Cable's southeast TX network should be restored by Oct 1. The MSO said 60% of subs in that part of the state have been reconnected to its advanced fiber network thanks to returning power and repair efforts.

Competition: CA's Div of Ratepayer Advocates is warning consumers considering switching to **AT&T's U-Verse** from cable that finding local PEG channels will be "much more difficult than finding a regular, commercial station." The consumer alert says that the PEG channels' quality is lower and could take anywhere from 45-60 seconds to access depending on the time of day. It even has a video demo running (<http://www.youtube.com/californiaDRA>). -- **DirectTV** inked a carriage deal with **News Corp** covering 4 Indian channels from **Star**. -- **Hughes Network's** latest mobile satellite terminal will offer on-the-go broadband services with speeds up to 492Kbps through **Inmarsat's** Broadband Global Area Network.

DTV Doings: Rep Lois Capps (D-CA) introduced legislation that would allow short-term, continued analog broadcast of essential info after the Feb 17 nationwide, DTV transition. Under the act, HHs that haven't prepared for the transition would see a slide in English and Spanish with info about what they need to do. The analog signals could also be used to relay emergency info. Wilmington, NC, the 1st market to switch to digital, has employed a similar tactic, but federal law currently prevents broadcasters from using the analog signals after Feb 17.

On The Circuit: In the first of what **Cable Positive** chief **Steve Villano** promised will be several regional appearances, cable's AIDS group Wed introduced itself to Capitol Hill. In CP's first D.C. appearance, Villano and others promised the **Motorola-funded YAMI** (Youth AIDS Media Institute) would disseminate AIDS education and prevention messages via new media. While cable has donated some \$1bln in air time to CP, "just showing PSAs isn't enough" to reach the social-networking generation, Villano said. Another YAMI effort to hit that gen will be YAMI U, week-long training sessions at colleges, said **Jen Medina**, who will direct YAMI. In addition, YAMI will make grants to education projects. The resulting work will be shown on cable. More than 50% of new HIV infections hit 15-24-year olds.

New Media: NBCU, Viacom, AT&T, Cisco, Microsoft and the **Songwriters Guild of America** are among the founding members of a new coalition dubbed **Arts+Labs**. They say the idea is to encourage the development of innovative Internet content over safe and reliable networks. The group is co-chaired by former White House press sec **Mike McCurry**. The group says a key mission is to inform consumers about the availability of legal, safe, affordable content available on the Net. **Public Knowledge** blasted the group, saying its goal would be to police what should be private Internet traffic. "We certainly do not condone online theft of copyrighted materials. At the same time, we similarly do not favor the unwarranted intrusion into the Internet that this group promises for the future," PK pres **Gigi Sohn** said.

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BUSINESS & FINANCE

Advertising: Despite a 3.7% YOY dip in 2Q total measured advertising expenditures—the steepest quarterly drop since '01—cable delivered 3.1% growth in ad sales for the 1st half of '08, according to **TNS Media**. Although all 19 of the measured media types experienced weaker YOY performance in 2Q, said TNS, advertising on the Internet (+8%), through national syndication (+10.2%) and in Spanish-language mags (+7.1%) joined cable in posting growth from Jan-Jun. Broadcast fell 2.4%, newspapers 7.4%, radio 6.5%. Among the period's top 10 advertisers: **Verizon** (+7.6%), **AT&T** (-15.6%), **News Corp** (+10.6%), **Time Warner** (-9.2%) and **Disney** (-8.8%).

Online: 9 **Discovery**-branded channels bowed Wed on **YouTube**. Future plans include a roll out of targeted intl channels showcasing localized and native language content for specific global regions. The pair will collaborate on promotion and development initiatives to engage YouTube users. -- A revamped **NHL.com** will roll out next month NHL GameCenter, offering live streams of select league games. *[More details on both items at www.cablefaxcontentbusiness.com].*

People: **Leo Cloutier** was elevated to svp, strategy and biz dev for **Bright House**. -- Former **Ensequence** exec **Aimee Viles** joined **Bravo Media** as vp, new media. -- **Time Warner Cable** appointed **Blaine Altaffer** group vp, sales channels and market development.

