

# CableFAX Daily™

Monday — September 26, 2011

What the Industry Reads First

Volume 22 / No. 185

## Double Feature: DISH and Blockbuster Join Forces for New Content Service

DISH hopes to enhance its value proposition with the Oct 1 launch of **Blockbuster Movie Pass** for DISH subs, a comprehensive and multiplatform content service that may prove a potent sub acquisition weapon within the cutthroat pay TV marketplace. Also, it appears streaming/rental programming players should expect a near-term expansion of BMP to include access for all consumers. **Hulu** does well with TV shows and **Netflix** excels with movies, "but we're going to do a good job across all the above," said DISH CEO *Joe Clayton* at a Fri press conference. BMP "will help facilitate new subs and perhaps upgrade existing customers." Available for \$10/month to existing subs and free for various durations to new subs taking particular DISH packages, the service allows consumers to do the following: stream more than 10K movies and TV shows to PCs and Macs on an authenticated basis, access more than 5K TV shows plus films on the TV and order from more than 130K DVD movies, TV shows and games via mail (\$20 for multiple DVDs at once). DVD titles can be exchanged at Blockbuster stores, too. "Consumers are looking for a better value for their entertainment dollar," said DISH CMO *Ira Barr*, who in explaining the rollout joined other execs in taking shots at NFLX. "For non-DISH subs, stay tuned," said Blockbuster pres *Michael Kelly*, whose talking points highlighted some serious recent traction for the resurgent unit. Nearly 500K consumers have signed up for a Blockbuster subscription in the past 30 days, he said, and store traffic has increased more than 100% since the DISH acquisition. Having offered live streaming of numerous cable nets at **DISHOnline.com** for approx a year now, DISH is touting digital access to premium nets such as **Starz** and **Epix** as part of the BMP launch. Execs said VOD/PPV remain priorities. A brief demo of the service showed that it's armed with an intuitive TV interface that will tie into the proliferation of Web-enabled DISH set-tops. Connections are "growing as a pretty rapid pace," said vp, product management *Vivek Khemka*, noting the presence of 5-6mln IP-enabled boxes in the marketplace today. DISH investors cheered the Blockbuster Movie Pass unveiling by sending the DBS op's shares up 5.35%. Netflix gained 0.65% on the day.

**Net Neutrality:** As promised, the Federal Register published the **FCC's** net neutrality rules Fri. As expected, Republicans jeered and consumer groups cheered. **Sen Commerce** ranking member *Kay Bailey Hutchison* (R-TX) said

# Give Love. Get Love.

Give millions of Hispanics  
a new reason to love you.



The most watched novelas of all time. | Anytime. Anywhere.

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, 818.945.5309, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Contributor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Shadi Akhavan, 301.354.1613, sakhavan@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Shadi Akhavan, 301.354.1613, sakhavan@accessintel.com

she would push for a Senate vote this fall on her resolution of disapproval of the rules, which, among other things, prevents providers from favoring Internet content. Sen Commerce chmn said he was disappointed that some colleagues were trying to “unravel” the rules. “I fear their actions will do nothing more than impede the investment and innovation we need in our digital economy,” he said. The rules are set to take effect Nov 20.

**In the States:** Verizon inked a deal with **Star-Ledger/NJ.com** to become a broadcast partner of the **NJ State Interscholastic Athletic Assoc**, gaining access for **FIOS1** to state high school sports through '15. The net agreed to air 36 regular-season games from sports including football, basketball, lacrosse and soccer. The deal does not affect **MSG Varsity's** feature of NJ high school sports, including 500 full-length games this season. -- Ahead of its Mon launch as the 1st broadcast net for African-Americans, **Bounce TV** intro'd **BounceTV.com** plus Facebook and Twitter pages. The 24/7 diginet targeting 25-54s will be seen in more than 20 markets including Atlanta, Chicago and Philadelphia.

