

CableFAX Daily™

Monday — September 27, 2010

What the Industry Reads First

Volume 21 / No. 186

Shake the Tree: Zuck Shucked; Klein Declined

Don't these things usually come in threes? Fri was a big day for announcing media departures with 2 high-profile exits at **NBCU** and **CNN** that weren't all that unexpected. Ever since **Comcast** announced its proposed \$30bln deal for NBCU, there's been talk that NBCU CEO *Jeff Zucker* won't be sticking around. The only surprise there seems to be that it is already official, with Zucker announcing to staff in an email Fri his plans to leave post merger (whenever that may be). In an exclusive interview with the *NY Times*, the exec made it clear the choice wasn't entirely his own. "In the last nine months it became increasingly clear that they did want to put their own team in place—and I didn't want to end up being a guest in my own house," Zucker told the paper. His departure, of course, will spur the already rampant speculation about what happens to stars such as NBCU's *Bonnie Hammer* and Comcast's *Jeff Shell* under the jv structure. More of a surprise, but not shocking given CNN's ratings decline, was the news Fri that *Jon Klein* is leaving after 6 years as head of CNN/US. Taking his place is longtime CNN exec *Ken Jautz*, who most recently oversaw **HLN**. "Ken has a rich history with CNN—as a reporter, bureau chief, programmer and news executive—and comes to this position with a proven track record," said **CNN Worldwide** pres *Jim Walton*. CNN Worldwide chief marketing officer *Scot Safon* moves on to take over the role of overseeing HLN. Before joining CNN, he was at **TNT**, where he supervised the "We Know Drama" marketing campaign. There's still more hiring to come, with Walton writing in his note announcing the changes that CNN Worldwide will name an evp and managing editor to lead collaboration across all platforms and "elevate CNN's unique journalism and analysis."

New Day: **Inspiration Nets'** flagship channel **INSP** will rebrand Oct 18 with a focus on "socially conservative Baby Boomers," a new programming lineup and the tagline "It's a New Day!" (It'll keep the INSP name). The ad-supported net has been gradually weaning itself from infomercials and as of the relaunch, it won't show them any more. INSP, which became a **Nielsen**-rated net this month, already has 40 upfront presentations lined up for Mar, said chief strategy officer *Bill Airy*, who noted the rebrand is the result of a year-and-a-half of research. It comes after tinkering with the schedule and discovering that some of the shows (like the "Gaither Gospel Hour") did very well with the demo, particularly women 45-64. The 60min-home INSP will continue to have faith-based programming, but will add

The Hottest Summer Season Belongs to TLC

17 HIT ORIGINAL SHOWS

—more than any other cable network this summer!*



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*Source: The Nielsen Company. P2+ Live+SD (000). Summer dates for Prime are 5/31/10-08/29/10. Prime = M-Su, 8-11p. 'Hit' series defined as achieving a prime premiere average of at least 1.0 million P2+ viewers. TLC had 17 original programs with 1.0 million P2+ viewers or more (Prime premiere averages only). Competitive networks: A&E (11), Bravo (9), E! (7), Food (11), HGTV (13), Life (4), TBS (7), Oxygen (1), TNT (7), USA (7), Vh1 (1) & WEtv (0). Excluding Sports, Movies and Specials. Premiere dates from Who's Watching TV Database.

CableFAX Daily™

WHAT THE INDUSTRY READS FIRST

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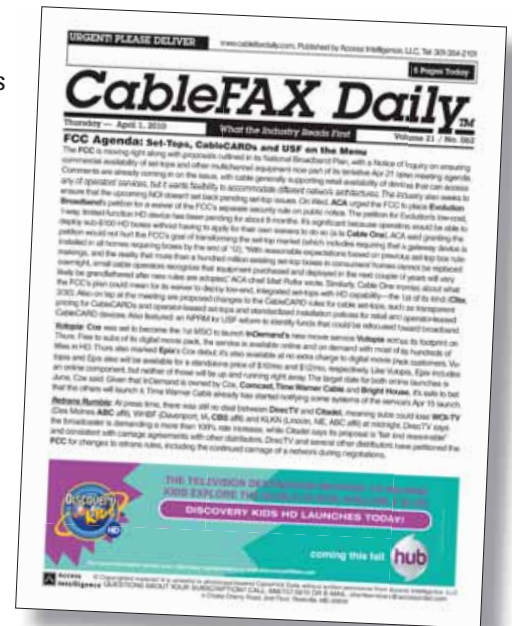
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some acquired family friendly programming, such as “The Waltons.” It’s gearing up to film a reunion with the surviving “Waltons” cast next month. Airy said INSP will create short-form interstitials to bring out the moral message in such shows (it has been airing “Highway to Heaven” for the past year). The net will continue to air faith-based shows and ministry programs such as *Joyce Meyer* and *Bishop T.D. Jakes*. “We will eventually reduce the absolute number of ministry programs on INSP, but are sticking to the ones that are the most popular,” Airy said. “There is a hunger for hope-based programming. There is a constant thread of faith-based messaging in everything we do. I don’t want to convey the message that we’re changing [that].”

