

# CableFAX Daily™

Tuesday — September 26, 2006

What the Industry Reads First

Volume 17 / No. 186

## Digital 2.0: Insight Shuffles Channels, Adds More VOD

**Insight** is gearing up for what it's calling "Digital 2.0," rolling out a test of its revamped digital service this week to Evansville, IN, and the rest of its Southwest district. One of the biggest changes affects the VOD arena, with VOD fare jumping to 3000 shows and movies from 1700. Of those 3000 offerings, 63% will be free VOD compared to 52% of the 1700 offering. New free VOD fare includes content from **fuse**, **GAC**, **Versus**, **Concerts**, **Oxygen**, **History** as well as more free Spanish-language kids programming. New to pay VOD is **IFC in Theaters** and **Anime**. The MSO has put programming into a theme-based lineup of 11 flavors: entertainment, kids, movies, news and documentaries, life and home, family, multicultural, sports, music, HDTV and PPV. This isn't a prelude to a la carte or tiered programming; it's just an easier way to organize channels, execs say. Analog customers will see no lineup changes, but digital customers will see most analog channels mapped to 2 locations in their lineup—i.e., **CNN** will appear in its analog slot and again in the digital grouping for "news & documentaries" (still in the analog format though). Of course, whenever an operator monkeys with the lineup, it runs the risk of upsetting customers. "Even though this will cause a bit of confusion, once they adjust, it makes it so much easier," a spokeswoman said. "Our tagline is 'Simple is Better.' We really want to make sure they understand what we're doing and why." Customers have already received 2 mailings on the changes, and cross-channel spots are running. Insight intends to roll 2.0 out to all systems once the test is complete. No timeframe on when that will be. Also new to 2.0 is 3 high-def channels: **TNT HD**, **MHD** and **ESPN2 HD**.

**At the Portals:** FCC commissioners *Kevin Martin* and *Deborah Taylor Tate* are joining with Sen *Sam Brownback* (R-KS) to announce the formation of a joint task force on media and child obesity. The task force, to be unveiled at a press conference Wed, will examine the impact of media and advertising on children's health. On the agenda are meetings with children's programming execs and health experts. -- **NCTC** continues to pressure the **FCC** to act in its dispute with **Fox Cable** over its RSNs. The co-op claims Fox is trying to get out of **News Corp-DirecTV** merger conditions that would let it serve as a bargaining agent. In a letter to the FCC last week, NCTC said that Fox has "no intention—and apparently never intended—to honor the commitment it made to the Commission to abide by the bargaining agent condition" in the merger. NCTC says more than 330 small cable companies have expressed interest in the co-op representing them. -- The **FCC** ordered **Mid-Hudson Cablevision** to carry low-power TV station **WSSN-LP** on its system serving Catskill, Hudson and Coxsackie, NY. Mid-Hudson tried to get out of must-carry obligations because it thought WSSN's signal strength was too weak. The broadcaster's carriage is contingent on a successful retest of the signal. -- An anonymous hold has been placed on Martin's renomination, but *Comm Daily* reports that the Senate will likely still vote on his approval this week.

**Pinching Pennies:** How serious was *Sumner Redstone* about getting **Viacom's** share price up? So much so that

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the Viacom chmn is taking a pay cut (a feat probably made easier by the \$56mln he pulled in 2 years ago). His salary will go to \$1mln from \$1.75mln as part of the company's plans to link exec pay to share price. Gone is his \$1.3mln in deferred compensation, and his target cash bonus goes to \$3.5mln/year from \$6.1mln. Instead, Redstone will get an annual \$6mln in stock-based compensation.