**Retrans:** **Mediacom** CEO *Rocco Commisso* and other sr execs met by phone last week with **FCC** commish *Mignon Clyburn*, according to an ex parte. **Mediacom** and **LIN** have been at loggerheads in a retrans dispute since Aug 31. The MSO made many of the same points it has previously made in letters to the FCC chmn. “Based on recent events (including LIN's denial of consent to **Mediacom** for the carriage of its stations), it is apparent that the broadcasters have no intention of moderating their behavior. In short, by standing on the sidelines, the Commission is contributing to the very consumer harms it has acknowledged are a product of the current regime,” the filing said.

**Ratings:** Not all football content on cable draws viewers like sports properties to Bristol. The premiere of **Versus'** “NFL Turning Point,” featuring host *Dan Patrick* and a look back at the prior week's pivotal plays, garnered a paltry 126K total viewers, for example. and the net's Sept 17 feature of a **Mountain West** game drew 130K. **FX's** fall debut of college football on Sat afternoons isn't off to a roaring start either, although the net's 3-game avg of 705K P2+ isn't too bad considering the subpar matchups featured thus far.

**Goodbye:** Well wishes came in Fri, following the surprise news that **NAMIC** head *Kathy Johnson* is leaving at the conclusion of Diversity Week (*Cfax*, 9/23). **NCTA** pres/CEO *Michael Powell* said the association has been transformed under her leadership. “With the implementation and management of incredibly effective programs..., **NAMIC** has risen from a congenial professional society to become a dynamic force for diversity in the cable industry and beyond,” Powell said. **Kaitz** exec dir *David Porter* summed it up succinctly: “In short, she has truly helped to make the cable industry a better place for people of all backgrounds to succeed.”

**Programming:** **HBO's** “Enlightened” (Oct 10) features *Laura Dern* as a treatment center vet who's attempting to improve her existence after suffering a nervous breakdown. -- **Lifetime** greenlit a 4th season of “Drop Dead Diva” ('12). -- **AMC's** “Talking Dead” (Oct 16) premieres following an encore presentation of “The Walking Dead” and marks the net's 1st live after-show for discussion of a series. -- **Encore's** original doc “Method to the Madness of Jerry Lewis” (Nov 12) features interviews with *Jerry Seinfeld*, *Eddie Murphy* and *Chevy Chase*.

**People:** **Showtime** named *Trisha Cardoso* as evp, corp comm and *Amy Israel* as svp, original programming. -- **Warner Music Group's** *Paul Rehrig* joined **AMC Nets** as svp, biz dev. -- **Weather Channel Cos** tapped *Bill Drolet* as vp, digital ad sales. -- **S-A** and **Cisco** vet *Dave Hansen* will lead **itaas'** sales team, reporting directly to pres/CEO *Vibha Rustagi*. -- **TV One** tapped *Tonia Lee* as vp, business ops and strategy.

**Public Affairs:** Volunteers from **Disney**, **Verizon**, **Boy & Girls Clubs of Philadelphia**, **KaBoom!** and the community were set to fully assemble from scratch a new playground Sat. The playground is inspired by **Disney Junior** show “Jake and the Never Land Pirates.” Disney is contributing more than \$1mln in '11 to help **KaBoom!** build playground and learning gardens in 13 US communities. It's part of Disney's initiative to inspire kids and families to stay fit and active.

**Business/Finance:** *Mark Cuban* upped his stake in **Rentrak** last month to approx 973K shares, or 8.67%, through 2 open-market transactions and 1 private totaling approx 207K shares. -- **Fox Intl Channels** and **Fox Sports Media Group** established **FIC Sports**, a div charged managing the worldwide syndication of Fox Sports content.

