

# CableFAX Daily™

Friday — September 25, 2009

What the Industry Reads First

Volume 20 / No. 184

## Land Grab: Wired Campers, BroadbandQue, TV Phones among Grant Proposals

Surf the Web, send a Tweet and update **Facebook** while...err...enjoying the great outdoors. That's sort of the theory behind one of the grant applications for **NTIA** and **RUS** broadband stimulus money. **Gray Holdings** of Lehi, UT, is seeking nearly \$37.7mln for "Recreation Broadband," which seeks to provide broadband service to the "unserved community of campers in the national parks, national forest campgrounds and other rural recreation areas in 12 Western states." In addition to WiFi Internet access, Gray wants to offer VoIP pay phones and public safety radio system access. NTIA and RUS are sifting through 2200 applications seeking \$28bln in funding—the 2 only have \$7.2bln to dole out. There's plenty of requests for middle mile and last mile projects, computer centers, etc, but **Cfax** has been perusing the application database for those off the beaten path, such as a sustainable broadband adoption project titled "Oklahoma Broadband and BBQ." **@Link Services** is seeking almost \$1.8mln to "stimulate demand and provide broadband education, awareness training and equipment to vulnerable, rural populations by organizing community events, enticing event participation with Oklahoma BBQ and providing a personal, social connection through which we will establish the Internet as relevant in the daily lives of rural Oklahomans." @Link is hoping to host 80 community barbecues complete with a WiFi tower for Internet access to convince Oklahomans to adopt broadband, @Link pres *Sam Curtis* said. The project would actually carry a total price tag of \$2.2mln, with @Link providing the rest of the funding. That would equate to about \$120/new sub, he said. Curtis provided a breakdown of some of the expenses, including \$69K for a portable tower, \$113K toward print and radio media, and \$57K for catering. @Link, which Curtis said has more than 3K customers in the Oklahoma City area for Internet and voice, is also seeking \$2.1mln for a proposal that plans to use sports to create a "personally relevant" demand for broadband, another \$1.9mln for a similar program aimed at Sooner college football fans and various other amounts for other grassroots campaigns and an infrastructure project. **Wham! Inc** wants \$885K for development of a device to place free, HD video calls using a TV and broadband connection. **Wi-Zee, LLC** is looking to create a new high-tech company that centers on a CPE device in the home. It's seeking \$12.8mln for its project, with many of the details redacted from its executive summary. According to a description, it sounds like the device would enforce a discounted rate agreement that a consumer reached with a service provider based on an agreed upon amount of data used. Consumers could modify

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**CableFAX Daily™**

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CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist ● Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs: Carol Bray, 301/354-1763, cbray@accessintel.com

the plan at any time in proportion to the amount they are willing to pay. **SC's Farmers Telephone Co-op** is seeking \$17mln to purchase 20K laptops and give them away free to customers that sign a 2-year broadband agreement. **Common Sense Media**, of which FCC chmn *Julius Genachowski* was a founding board member, wants \$16mln for a digital literacy program in schools across the US.

**In the States:** With **Verizon FiOS** growing service availability throughout the city and state, **Time Warner Cable** launched in parts of NYC wideband services for residents and businesses. Speeds of up to 50Mbps are available to residents for \$100/month and businesses may now order services offering that max speed or up to 20Mbps. Meanwhile, in MD, Verizon expanded the availability of its 7.1Mbps HSI service by nearly 50K homes, bringing to 437K the total number in the state. -- **Cox's** imminent Northern VA broadband enhancements include free speed increases beginning Tues covering 2 residential tiers, a new business service featuring speeds of up to 50Mbps, and free access for residential/business broadband subs to **ESPN360.com** starting Wed.

**On the Hill:** Cable is pleased with **Sen Judiciary's** passage of the Satellite TV Modernization Act, which like a similar version that passed House Judiciary would resolve the so-called phantom signal issue. That's when operators are required to pay for signals they don't receive. "We greatly appreciate the Committee's support of the resolution which is fair to both copyright owners and distributors, and look forward to working with the Senate and House to enact the Satellite Television Modernization Act into law this year," **NCTA's Kyle McSlarrow** said. The bill also has the Copyright Office looking at phasing out compulsory copyright licenses for satellite distant network signals. It would allow importation of distant signals in markets that have no affiliate of one of the Big 4 broadcasters.

