

CableFAX Daily™

Wednesday — September 27, 2006

What the Industry Reads First

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Portal Doings: New Bureau Gets Old Blood

There's a new bureau at the **FCC**, and it has nabbed a well-known regulator from the Media Bureau. Deputy Media Bureau chief *Deborah Klein* will serve as special counsel for the new Public Safety and Homeland Security Bureau's public communications outreach & operations division, according to an FCC spokesman. Rumors have been swirling around DC for months that Klein and fellow deputy media bureau chief *Bill Johnson* were being moved from the bureau (*Cfax*, 7/21). Johnson, who has been working on media issues at the FCC since chmn Kevin Martin was in diapers, plans to retire, according to sources. Klein served as acting media bureau chief from Mar '05 until *Donna Gregg's* appointment in June '05. The FCC announced the launch of the Homeland Security Bureau on Mon, tapping the Enforcement Bureau's *Kenneth Moran* as acting bureau chief. The bureau's tasked with meeting public safety needs by promoting robust, reliable and resilient communications services in times of emergency. -- Also at Mon's meeting, the FCC revised children's TV obligations. Among the changes, plugs for children's shows within a kids' show will no longer count toward the limited amount of paid advertisements a cable net or broadcaster can run during a program. **Family Tier Alert:** FCC commish *Deborah Taylor Tate* praised the children's programming revisions but said in a statement that she will "continue to be vigilant in calling on cable and satellite operators, as well as new entrants to the video programming market like **Verizon** and **AT&T**, to carry more family-friendly programs. It's the right thing to do."

Where Are the Ads? **Comcast** and **CBS** made headlines a week and a half ago by announcing that 8 of the broadcaster's series will be available on Comcast On Demand for free the day after their network debut (*Cfax*, 9/15). The idea is for CBS to make its money by selling VOD-specific advertising. However, although most of the shows are available now, there's no advertising running. CBS says to be patient. Because the deal was just completed, it's just now taking its VOD package to the streets. We're promised the spots will be there "soon."

Deals: **Scripps** announced a deal to sell its 5 broadcast TV stations affiliated with **Shop At Home** to **Multicultural TV Broadcasting** for \$170mln. The stations are located in Boston, San Fran, Raleigh-Durham, NC, Cleveland, and Bridgeport, CT. The pact follows Scripps' June sale of Shop At Home to **Jewelry TV** for \$17mln (*Cfax*, 6/22), and wraps up a complete divestiture of the shopping net by Scripps. The deal's expected to be completed over the next 9 months, pending license transfers and other approvals by the **FCC**.

Competition: **DirecTV** and **Intel** announced Tues the planned integration of digital media adaptor (DMA) functionality into the DBS ops' "Plus" HD DVR. It will allow customers access to pictures and music on their TV screens from PCs equipped with Intel's "Viiv" technology. The app may be available as early as Dec through a software download. -- The boards of selectmen in Andover and Boxford, MA, granted local cable franchises Mon to **Verizon**.



American Idol Rewind

Catch Some AIR!

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Sunday 8P/ET



Bill Shaw President/GM Dennis Gillespie SVP/Affiliate Sales Chris Manning VP/General Sales (212) 210-5900

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Ratings: Ad-free **Disney** (2.3 HH rating/2.02mln HH delivery) used its figurative mouse ears to nip **USA** and **TNT** at the 3Q prime ratings wire, notching a 15% ratings increase vs Q305. **USA** (2.05mln) outlasted **TNT** (1.96mln) for 2nd, although both earned a 2.2 HH rating. The ratings number, while identical, represents 2 disparate trends: a +22% surge for **USA** vs last year and a 4% decline for **TNT**, which failed to capitalize overall on 8 eps of "The Closer" landing in the top 20 telecasts for the Q. **USA** also had a higher HH delivery than **Disney**. The initial 2 telecasts of this season's "Monday Night Football" helped **ESPN** (1.7/1.55mln) rank 4th, followed by **Lifetime** (1.5/1.33mln). -- Big winners in Y-over-Y prime Q HH ratings growth include **ESPN Classic** (+100%), **Bravo** (+50%) and **Biography Channel** (+50%). **The Weather Channel** (-40%), **Fox News** (-35%), **OLN** (-33%), **Nicktoons** (-33%) and **Noggin** (-33%) paced the losers. **Brag Book:** 3Q delivered **SOAPnet's** largest total viewer prime audience of all-time (299K), marking its 5th consecutive Q of growth. -- **VH1's** total prime viewership jumped 12% in 3Q06 to 553K, and the net posted its 17th consecutive Q of growth among total viewers during total day. -- **Discovery Channel** garnered a Y-over-Y prime ratings increase of 25% in 3Q to 1.0, while **TLC** delivered a 17% surge to 0.7. -- **Oxygen** delivered a historical high in Q prime HH delivery (235K). -- **Hallmark Channel** experienced an all-time best prime Q in ratings (1.3, +18%) and HH delivery (958K, +27%). -- **G4** earned a 3Q06 prime HH rating of 0.2 (+100%), and Sept marked its 15th consecutive month of Y-over-Y HH ratings growth.