# CableFAX Luncheon

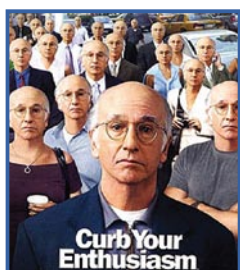
October 18, 2011 ■ Noon–2 p.m. ■ Renaissance Hollywood Hotel & Spa

# CableFAX PROGRAM AWARDS

## CableFAX Programming Hall of Fame



**Abbe Raven**  
President & CEO  
AETN



**Curb Your Enthusiasm**  
Long-running comedy  
series – HBO



**Chelsea Handler**  
Host, “Chelsea Lately” –  
E!



**Gary Marsh**  
President and Chief  
Creative Officer – Disney  
Channels Worldwide



**Henry Schleiff**  
President & GM –  
Investigation Discovery  
and Military Channel



**Jacqueline Hernández**  
COO – Telemundo



**John Landgraf**  
President – FX



**Johnathan Rodgers**  
President & CEO – TV One



**Kyra Sedgwick**  
Actress, “The Closer”  
TNT



**Mark Haines**  
CNBC Anchor,  
posthumous – CNBC

## Congratulations to all the Honorees

Join us as we celebrate the Top Ops, Hall of Fame and Program Awards Finalists on October 18 in Hollywood.  
To register for the event visit: <http://www.cablefax.com/programawards>

Sponsored by:



Advertising Contacts: Debbie Vodenos, Publisher 301-354-1695;  
[dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)

Amy Abbey, Associate Publisher, 301-354-1629; [aabbey@accessintel.com](mailto:aabbey@accessintel.com)

**CableFAX Week in Review**

Company	Ticker	9/23 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

**BROADCASTERS/DBS/MMDS**

DIRECTV:	DTV	42.02	(3.84%)	5.23%
DISH:	DISH	26.76	1.79%	36.11%
DISNEY:	DIS	29.83	(9.36%)	(20.47%)
GE:	GE	15.21	(6.86%)	(15.08%)
NEWS CORP:	NWS	16.13	(5.34%)	(1.77%)

**MSOS**

CABLEVISION:	CVC	16.99	(4.87%)	(49.79%)
CHARTER:	CHTR	47.58	(3.57%)	22.19%
COMCAST:	CMCSA	21.40	(6.71%)	(2.59%)
COMCAST SPCL:	CMCSK	21.12	(6.63%)	1.49%
GCI:	GNCMA	7.79	(9.94%)	(38.47%)
KNOLOGY:	KNOL	13.32	(5.6%)	(14.78%)
LIBERTY CAPITAL:	LCAPA	68.05	(5.42%)	8.78%
LIBERTY GLOBAL:	LBTYA	36.94	(3.95%)	4.41%
LIBERTY INT:	LINTA	15.98	2.77%	1.33%
SHAW COMM:	SJR	20.47	(6.06%)	(4.26%)
TIME WARNER CABLE:	TWC	64.79	(1.33%)	(1.88%)
VIRGIN MEDIA:	VMED	24.05	(7.96%)	(11.71%)
WASH POST:	WPO	325.92	(5.05%)	(25.84%)

**PROGRAMMING**

AMC NETWORKS:	AMCX	34.10	(6.19%)	(14.43%)
CBS:	CBS	21.44	(11.4%)	12.55%
CROWN:	CRWN	1.32	(2.94%)	(49.62%)
DISCOVERY:	DISCA	39.90	(0.65%)	(4.32%)
GRUPO TELEVISIA:	TV	18.59	(4.42%)	(28.31%)
HSN:	HSNI	35.13	3.32%	14.62%
INTERACTIVE CORP:	IACI	40.32	(2.8%)	40.49%
LIBERTY STARZ:	LSTZA	70.06	(3.39%)	5.39%
LIONSGATE:	LGF	7.00	2.04%	7.53%
LODGENET:	LNET	1.66	(12.63%)	(60.94%)
NEW FRONTIER:	NOOF	1.10	(14.73%)	(41.8%)
OUTDOOR:	OUTD	6.05	(5.47%)	(15.62%)
SCRIPPS INT:	SNI	40.75	(4.63%)	(21.26%)
TIME WARNER:	TWX	29.89	(3.46%)	(7.09%)
VALUEVISION:	VVTV	2.94	(21.39%)	(51.88%)
VIACOM:	VIA	50.52	(12.35%)	10.16%
WWE:	WWE	9.10	(2.26%)	(36.1%)