Online: Netflix and NBCU expanded their licensing agreement, allowing Netflix users to instantly stream content from some of NBCU’s cable channels for the 1st time. Cable content includes all prior seasons of USA’s “Psych,” “In Plain Sight” and “Monk,” as well as 75 prior season eps of Syfy’s “Battlestar Galatica” and prior seasons of “Eureka” and “Destination Truth.” Netflix subscriptions start as low as \$8.99 and include streaming (and the company has said it’s looking at adding a streaming only service like it has in Canada). -- Univision launched www.nfl.com/espanol, which combines former www.NFLatino.com and www.nfl.com.mx into one destination and becomes the NFL’s new official Spanish-language site. Brian Rolapp, svp, NFL digital media & media strategy, promised that “fans can look forward to an even more in-depth and interactive experience,” A mobile version of the site will launch later this season.

In the States: Negotiations between Time Warner Cable and Belo continued Fri. Their retrans contract expires Sat night, but the tea leaves point to the stations, which include Charlotte NBC affil WCNC, staying on the air. -- Cox launched a bandwidth usage meter for subs in its Gulf Coast, FL, market this week and intends to deploy it on a market-by-market basis to the rest of its service areas throughout the year. Designed by Cox, it allows customers to monitor bandwidth usage by viewing daily and monthly reports. Cox said only about 1% of its customers ever exceed their monthly bandwidth allowance, which includes ranges from 200GB-400GB for its fastest tiers. Its value and economy tiers have allowances of 50GB and 30GB, respectively.

At the Portals: The FCC changed the date of its Nov meeting to Nov 30 from Nov 4—well after the Nov 2 election. Scheduling issues were blamed, as opposed to anything related to broadband classification.

Programming: Lifetime renewed “Army Wives” and “Drop Dead Diva” for their 5th and 3rd seasons, respectively. -- The Grand Ole Opry returns to the Grand Ole Opry House for the 1st time since May’s historic Nashville flood. GAC has it live Tues, 9pm ET.

Public Affairs: Outdoor Channel’s “Conservation Tour of Duty” kicked off this month with an event in TX with the Guadalupe Valley Telephone Coop. More than 1375 pounds of trash was picked up along 5.5miles of trails and shoreline. More clean-up events were slated for Sat, National Public Lands Day. -- The Get Schooled National Challenge and Tour, sponsored by Viacom and AT&T, along with Univision, is aimed at engaging students and their families to help improve high school graduation rates, college readiness, and ultimately raise college completion rates. U-Verse, Time Warner Cable and Comcast are local media partners, donating air time in the Get Schooled tour cities to run PSAs that promote the challenge.

People: Former RCN pres/CEO Peter Aquino was named to TiVO’s board. His company was the first cable operator to sign on to carry TiVo’s Premiere box. Suddenlink followed suit.

On the Circuit: Style “How Do I Look” host Jeannie Mai will serve as mistress of ceremonies for WICT Southern CA’s LEA Awards, Oct 14, Beverly Hills Hotel.

Editor’s Note: Our Program Awards/Top Ops Luncheon just keeps getting better, and we’re especially excited that Cablevision pres, cable & communications John Bickham will be in attendance to accept our MSO of the Year award on behalf of Cablevision. The award recognizes the MSO’s stellar performance over the last year in a highly competitive market. Congrats to all our honorees. For more info, go to <http://www.cablefax.com/cfp/events/program2010/>.

Oops: No, everyone’s HH ratings didn’t suddenly change dramatically. But a technical data import problem did replace our usual HH rankings with P2+ rankings in the ratings chart on p4 of our Fri issue. We apologize for the confusion.

CableFAX Week in Review

Company	Ticker	9/24 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	41.94	0.65%	25.76%
DISH:	DISH	19.29	2.77%	(7.13%)
DISNEY:	DIS	33.58	(2.84%)	4.12%
GE:	GE	16.66	2.27%	10.11%
NEWS CORP:	NWS	15.84	3.39%	(0.5%)

MSOS

CABLEVISION:	CVC	25.80	(1.07%)	(0.08%)
CHARTER:	CHTR	33.80	(2.03%)	0.00%
COMCAST:	CMCSA	18.57	5.27%	10.14%
COMCAST SPCL:	CMCSK	17.48	0.63%	9.18%
GCI:	GNCMA	10.17	3.04%	59.40%
KNOLOGY:	KNOL	13.20	4.02%	20.88%
LIBERTY CAPITAL:	LCAPA	52.02	4.60%	117.84%
LIBERTY GLOBAL:	LBTYA	30.74	3.85%	40.43%
LIBERTY INT:	LINTA	13.31	5.62%	22.76%
MEDIACOM:	MCCC	6.59	2.81%	47.43%
SHAW COMM:	SJR	21.89	2.58%	6.42%
TIME WARNER CABLE:	TWC	53.11	4.22%	28.32%
VIRGIN MEDIA:	VMED	22.74	4.79%	35.12%
WASH POST:	WPO	380.00	3.47%	(13.56%)