CableFAX Daily Stockwatch

Company	09/24 Close	1-Day Ch	Company	09/24 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	4.44	0.14	AMDOCS:	26.39	0.01
BRITISH SKY:	30.92	(0.57)	AMPHENOL:	43.63	(0.8)
DIRECTV:	25.41	0.36	APPLE:	128.71	1.87
DISNEY:	31.77	(0.76)	ARRIS GROUP:	7.92	(0.39)
ECHOSTAR:	23.86	0.22	AVID TECH:	23.71	(0.97)
GE:	24.59	(0.36)	BIGBAND:	3.53	0.01
HEARST-ARGYLE:	22.46	0.23	BLNDER TONGUE:	1.20	(0.05)
ION MEDIA:	1.44	0.00	BROADCOM:	19.39	1.00
NEWS CORP:	12.75	(0.25)	C-COR:	11.00	0.00
MSOS					
CABLEVISION:	26.10	(0.44)	CISCO:	22.80	0.07
CHARTER:	0.85	(0.02)	COMMSCOPE:	37.07	(0.49)
COMCAST:	19.18	(0.08)	CONCURRENT:	5.95	0.04
COMCAST SPCL:	19.10	(0.07)	CONVERGYS:	14.88	0.14
GCI:	9.29	(0.34)	CSG SYSTEMS:	17.65	0.39
KNOLGY:	8.83	(0.62)	ECHOSTAR HOLDING:	26.95	(0.04)
LIBERTY CAPITAL:	13.56	(0.21)	GOOGLE:	435.11	5.84
LIBERTY ENT:	24.85	0.09	HARMONIC:	8.41	0.03
LIBERTY GLOBAL:	30.33	0.83	JDSU:	8.32	0.06
LIBERTY INT:	13.74	0.26	LEVEL 3:	3.03	0.03
MEDIACOM:	7.29	0.59	MICROSOFT:	25.72	0.28
SHAW COMM:	20.71	0.16	MOTOROLA:	7.50	0.12
TIME WARNER CABLE:	25.29	0.26	NDS:	56.35	(0.4)
VIRGIN MEDIA:	8.32	0.13	NORTEL:	2.48	(0.27)
WASH POST:	569.50	(13.3)	OPENTV:	1.49	0.01
PROGRAMMING					
CBS:	14.72	(0.13)	PHILIPS:	28.46	(0.28)
CROWN:	5.08	(0.04)	RENTRAK:	13.84	(0.16)
EW SCRIPPS:	7.03	(0.02)	SEACHANGE:	9.14	(0.37)
GRUPO TELEVISA:	21.95	0.29	SONY:	31.77	0.43
HSN:	11.15	(0.22)	SPRINT NEXTEL:	6.64	(0.13)
INTERACTIVE CORP:	16.99	0.39	THOMAS & BETTS:	40.22	0.66
LIBERTY:	40.66	0.47	TIVO:	7.09	0.14
LODGENET:	2.67	(0.03)	TOLLGRADE:	4.36	(0.07)
NEW DISCOVERY:	16.60	(0.14)	UNIVERSAL ELEC:	25.84	(0.92)
NEW FRONTIER:	2.95	(0.05)	VONAGE:	1.08	0.03
OUTDOOR:	8.14	(0.16)	YAHOO:	19.15	0.22
PLAYBOY:	3.93	(0.12)	TELCOS		
RHI:	12.48	0.25	AT&T:	28.98	0.23
SCRIPPS INT:	39.50	(0.4)	QWEST:	3.44	0.06
TIME WARNER:	13.96	0.13	VERIZON:	31.28	0.23
VALUEVISION:	2.20	0.00	MARKET INDICES		
VIACOM:	24.88	(0.76)	DOW:	10825.17	(29)
WWE:	15.06	(0.34)	NASDAQ:	2155.68	2.35
TECHNOLOGY					
3COM:	2.18	0.02			
ADC:	9.51	0.01			
ADDVANTAGE:	3.00	0.17			

THE MOST WATCHED WEEK IN CNBC HISTORY.



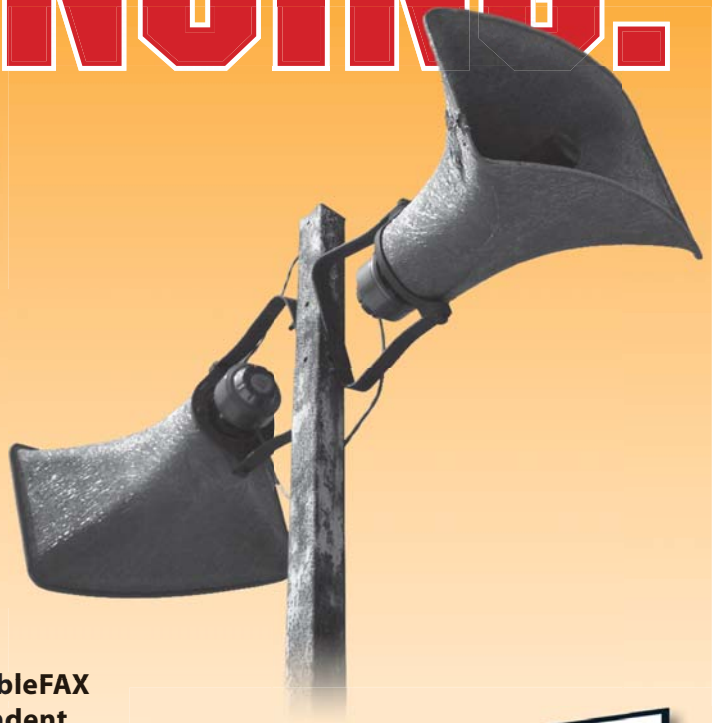
FIRST IN BUSINESS WORLDWIDE.
FIRST IN BUSINESS WORLDWIDE

- BEST BUSINESS DAY WEEK EVER - 500,000 TOTAL VIEWERS
- BEST BUSINESS DAY WEEK SINCE 4/16/01 - 145,000 ADULTS 25-54

SOURCE: NIELSEN MEDIA RESEARCH IN STARTRAK, 1. M-F 5A-7P, P2+ LIVE+SD (000), 9/15-9/19/08; 2. M-F 5A-7P, P25-54 LIVE+SD (000), 4/16/01-9/19/08. SUBJECT TO QUALIFICATIONS UPON REQUEST.

ANNOUNCING:

CableFAX Content Business



From 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.

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CableFAX • Access Intelligence, LLC • 4 Choke Cherry Road, Second Floor • Rockville, MD 20850
clientservices@accessintel.com • (888) 707-5814 or (301) 354-2101