**In the Courts:** Closing arguments regarding **Charter's** reorg plan wrapped up in NY Bankruptcy Court Wed. According to *Reuters*, a group of the MSO's creditors remain displeased with the plan, citing collusion by investors. The plan would slash Charter's debt by approx \$8bln while reworking approx \$12bln more. A judge is expected to rule on the plan next week.

**At the Portals:** **NCTA** is objecting to a petition by 4 large electric companies to impose the telecom rate on pole attachments used by cable ops for VoIP services, telling the **FCC** it would increase the cost of deploying and operating broadband networks by hundreds of millions of dollars annually. The petition is "completely out of touch with the national emphasis on broadband," **NCTA** said. **American Electric Power, Duke Energy, Southern Company** and **Xcel Energy** filed the petition last month, saying that VoIP is increasingly becoming a replacement for analog voice and cable companies hold themselves out to state regulators as telephone service providers.

**Online:** **ESPN's** launching **ESPNDallas.com** Mon, its 3rd local site to go live after **ESPNChicago.com** and **ESPNBoston.com**. **ESPN.com** NFL blogger *Matt Mosley* will cover the Cowboys at the site. -- **Cablevision** launched a free online data backup solution that's available exclusively to its broadband subs, plus an option for additional backup capacity for \$50/yr. -- **CBS College Sports** signed with **IMG College** a partnership to host and produce **MGoBlue.com**, the University of Michigan's official athletic site. Other schools under online contract with the net include AZ, TN and TX. Meanwhile, **CBS Sports** said its entire SEC college football schedule will be available live on **iPhone** and **iPod Touch** devices through an app that also includes a full college scoreboard, polls and headlines. The app will feature streams of select SEC basketball games as well. -- **TV Guide Broadband** said it ranked 1st in viewership among **YouTube** Partner Channels and 2nd in overall YouTube channel viewership worldwide on Tues, owing to its coverage surrounding the Emmy Awards telecast.

**Ratings:** The initial season of **Syfy's** "Warehouse 13" wrapped this week with averages of 4.1mln total viewers, 2.1mln 25-54s and a 2.9 HH rating (all based on 7-Day DVR data) to become the net's most successful series ever.

**Programming:** **Discovery Channel's** celebration of *Dan Brown's* new novel "The Lost Symbol" includes 2 Thurs specials on the Freemasons and 2-hr special "Hunting the Lost Symbol" (Oct 18). -- **Planet Green's** 6-part doc special "The 100 Mile Challenge" (Oct 12) chronicles the people of Mission, British Columbia, as they take attempt to only eat food grown and produced within a 100 mile radius for 100 days.

**Marketing:** Aiming to prove the presence of many sides to every story and that a change in perspective changes everything, the new **HBO Imagine** campaign is led by **HBOImagine.com**, which allows users to deeply explore an

# BUSINESS & FINANCE

interactive story through a game-like experience. Also part of the campaign is **The Cube**, a multi-city outdoor installation featuring 4 different perspectives on the same scene simultaneously. -- 80% of **Exercise TV** viewers find ads on the channel unobtrusive. That's according to a **Frank N. Magid** study commissioned by the VOD net and sponsor **Powerade ZERO**. The week-long study also found that advertiser recall measurements (unaided and aided) were up "significantly" from a year ago.

**On the Circuit:** **Ben & Jerry's** co-founder *Ben Cohen* will keynote **NY WICT's** Executive Women's Lunch, Oct 6. The event includes a panel on corporate responsibility with **Time Warner Cable's Ellen East**, **National Geographic's Kiera Hynninen** and **MTVN's Alicin Williamson**.

**Honors:** **HBO/Cinemax** led cable with 4 **News & Doc Emmys**, followed by **Travel Channel's 3**, all for "Wild China," **Nat Geo** with a pair and **CNN** with 1.

**People:** **AMC** appointed *Susie Fitzgerald* svp, scripted development and current programming. -- **Planet Green** tapped *Laura Giacalone* as vp, marketing.

**Business/Finance:** **DISH** plans to offer approx \$300mIn aggregate principal amount of debt securities to be used for general corporate purposes.

