

CableFAX Daily™

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What the Industry Reads First

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Zohm Zohm: WiMAX Rolls Out In Baltimore

Although currently in an observational role, cable is no doubt watching closely as **Sprint** officially bowed in Baltimore Mon its long-awaited WiMAX wireless mobile service. Slated to be a key part of many cable ops' future product bundles, the service must perform, well... like a charm in Charm City and later this year in Chicago and Washington, D.C., in order to nail down an additional \$2bln in funding and justify the hefty network investments planned by **Comcast**, **Time Warner Cable** and **Bright House** (*Cfax*, 9/22). With **Xohm**, says Sprint, consumers, businesses and local governments will ultimately get new forms of interactive communications, high-speed mobile Internet browsing, social-networking tools, location-centric services and multimedia including music, video and on-demand products at faster average downlink speeds of 2-4 Mbps. Available service options include Home, On-the-Go, Pick 2 and Daily On-the-Go. Each account save for dailies comes with mail, calendar and chat features, plus personal storage of up to 5GB. Home runs \$25/month for the 1st 6 months (\$35 thereafter) and through an \$80 router offers a wireless alternative to cable or telco broadband service. No install appointments are needed. Offered at \$30/month (\$45 later) is On-the-Go, which provides a mobile data connection anywhere in the city's service area through a \$60 Xohm mobile data card. Certain laptops equipped by **Intel** with mobile WiMAX do not require a data card. Pick 2 lets customers choose 2 different device types from which to receive mobile data, for \$50/month (\$65). Available now is a Zohm-ready Internet tablet from **Nokia**. The Daily feature allows 24-hr Wi-Fi connection without a contract for \$10/day.

In the Courts: *Heidi Klum's* sashay down **Lifetime's** catwalk must wait—and may never happen at all. The Supreme Court of the State of New York granted Fri a preliminary injunction against **The Weinstein Co** that temporarily prevents the move of "Project Runway" from **NBCU's Bravo** to Lifetime. Also, the court denied Weinstein's motion to dismiss, holding that NBCU may have had an enforceable right of 1st refusal for the show before Weinstein inked a deal with Lifetime in Apr. "Obviously we will be appealing and remain committed to our partners," said Weinstein in a late Fri release. Added Lifetime: we "will pursue all measures to uphold its valid and binding agreement reached with The Weinstein Company for season six of 'Project Runway.'" All parties must return to court Oct 15 to set a schedule covering the matter's disposition.



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Retrans: Reps *Anita Eshoo* (D-CA) and *Nathan Deal* (R-GA) sent **FCC** chmn *Kevin Martin* a letter Sat in support of a retrans quiet period beginning before YE and lasting for a “reasonable period” after the Feb DTV transition date to prevent customer confusion. The letter follows the pair’s vocal concerns about the issue during a House Telecom Subcommittee hearing last week and argues that any quiet period must account for the Dec 31 expiration of myriad retrans consent agreements and “key leverage points used in negotiations such as the Super Bowl” in early Feb.

Competition: AT&T U-verse TV is now available in Saginaw and Flint, MI. -- **DirectTV** has added content from **Players Network** to its on demand platform. -- **Echostar** has inked a deal to support **Skyway USA**’s satellite broadband Internet service by providing domestic Ku-band satellite bandwidth.

In the States: **FSN** has beaten out **Cox (Cfax, 7/8)** to acquire the regional TV rights holder to Oklahoma City Thunder pro basketball. The deal calls for 65 game telecasts during the ’08-’09 season on **FSN SW**, which will be rebranded as **Fox Sports OK** in Oct to strengthen local ties. More than half of the tilts will air in HD, and the RSN will also feature “Thunder Live” pre- and post-game shows and a weekly magazine show. Other net content will include select University of OK and Oklahoma State football, basketball, and Olympic sports events, local coaches shows, and high school events beginning this year from the OK Secondary School Athletics Assoc. -- **RCN** will begin next month transitioning its Washington, D.C., area system to all digital, a move already initiated by the overbuilder in Boston, Chicago, NYC and Philadelphia.

Broadband: The **USDA** is disbursing through the Rural Development Broadband Loan and Loan Guarantee Program more than \$342mln to help 18 comm firms serving 22 states to reach rural residents and businesses. Intl Broadband Electric Comm of AL, for example, will receive \$49.2mln to construct a BPL network in 7 states to connect more than 62K customers. -- The Senate passed late Fri the **Broadband Data Improvement Act**, aimed at enhanced broadband mapping through private-public grants and more involvement by the GAO and the census system. The House unanimously approved the bill Mon with some amendments needing Senate reapproval. -- The number of consumers viewing video streamed through a browser doubled over the past year, to 63% of online HHs from 32%, according to **ABI Research**. Nearly half of under 25s and 53% of 25-29s watch long-form content online at least once/month.

Multiplatform Olympiad: Data covering usage of **NBCU**’s non-linear Olympics coverage includes: consumption of a combined 12mln content hours across on demand, HD, broadband and interactive TV apps; 6.7mln VOD views equaling approx 750K hours; interactive feature access by nearly 7.5mln combined **DISH** and **DirectTV** subs; 30mln broadband streams of live and VOD Games coverage; and 6.5mln uniques for the **NBC Olympics Mobile Website**, 36mln mobile Web page views and 826K mobile video views.

Online: **MTVN** has agreed to deploy **Visible Measures**’ Internet video metrics platform to measure Web video viewership across its more 340 sites. -- VOD net **ExerciseTV** now features 31 video workout programs at **Hulu.com**. -- Tied to the 2nd season premiere of the eponymous **Nick Jr** series, “W!ldbrain” launched Mon **Yogabgabba.com** to offer preschoolers and parents news, videos, a blog page, and games.