**TECHNOLOGY**

ADVANTAGE:	AEY	2.21	(5.56%)	(29.62%)
ALCATEL LUCENT:	ALU	2.91	(6.43%)	(1.69%)
AMDOCS:	DOX	27.29	(4.08%)	(0.66%)
AMPHENOL:	APH	41.73	(6.12%)	(20.94%)
AOL:	AOL	11.91	(17%)	(49.77%)
APPLE:	AAPL	404.30	0.95%	25.34%
ARRIS GROUP:	ARRS	10.17	(10.24%)	(9.36%)
AVID TECH:	AVID	8.43	(9.74%)	(51.72%)
BIGBAND:	BBND	1.36	(5.56%)	(51.43%)
BLINDER TONGUE:	BDR	1.20	(2.44%)	(42.86%)
BROADCOM:	BRCM	34.53	(3.2%)	(20.71%)
CISCO:	CSCO	15.61	(6.08%)	(22.84%)
CLEARWIRE:	CLWR	2.41	(1.63%)	(53.2%)
CONCURRENT:	CCUR	5.40	(5.43%)	6.72%
CONVERGYS:	CVG	9.36	(8.33%)	(28.93%)
CSG SYSTEMS:	CSGS	12.83	(7.5%)	(32.26%)

Company	Ticker	9/23 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

EHOSTAR:	SATS	22.04	(7.67%)	(11.73%)
GOOGLE:	GOOG	525.51	(3.87%)	(11.53%)
HARMONIC:	HLIT	4.34	(9.58%)	(49.36%)
INTEL:	INTC	22.16	0.86%	5.37%
JDSU:	JDSU	11.60	(12.49%)	(19.92%)
LEVEL 3:	LVLT	1.49	(1.97%)	52.04%
MICROSOFT:	MSFT	25.06	(7.6%)	(10.21%)
MOTOROLA MOBILITY:	MMI	37.90	0.13%	30.24%
RENTRAK:	RENT	13.92	(4.85%)	(53.85%)
SEACHANGE:	SEAC	7.74	(9.58%)	(9.47%)
SONY:	SNE	19.02	(7.22%)	(46.74%)
SPRINT NEXTEL:	S	3.18	(5.36%)	(24.82%)
THOMAS & BETTS:	TNB	39.11	(9.99%)	(19.03%)
TIVO:	TIVO	10.06	(4.55%)	16.57%
UNIVERSAL ELEC:	UEIC	15.76	(10.05%)	(44.45%)
VONAGE:	VG	2.79	(7.31%)	24.55%
YAHOO:	YHOO	14.71	(1.74%)	(11.55%)

**TELCOS**

AT&T:	T	27.85	(3.77%)	(5.21%)
VERIZON:	VZ	35.88	(2.29%)	0.28%

**MARKET INDICES**

DOW:	DJI	10771.48	(6.41%)	(6.96%)
NASDAQ:	IXIC	2483.23	(5.3%)	(6.39%)
S&P 500:	GSPC	1136.43	(6.54%)	(9.64%)

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. HSN:	35.13	3.32%
2. LIBERTY INT:	15.98	2.77%
3. LIONSGATE:	7.00	2.04%
4. DISH:	26.76	1.79%
5. APPLE:	404.30	0.95%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	2.94	(21.39%)
2. AOL:	11.91	(17%)
3. NEW FRONTIER:	1.10	(14.73%)
4. LODGENET:	1.66	(12.63%)
5. JDSU:	11.60	(12.49%)

WATCH FOR THE NAMIC CONFERENCE MOBILE APP!

POWERED BY



For the latest conference updates, find us on



**NAMIC 25TH ANNUAL CONFERENCE**

October 4-5, 2011 | Hilton New York | New York, NY

**REGISTER NOW AT NAMIC.COM!**

DON'T MISS THE MEDIA AND ENTERTAINMENT INDUSTRY'S MOST COMPREHENSIVE FORUM FOCUSING ON MULTI-ETHNIC DIVERSITY AS A STRATEGIC IMPERATIVE.

FOR COMPLETE SCHEDULE VISIT NAMIC.COM

presented as part of **diversity week**  
new york city • 2011