**Programming:** Starz inked an exclusive deal for the rights to more than 500 movie titles from the Sony library, including "Spider-Man," and "Jerry Maguire." The deal covers linear, VOD and broadband download service Vongo. The VOD/linear deal runs from '08-'14, but the Vongo portion begins in Oct. -- The N's "Degrassi: The Next Generation" enters broadcast strip syndication next fall. Season 6 premieres on The N Fri, 8pm ET. -- WE acquired all 3 seasons of canceled broadcast sitcom "Hope & Faith" (73 eps). An all-day marathon, starting at noon ET, is slated for Nov 24. -- MavTV officially announced its deal for "Adrenaline Unleashed" wrestling (Cfax, 9/11). -- Discovery will release its heavily promoted "Atlas" on Blu-Ray DVD and HD DVD—a 1st for a TV series. The 1st installment, "China Revealed," debuts Sun at 9pm on Discovery and Discovery HD. -- DirecTV rolls out its 4th original series Oct 2, 6pm ET. "MyWorld" will follow 3 friends as they traverse the world of MySpace. -- DVR Alert: Pakistan pres Pervez Musharraf will appear on "The Daily Show with Jon Stewart," Tues, 11pm. -- Boomerang launches new programming block "No Undies Mondays," Oct 9, paying tribute to all the classic toons that appear on camera without any pants. -- As expected, HRTV will provide coverage from Hawthorne Race Course in IL after TVG ceased relations with the track (Cfax, 9/20). -- Versus (OLN) will air 7 regular season Mountain West Conference basketball games beginning Nov 18. The net may also air the semifinals and final of the conference tournament. Save for the Versus games and a handful slated for CSTV, the majority of contests will air on The mtn., the jv between CSTV and Comcast that is struggling to gain carriage in certain MWC markets. The net has until Nov 10 to ensure basketball fans in Las Vegas, San Diego and Dallas-Fort Worth have linear access to the games. -- FSN South and Turner South will combine to present 75 Atlanta Hawks (NBA) and 61 Atlanta Thrashers (NHL) games throughout the southeast during the forthcoming '06-'07 season.

**VOD:** Lebanon, Midcontinent, Sunflower and Wave Broadband have agreed to use Comcast Media Center's "Total Content Solution" VOD mgmt and distribution service. -- As part of Discovery's relaunch of VOD, the net will debut "Discovery Atlas: Italy Revealed" on Comcast On Demand this Fri—more than a week before its linear premiere.

**Online:** VOD channel HealthiNation (available on Insight's free VOD platform) has launched a broadband channel at www.healthination.com. -- Beginning this fall, Disney-ABC TV Group will make the ABC News online video player available for hosting on more than 200 local affil Websites.

**ITV:** TVWorks has announced its 1st deal with a 3rd-party partner. The Cox-Comcast jv's pact with Ensequence allows nets, advertisers and cable ops to use Ensequence ITV authoring software to create ITV apps for the platform based on CableLabs' ETV-BIF standard. This is Ensequence's 2nd US cable deal (it announced a deal with Cox in April). TVWorks is expected to rollout its ETV-BIF platform to Cox and Comcast markets over 12 months, starting around 2Q.

**In the States:** Comcast selected StarTek for provisioning services and additional back-office operations for VoIP.

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# BUSINESS & FINANCE

-- **Comcast** has surpassed 10mln broadband subs.

**Public Affairs:** **WWE** launched a campaign to get young adults to register to vote via their cell phones (text WWE to 75444). It's part of the "Smackdown Your Vote!" initiative.

**People:** Airgo exec **Bobby Billman** joined **EchoStar** as svp, product marketing. -- **Kyra Reppen** was named svp, gm of **NeOPets**, **Nick's** Internet youth community.

**Business/Finance:** **Motorola** on Mon announced that it has acquired **Ver-tasent**, a Colmar, PA-based private developer of switched-video software applications. Vertasent, whose wares seek to eliminate the need to add dedicated equipment for each new service, is expected to remain based in Colmar but will become part of the Motorola Connected Home Solutions business. Financial terms weren't disclosed. -- **Merrill Lynch** downgraded **Cablevision** to "neutral" from "buy," saying it doesn't expect a material impact from its entry into the small-medium business sector nor does it expect a turnaround in performance for **Rainbow** or **Madison Square Garden**. "In addition, backdating of options to a deceased company executive would appear to reflect behavior inconsistent with shareholders' interest," a research note said.