Programming: **A&E** will examine the lives and friendship of '80s teen sensations *Corey Haim* and *Corey Feldman* in original series "The Coreys: Return of the Lost Boys." Also announced by the net was "Paranormal U," an original series chronicling Penn State University student *Ryan Buell* and other members of the school's Paranormal Research Society. -- Former *Lance Armstrong* coach *Chris Carmichael* will host **Fine Living's** "Me vs. Me" (Oct 8, 8pm), in which fans receive tutelage in various sports from expert teachers. -- **Patriot Media** announced expanded fall sports programming on **Patriot8**, serving 31 NJ communities. Coverage includes 18 high schools, and Princeton and Rutgers University.

Marketing: Gambling lifestyle channel **The Players Network** inked a national advertising agreement with **Gorilla Nation Media** to lure sponsors to www.playersnetwork.com and to its cable properties. TPN's "Vegas On Demand" channel is available in 12mln **Comcast** homes.

Intl: Portuguese pay TV op **TV Cabo** selected **C-COR** to analyze, control, manage and monitor its DOCSIS networks.

In the Courts: **The Center for Public Integrity** sued the **FCC** Mon, claiming it failed to give the center an electronic copy of a database of the companies that provide broadband within particular zip codes in the US. The Center wants to make data examining broadband deployment publicly available. The case was filed in the US District Court for DC.

CableCARDS: The top 5 MSOs have deployed nearly 180K CableCARDS, according to an **FCC** filing by **NCTA** late Mon. That's up from the 150K reported in June. **NCTA** noted that **CableLabs** also has qualified a multistream CableCARD device from **Motorola**. It joins the multistream device qualified by **S-A** in the spring. Multistream CableCARDS are expected to be available from major MSOs within the next few months, **NCTA** said.

Honors: **The History Channel** (4), **Nat Geo** (3), **CNN** (2), **Cinemax** and **Discovery Channel** all took home hardware Mon from the "27th Annual News & Documentary Emmy Awards," presented in NYC. Although broadcast earned more awards than cable (15-11), "Anderson Cooper 360" garnered both CNN prizes, and **Nat Geo's** "Predators at War" also won a pair. **CBS's** "60 Minutes" led all shows with 4 awards. **CBS** and **PBS** led the awards, each taking home 5.

Jessica Simpson

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BUSINESS & FINANCE

In the States: Cox added real-time traffic data to local forecasts on **The Weather Channel** and **Weather-scan** in New Orleans.

Obit: Sad to report that *Wendell Bailey* passed away Tues morning from cancer. Bailey of **Strategic Technology Intl** spent 17 years at **NCTA** as vp, science and technology. His distinguished resume includes serving as the principal organizer of the effort that led to the 1st project of **CableLabs**. "We owe a lot to Wendell," said CableLabs' pres/CEO *Dick Green*. "He provided the vision that helped our fledgling laboratory develop support and credibility from the cable industry's technical community." **JLM's James Mooney**, who was pres/CEO of NCTA during Bailey's tenure, said Bailey was a "kind of boulevardier, a worldly, sophisticated gentleman about town, with his own very personal style. ... He was fun to be with; I'm going to miss him very much."

Trade Winds: Former *TV Week* hand *Jay Sherman*, laid off a few months back, has crossed the divide to mass media, landing a gig as deputy editor for *The NY Post's* business section.

People: Veteran cable attorney *Jeremy Stern* of **Cole, Raywid & Braverman** is leaving the firm to join **Audible Magic Corp**, a provider of digital content recognition services. -- **Comcast** named *Dan Blakeman* area vp for VT, western NH, and northern MA.