PROGRAMMING

CBS:	CBS	16.17	6.94%	15.09%
CROWN:	CRWN	2.30	5.99%	58.62%
DISCOVERY:	DISCA	43.54	3.69%	41.96%
GRUPO TELEVISIA:	TV	18.70	(3.61%)	(9.92%)
HSN:	HSNI	29.75	0.61%	47.35%
INTERACTIVE CORP:	IACI	26.80	1.67%	30.86%
LIBERTY:	L	37.62	1.05%	3.49%
LIBERTY STARZ:	LSTZA	64.50	1.64%	39.76%
LIONSGATE:	LGF	7.21	(1.5%)	24.10%
LODGENET:	LNEN	3.28	17.99%	(40.69%)
NEW FRONTIER:	NOOF	1.85	7.56%	(2.12%)
OUTDOOR:	OUTD	5.55	5.51%	(4.31%)
PLAYBOY:	PLA	5.05	0.00%	57.81%
SCRIPPS INT:	SNI	46.64	2.17%	12.39%
TIME WARNER:	TWX	31.37	(1.29%)	7.65%
VALUEVISION:	VVTV	1.89	5.00%	(60.63%)
VIACOM:	VIA	39.62	0.53%	25.78%
WWE:	WWE	13.83	(0.79%)	(9.78%)

TECHNOLOGY

ADC:	ADCT	12.66	(0.24%)	103.86%
ADVANTAGE:	AEY	3.10	1.64%	57.36%
ALCATEL LUCENT:	ALU	3.36	16.67%	1.20%
AMDOCS:	DOX	28.23	3.56%	(1.05%)
AMPHENOL:	APH	48.72	2.89%	5.50%
AOL:	AOL	23.97	2.70%	2.96%
APPLE:	AAPL	292.32	6.16%	38.72%
ARRIS GROUP:	ARRS	9.81	6.75%	(14.17%)
AVID TECH:	AVID	12.71	4.44%	(0.39%)
BIGBAND:	BBND	2.85	1.79%	(17.15%)
BLNDR TONGUE:	BDR	2.42	21.61%	112.28%
BROADCOM:	BRCM	33.87	(0.85%)	7.63%
CISCO:	CSCO	22.09	1.05%	(7.73%)
CLEARWIRE:	CLWR	7.57	2.57%	11.98%
COMMSCOPE:	CTV	23.47	6.58%	(11.53%)

Company	Ticker	9/24 Close	1-Week % Chg	YTD %Chg
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CONCURRENT:	CCUR	6.56	4.13%	65.66%
CONVERGYS:	CVG	10.47	2.15%	(2.6%)
CSG SYSTEMS:	CSGS	20.65	0.29%	8.17%
ECHOSTAR:	SATS	19.21	(0.36%)	(4.62%)
GOOGLE:	GOOG	527.29	7.58%	(14.95%)
HARMONIC:	HLIT	6.63	(3.35%)	4.91%
INTEL:	INTC	19.42	3.26%	(4.79%)
JDSU:	JDSU	12.37	2.15%	49.94%
LEVEL 3:	LVL3	0.96	(4.46%)	(36.93%)
MICROSOFT:	MSFT	24.77	(1.76%)	(18.72%)
MOTOROLA:	MOT	8.68	3.58%	11.86%
RENTRAK:	RENT	25.93	12.25%	46.75%
SEACHANGE:	SEAC	7.50	2.18%	14.33%
SONY:	SNE	31.00	0.26%	6.90%
SPRINT NEXTEL:	S	4.44	0.00%	21.31%
THOMAS & BETTS:	TNB	41.32	0.58%	15.45%
TIVO:	TIVO	9.03	6.24%	(11.3%)
TOLLGRADE:	TLGD	7.58	3.27%	24.06%
UNIVERSAL ELEC:	UEIC	20.40	1.34%	(12.14%)
VONAGE:	VG	2.50	5.04%	78.57%
YAHOO:	YHOO	14.50	4.39%	(13.59%)

TELCOS

AT&T:	T	28.58	1.46%	1.96%
QWEST:	Q	6.25	1.13%	48.46%
VERIZON:	VZ	32.64	3.03%	(1.48%)

MARKET INDICES

NASDAQ:	IXIC	2381.22	2.83%	4.94%
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WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BLNDR TONGUE:	2.42	21.61%
2. LODGENET:	3.28	17.99%
3. ALCATEL LUCENT:	3.36	16.67%
4. RENTRAK:	25.93	12.25%
5. GOOGLE:	527.29	7.58%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LEVEL 3:	0.96	(4.46%)
2. GRUPO TELEVISIA:	18.70	(3.61%)
3. HARMONIC:	6.63	(3.35%)
4. DISNEY:	33.58	(2.84%)
5. CHARTER:	33.80	(2.03%)



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