**Oops:** We traveled back to the past Mon. **Tom Eagan** is with **Oppenheimer** these days, not **UBS**.

## CableFAX Daily Stockwatch

Company	09/25 Close	1-Day Ch	Company	09/25 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	42.27	0.52	AMPHENOL:	61.78	0.73
DIRECTV:	19.31	0.32	ARRIS GROUP:	11.70	0.19
DISNEY:	30.16	0.08	AVID TECH:	43.87	2.45
ECHOSTAR:	31.79	0.15	BLNDER TONGUE:	1.17	(0.01)
GE:	34.89	0.49	BROADCOM:	30.36	2.51
HEARST-ARGYLE:	23.05	0.28	C-COR:	8.69	0.08
ION MEDIA:	0.86	0.00	CISCO:	23.23	0.35
NEWS CORP:	20.07	0.40	COMMScope:	33.15	1.71
TRIBUNE:	33.15	(0.84)	CONCURRENT:	1.48	(0.04)
<b>MSOS</b>					
CABLEVISION:	22.90	0.31	CONVERGYS:	20.60	0.00
CHARTER:	1.55	0.00	CSG SYSTEMS:	26.76	0.75
COMCAST:	36.59	1.47	GEMSTAR TVG:	3.45	0.07
COMCAST SPCL:	36.57	1.52	GOOGLE:	403.98	0.20
GCI:	12.74	0.13	HARMONIC:	7.62	0.41
KNOLOGY:	9.69	(0.3)	JDSU:	2.20	0.03
LIBERTY CAPITAL:	83.59	0.28	LEVEL 3:	5.35	0.19
LIBERTY GLOBAL:	25.88	0.30	LUCENT:	2.30	0.01
LIBERTY INTERACTIVE:	19.84	0.09	MICROSOFT:	26.95	0.29
MEDIACOM:	7.19	0.22	MOTOROLA:	25.27	0.47
NTL:	25.15	0.17	NDS:	42.36	0.31
ROGERS COMM:	54.00	0.81	NORTEL:	2.30	(0.01)
SHAW COMM:	29.95	0.20	OPENTV:	3.01	(0.02)
TELEWEST:	24.20	0.00	PHILIPS:	35.11	0.02
TIME WARNER:	18.13	0.40	RENTRAK:	11.38	0.13
WASH POST:	718.50	7.85	SEACHANGE:	9.15	0.26
<b>PROGRAMMING</b>					
CBS:	28.65	0.42	SONY:	40.83	(0.03)
CROWN:	4.43	0.10	SPRINT NEXTEL:	17.20	0.06
DISCOVERY:	14.00	0.05	THOMAS & BETTS:	45.45	(0.08)
EW SCRIPPS:	47.14	0.61	TIVO:	7.76	0.04
GRUPO TELEVISIA:	20.97	0.48	TOLLGRADE:	9.72	0.33
INTERACTIVE CORP:	28.12	0.17	UNIVERSAL ELEC:	19.13	0.03
LIBERTY:	8.32	0.06	VONAGE:	6.99	(0.15)
LODGENET:	18.60	0.29	VYYO:	4.65	0.07
NEW FRONTIER:	8.44	(0.11)	WEBB SYS:	0.06	(0.01)
OUTDOOR:	11.15	0.50	WORLDGATE:	1.61	(0.07)
PLAYBOY:	9.57	0.12	YAHOO:	25.32	(0.2)
UNIVISION:	34.41	0.05	<b>TELCOS</b>		
VALUEVISION:	11.74	0.05	AT&T:	33.49	0.59
VIACOM:	37.53	0.48	BELLSOUTH:	44.05	0.82
WWE:	16.78	0.21	QWEST:	8.86	(0.02)
<b>TECHNOLOGY</b>					
3COM:	4.50	0.01	VERIZON:	37.50	0.40
ADC:	14.20	(0.49)	<b>MARKET INDICES</b>		
ADDVANTAGE:	4.08	0.07	DOW:	11575.81	67.71
AMDOCS:	39.81	0.71	NASDAQ:	2249.07	30.14

## Troubleshooting Digitally Modulated Signals with a QAM Analyzer

[hosted web event]

**Title:** Trilithic and Communications Technology are presenting a free Webcast on troubleshooting digitally modulated signals with a QAM analyzer featuring Cisco System's Ron Hranac and Trilithic's Steve Windle.

**Date:** Wednesday, September 27

**Time:** 8 a.m. PST, 11 a.m. EDT, 4 p.m. GMT

To register for the event, please log on at [www.ct-magazine.com](http://www.ct-magazine.com) for more details and information.