CableFAX Daily Stockwatch

Company	09/26 Close	1-Day Ch	Company	09/26 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AVID TECH:	37.59	(6.28)
BRITISH SKY:	41.53	(0.74)	BLNDER TONGUE:	1.17	0.00
DIRECTV:	19.68	0.37	BROADCOM:	29.86	(0.5)
DISNEY:	31.07	0.91	C-COR:	8.66	(0.03)
EHOSTAR:	32.12	0.33	CISCO:	23.50	0.27
GE:	35.44	0.55	COMMSCOPE:	32.84	(0.31)
HEARST-ARGYLE:	23.19	0.14	CONCURRENT:	1.60	0.12
ION MEDIA:	0.78	(0.08)	CONVERGYS:	20.80	0.20
NEWS CORP:	20.58	0.51	CSG SYSTEMS:	26.61	(0.15)
TRIBUNE:	32.95	(0.2)	GEMSTAR TVG:	3.39	(0.06)
MSOS					
CABLEVISION:	22.73	(0.17)	GOOGLE:	406.87	2.89
CHARTER:	1.50	(0.05)	HARMONIC:	7.62	0.00
COMCAST:	36.27	(0.32)	JDSU:	2.18	(0.02)
COMCAST SPCL:	36.16	(0.41)	LEVEL 3:	5.46	0.11
GCI:	12.74	0.00	LUCENT:	2.31	0.01
KNOLOGY:	9.90	0.21	MICROSOFT:	27.20	0.25
LIBERTY CAPITAL:	84.26	0.67	MOTOROLA:	24.98	(0.29)
LIBERTY GLOBAL:	25.84	(0.04)	NDS:	42.50	0.14
LIBERTY INTERACTIVE:	19.98	0.14	NORTEL:	2.31	0.01
MEDIACOM:	7.00	(0.19)	OPENTV:	3.03	0.02
NTL:	24.90	(0.25)	PHILIPS:	35.41	0.30
ROGERS COMM:	53.54	(0.46)	RENTRAK:	11.34	(0.04)
SHAW COMM:	30.07	0.12	SEACHANGE:	8.90	(0.25)
TIME WARNER:	18.60	0.47	SONY:	41.06	0.23
WASH POST:	724.98	6.48	SPRINT NEXTEL:	17.05	(0.15)
PROGRAMMING					
CBS:	28.76	0.11	THOMAS & BETTS:	46.31	0.86
CROWN:	4.63	0.20	TIVO:	7.55	(0.21)
DISCOVERY:	14.04	0.04	TOLLGRADE:	9.00	(0.63)
EW SCRIPPS:	47.64	0.50	UNIVERSAL ELEC:	19.09	(0.06)
GRUPO TELEVISIA:	21.05	0.08	VONAGE:	6.95	(0.04)
INTERACTIVE CORP:	28.62	0.50	VYYO:	4.67	0.02
LODGENET:	17.80	(0.8)	WEBB SYS:	0.06	0.00
NEW FRONTIER:	8.40	(0.04)	WORLDGATE:	1.54	(0.07)
OUTDOOR:	10.95	(0.2)	YAHOO:	25.05	(0.24)
PLAYBOY:	9.67	0.10	TELCOS		
UNIVISION:	34.44	0.03	AT&T:	33.35	(0.14)
VALUEVISION:	11.84	0.10	BELLSOUTH:	43.83	(0.22)
VIACOM:	37.70	0.17	QWEST:	8.98	0.12
WWE:	16.75	(0.03)	VERIZON:	37.96	0.46
TECHNOLOGY					
3COM:	4.41	(0.09)	MARKET INDICES		
ADC:	14.61	0.41	DOW:	11669.39	93.58
ADDVANTAGE:	4.14	0.06	NASDAQ:	2261.34	12.27
AMDOCS:	40.17	0.36			
AMPHENOL:	63.16	1.38			
ARRIS GROUP:	11.50	(0.2)			

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CableWorld's Top 50 Influential Women in Cable Nomination Form

Who are cable's most influential women executives? Help us decide by nominating the executives you think should be on our list of the Top 50 Most Influential Women in Cable. We will rank the Top 50 in the Nov. 6 issue of *CableWorld*. Nominations are open to all cable operators, programmers, vendors and trade associations.

Deadline for nominations: Sept. 29, 2006

Submit by fax: 212-621-4895

By mail: Shirley Brady, *CableWorld*, 110 William St., 11th Floor, New York, NY 10038

Online: www.cableworld.com/cableworld/

PLEASE FILL OUT THE FOLLOWING:

Nominee Information

Name _____

Title _____

Company _____

Address _____

Email _____

Phone _____

Nominator Information

Name _____

Title _____

Company _____

Address _____

Email _____

Phone _____

Why should this person make our list? (50 words max)

Does this person make/break deals? (50 words max)

Does this person's influence extend beyond his/her company? (50 words max)