## CableFAX Daily Stockwatch

Company	09/24 Close	1-Day Ch	Company	09/24 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	35.91	(0.14)	AMPHENOL:	37.80	(0.7)
DIRECTV:	26.60	(0.06)	APPLE:	183.82	(1.68)
DISH:	18.09	(0.34)	ARRIS GROUP:	12.27	(0.26)
DISNEY:	27.97	(0.11)	AVID TECH:	14.38	(0.44)
GE:	16.58	(0.42)	BIGBAND:	4.07	(0.07)
NEWS CORP:	13.70	(0.34)	BLNDER TONGUE:	1.18	0.03
<b>MSOS</b>					
CABLEVISION:	23.72	(0.46)	BROADCOM:	29.48	(1.13)
COMCAST:	16.72	(0.12)	CISCO:	22.65	(0.15)
COMCAST SPCL:	15.99	(0.16)	CLEARWIRE:	8.49	(0.22)
GCI:	6.89	(0.04)	COMMSCOPE:	31.01	(0.77)
KNOWLOGY:	8.20	(0.1)	CONCURRENT:	4.65	(0.11)
LIBERTY CAPITAL:	20.97	(0.11)	CONVERGYS:	10.88	(0.38)
LIBERTY ENT:	29.99	(0.18)	CSG SYSTEMS:	15.75	0.00
LIBERTY GLOBAL:	23.25	(0.58)	ECHOSTAR:	18.47	(0.22)
LIBERTY INT:	10.84	(0.17)	GOOGLE:	496.77	(1.69)
MEDIACOM:	5.39	0.01	HARMONIC:	6.69	(0.16)
RCN:	9.43	(0.17)	INTEL:	19.54	(0.34)
SHAW COMM:	17.53	(0.42)	JDSU:	7.26	(0.29)
TIME WARNER CABLE:	41.33	(0.75)	LEVEL 3:	1.30	(0.11)
VIRGIN MEDIA:	12.58	(0.4)	MICROSOFT:	25.94	0.23
WASH POST:	450.78	(3.62)	MOTOROLA:	8.33	(0.16)
<b>PROGRAMMING</b>					
CBS:	11.60	(0.49)	OPENTV:	1.36	(0.02)
CROWN:	1.90	(0.12)	PHILIPS:	24.54	(0.59)
DISCOVERY:	28.43	(0.43)	RENTRAK:	17.98	0.16
EW SCRIPPS:	6.99	(0.33)	SEACHANGE:	7.36	(0.03)
GRUPO TELEVISA:	17.99	(0.28)	SONY:	28.81	0.66
HSN:	14.86	0.49	SPRINT NEXTEL:	4.01	(0.13)
INTERACTIVE CORP:	20.65	(0.19)	THOMAS & BETTS:	28.37	(0.54)
LIBERTY:	33.59	(0.69)	TIVO:	10.31	(0.31)
LODGENET:	6.39	0.02	TOLLGRADE:	6.16	0.25
NEW FRONTIER:	2.16	(0.02)	UNIVERSAL ELEC:	20.42	(0.17)
OUTDOOR:	6.98	(0.01)	VONAGE:	1.38	(0.02)
PLAYBOY:	2.90	(0.11)	YAHOO:	16.89	(0.32)
RHI:	3.14	(0.13)	<b>TELCOS</b>		
SCRIPPS INT:	36.67	(0.44)	AT&T:	27.03	(0.1)
TIME WARNER:	28.85	(0.53)	QWEST:	3.65	0.06
VALUEVISION:	3.60	(0.09)	VERIZON:	30.15	0.27
VIACOM:	28.55	(0.31)	<b>MARKET INDICES</b>		
WWE:	13.87	(0.22)	DOW:	9707.44	(41.11)
<b>TECHNOLOGY</b>					
3COM:	5.06	0.28	NASDAQ:	2107.61	(23.81)
ADC:	7.95	(0.31)			
ADVANTAGE:	2.23	0.08			
ALCATEL LUCENT:	4.32	(0.14)			
AMDOCS:	26.81	(0.14)			

### CableFAX: The Magazine's Most Influential Minorities in Cable issue

Publication Date: October 27

This issue profiles the most influential minorities in cable, winners of NAMIC's EMMA Awards (Excellence in Multicultural Marketing Awards), and the Top 10 Places to Work.