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## M.C. Antil's CableFolks

### Chapters a Link to Cable's Fraternal Past

This week, I got an email from one of my favorite PR people, Leigh Arwood. Leigh, who normally pitches stories for Turner Network Sales, was wearing a different hat. She was hoping I'd write about Alex Dombronovich, president of the Atlanta WICT chapter, and her chapter's annual Red Letter Awards ceremony, scheduled for Oct 3.

Now, normally I would dismiss such a request, preferring to focus on cable people whose footprint is a tad more global. But then I thought, why not?

After all, at a time when you can't swing a dead cat and not hit a dozen or so people who regularly complain about cable's lost sense of fraternity, here was a chance to celebrate our last true link to those bygone days when industry peers regularly got together over lunch or dinner to compare notes, strategies, tools, equipment and, more often than not, family pictures.

Why not write about local chapters?

Consolidation has taken cable farther away from its roots as a loosely basted network of small, entrepreneurial companies owned, operated and staffed by people who were, often quite literally, making it up as they went along. The local chapters of CTAM, WICT, SCTE and NAMIC are cable's last link to its fraternal past.

As national trade shows have dwindled to a handful and as the PC revolution has helped minimize the occasions for us to actually see one another, local chapters remain one of cable's few remaining vehicles for quality face time.

And as this industry has become more national and less local, more buttoned down and less familial, and as it has begun to demand more and more of its middle managers, local chapters have emerged as perhaps cable's last and best example of work/life balance.

And let's stand up and finally admit the emperor has no



M.C. Antil

clothes, shall we? Though none of them will say it publicly, MSO bean counters find few words more cringe-inducing than "networking." In fact, cable's major trade associations have all but dropped the word from their vocabulary. Networking to the MSO powers-that-be means parties, boondoggles and dueling expense accounts. And while many of those same people expect and even demand to be doted upon by affiliate reps, they wince at the thought of their

staffs actually mixing work and play.

The irony is, of course, that networking has long been secondary, even tertiary, in the minds of chapter leaders. For well over a decade the focus of the industry's association chapters has been to advance the mission of the mothership, while providing members tangible benefits which will, ultimately, make them better, more skilled and more productive employees.

I won't belabor this, but you get my point. Sure, cable has more organizations than most industries. And that is only exacerbated by the fact that four of them also have a network of chapters. But chapters matter. They matter as much as diversity matters; as much as equal opportunity matters; as much as equal pay for equal work matters; and, perhaps just as important, as much as employee morale, work/life balance, and yes, networking matter.

WICT chapter president Dombronovich puts it this way: "As both a woman and a woman of color, I will tell you that I am looking to be a member of an organization that, at its core, is grounded in my perspective. And I think this industry will ultimately be stronger if we are all in tune with a broader range of perspectives."

She then added, "These organizations (and chapters) didn't form because people needed an excuse to get together. They formed because there was a need and a passion for the ideas they represent."

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# CableFAX databriefs



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# Who Are Cable's Most Influential Women?

Help us decide by nominating the executives you think should be on our list.

We will rank the Top 50 in the Nov. 16 issue of *CableWorld*. Nominations are open to all cable operators, programmers, vendors and trade associations.

Deadline to submit a nomination is  
Friday, September 29.

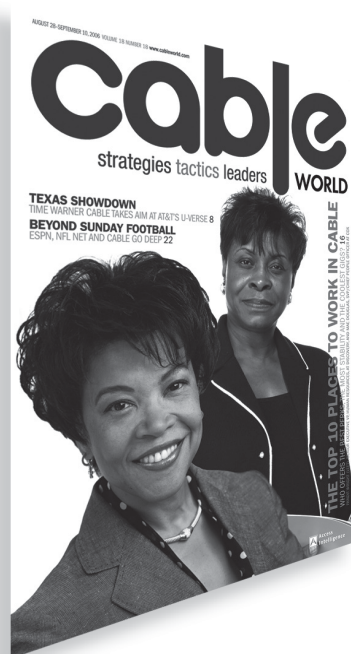
## Submit nominations to:

Shirley Brady  
*CableWorld*

email: [sbrady@accessintel.com](mailto:sbrady@accessintel.com)

fax: 212-621-4895

mail: 110 William St., 11th Floor, New York, NY 10038



Nomination form can be found at [www.cableworld.com/cableworld](http://www.cableworld.com/cableworld)