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

**Pirates of the Nation's Capital**

The **Hasbro-Discovery** kids channel jv is approx a year away from launch, yet its hire this week of *Donna Ebbs* as svp, programming ignites further intrigue in what's shaping up to be a viewership showdown in the kids space between the planned net and **Disney**, but also including **Nickelodeon**, **Cartoon Net**, et al. Discovery poached Ebbs, a vet of **ABC Family** and Disney Channel, where she played a key role in developing "High School Musical," after landing as the jv's pres/CEO *Margaret Loesch*, who formerly led **Marvel Comics'** film prod arm—quite notable after Disney recently scooped up Marvel for \$4bln (*Cfax*, 9/1). As Hasbro expects continued TV support from Marvel in '10—and given Ebbs' and Loesch's employment history—it would be reasonable to infer collaboration, however stiff, between Disney and Discovery at least in the short term. Yet given recent complaints from cable players about softness in the kids market, I'm not buying that inference anymore than I would argue for *Captain Jack Sparrow* as an honest man. Just how heated is the space? Per viewership data, uncomfortably warm. In Aug, **Nielsen** data shows Disney nearly eclipsed Nick in ratings for Mon-Sun, 6am-11pm—a feat heretofore considered improbable—and actually won a week in July after being trampled last summer during the time period (Nick's 1.8 to Disney's 1.5). Meanwhile, **Turner** data shows the following YOY gains/losses in summer '09 total programming day: Nickelodeon (-1%), Cartoon Net (-12%), ABC Family (-2%), **Disney XD** (+23%) and **Nicktoons** (+10%). Disc/Hasbro's entry will make the playing field even more contentious. The boys demo seems to be where the most intense fighting will take place, but I wouldn't tread on any kids TV battlefield without Kevlar—and ideally behind leaders that clearly understand the opposition. **CH**

**Highlights:** "Dexter," season 4 premiere, Sun, 9pm, **Showtime**. Inevitably returning series can seem tired. Not here, although with *Dexter Morgan's (Michael C. Hall)* crammed schedule—working, fathering, husband-ing, killing—sleep deprivation is an issue. Excellent as a serial killer, *John Lithgow's* character eschews *Norman Bates* showers in favor of baths. **SA**

**Worth a Look:** "Californication" season 3 premiere, Sun, 10pm, **Showtime**. Purists will be glad fornication remains. Scene 1 features a young lady astride *Hank (David Duchovny)*, who's barely awake. Forced to supervise his daughter, Hank becomes a homebody, sort of, and it's draining. He's now also a professor, so how long before he beds a coed? You'll see. Gruff-voiced *Kathleen Turner* is a naughty addition. -- "King of Clubs," Fri, 9pm, **Playboy TV**. If lawyer *Dominic Gentile* feels it's unfitting to manage the nude club he's just acquired, then why is he present for dancer auditions? -- "Firsthand," Sun, 8pm, **Fuel TV**. Props to Fuel for starting its well-done bio series with "ancient" skateboarder *Lance Mountain*, 45. **SA**

**Notable:** Finally, a Sun AM newsmaker show with a black host. **CNN's Roland Martin's** gig bows at 11 on **TV One**. -- As *Gustavo Dudamel's* debut with the **L.A. Philharmonic** nears, **Ovation** has a week of programs featuring the 28-year-old maestro, Sun, 8pm. **SA**

Basic Cable Rankings (9/14/09-9/20/09) Mon-Sun Prime			
1	ESPN	3.4	3346
2	USA	2.5	2507
3	FOXN	2.1	2002
4	DSNY	1.9	1905
5	NAN	1.3	1325
6	A&E	1.2	1212
6	TNT	1.2	1198
6	TOON	1.2	1161
9	TBSC	1.1	1136
9	HGTV	1.1	1052
11	LIFE	1	1024
11	FX	1	982
11	SYFY	1	973
14	HIST	0.9	888
14	FAM	0.9	855
14	SPK	0.9	850
14	HALL	0.9	773
18	MTV	0.8	796
18	TLC	0.8	769
18	TRU	0.8	768
18	BRAV	0.8	746
22	FOOD	0.7	734
22	DISC	0.7	732
22	CNN	0.7	659
22	AMC	0.7	658
22	MSNB	0.7	648
22	NOGG	0.7	505
22	LMN	0.7	479
29	CMDY	0.6	613
29	VH1	0.6	599
31	TVLD	0.5	533
31	HLN	0.5	486
31	BET	0.5	463
31	EN	0.5	453
35	ESP2	0.4	442
35	APL	0.4	342
35	TRAV	0.4	341
35	OXYG	0.4	324
35	SOAP	0.4	312
35	NGC	0.4	305
35	GSN	0.4	246
42	WGNA	0.3	246
42	WE	0.3	242
42	DHLT	0.3	187
42	THEN	0.3	179
42	ID	0.3	177

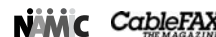
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