Technology: **TiVo** and **Nero** are bringing DVR functionality to the PC, allowing consumers to watch/pause live TV via desktops, record content to hard drives and transfer shows between PCs. The service launches next month in North America, and with 1 year of TiVo service will run \$199 for a retail box or \$99 for a downloadable software-only version.

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BUSINESS & FINANCE

Programming: WE tv picked up a 2nd season of "The Locator." -- TBS' annual programming stunt around The Comedy Festival (Nov 20-22) in Las Vegas includes *Ellen DeGeneres*-led variety special "Ellen's Even Bigger Really Big Show" (Nov 20), comedy from *Jerry Seinfeld* and *Dane Cook*, and a "Cheech and Chong Celebrity Roast" (Nov 21). -- Prod begins in Oct for a truTV pilot featuring former pro wrestler and MN Gov *Jesse Ventura* investigating conspiracy theories. -- **The Sportsman Channel** bows 3 new shows this week: "Ice Fishing Guide," extreme reality program "Arrow Affliction" and "Tactical Impact," examining real-life tactical problems and the arms, accessories and tactics needed to prevail.

People: Rainbow promoted *Kim Martin* to pres/gm, WE tv. -- Pace upped *Vern Swedin* to pres and *Michael Berg* to svp.

Business/Finance: As the broader stock market plunged Mon, multichannel stocks also got pummeled: **Comcast** (-13%), **Cablevision** (-5.5%), **Time Warner Cable** (-6.3%), **Charter** (-2.4%), **Mediacom** (-13.8%), **DirecTV** (-11%), **DISH** (-18.7%), **Verizon** (-4.9%) and **AT&T** (-7.5%).

Editor's Note: Due to a technical glitch, the Sept 29 issue's "Week in Review" stock chart contained incorrect "percentage changed" data. Closing prices, however, were correct. Thanks for your patience as we work to resolve the issue.

CableFAX Daily Stockwatch

Company	09/29 Close	1-Day Ch	Company	09/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	3.68	(0.65)	AMDOCS:	25.31	(1.31)
BRITISH SKY:	28.21	(3.33)	AMPHENOL:	40.77	(1.95)
DIRECTV:	23.65	(2.9)	APPLE:	105.26	(22.98)
DISNEY:	29.73	(3.02)	ARRIS GROUP:	7.28	(0.9)
ECHOSTAR:	19.97	(4.58)	AVID TECH:	23.94	(0.65)
GE:	23.98	(1.27)	BIGBAND:	3.25	(0.74)
HEARST-ARGYLE:	22.00	(0.65)	BLNDER TONGUE:	1.03	(0.12)
ION MEDIA:	1.44	0.00	BROADCOM:	17.19	(1.89)
NEWS CORP:	12.05	(1.2)	C-COR:	11.00	0.00
MSOS					
CABLEVISION:	24.61	(1.73)	CISCO:	21.79	(2.03)
CHARTER:	0.82	(0.02)	COMMSCOPE:	33.43	(3.29)
COMCAST:	18.01	(2.69)	CONCURRENT:	5.90	0.04
COMCAST SPCL:	18.20	(2.36)	CONVERGYS:	14.22	(1.36)
GCI:	9.18	(0.41)	CSG SYSTEMS:	18.58	(0.46)
KNOLGY:	8.10	(0.7)	ECHOSTAR HOLDING:	24.10	(2.56)
LIBERTY CAPITAL:	13.20	(0.68)	GOOGLE:	381.00	(50.04)
LIBERTY ENT:	24.23	(1.46)	HARMONIC:	8.20	(0.53)
LIBERTY GLOBAL:	27.50	(3.27)	JDSU:	7.93	(0.73)
LIBERTY INT:	12.16	(1.29)	LEVEL 3:	2.47	(0.47)
MEDIACOM:	5.89	(0.94)	MICROSOFT:	25.01	(2.39)
SHAW COMM:	20.17	(1.14)	MOTOROLA:	6.84	(0.79)
TIME WARNER CABLE:	23.53	(1.71)	NDS:	57.34	0.69
VIRGIN MEDIA:	6.84	(1.48)	NORTEL:	2.26	(0.28)
WASH POST:	540.00	(23.58)	OPENTV:	1.30	(0.21)
PROGRAMMING					
CBS:	14.24	(1.16)	PHILIPS:	25.49	(3.62)
CROWN:	4.75	(0.2)	RENTRAK:	14.42	0.24
EW SCRIPPS:	7.40	(0.08)	SEACHANGE:	9.59	0.10
GRUPO TELEVISA:	20.18	(2.06)	SONY:	30.76	(1.65)
HSN:	10.34	(1.49)	SPRINT NEXTEL:	6.23	(0.7)
INTERACTIVE CORP:	14.86	(2.14)	THOMAS & BETTS:	36.84	(4.17)
LIBERTY:	36.87	(6.12)	TIVO:	7.16	(0.2)
LODGENET:	2.34	0.05	TOLLGRADE:	4.47	(0.14)
NEW DISCOVERY:	14.59	(1.61)	UNIVERSAL ELEC:	24.71	(0.35)
NEW FRONTIER:	2.31	(0.58)	VONAGE:	1.00	(0.08)
OUTDOOR:	8.14	(0.35)	YAHOO:	16.88	(2.04)
PLAYBOY:	3.94	0.08	TELCOS		
RHI:	12.83	0.42	AT&T:	28.15	(1.85)
SCRIPPS INT:	36.47	(2.64)	QWEST:	3.18	(0.43)
TIME WARNER:	12.90	(1.31)	VERIZON:	30.62	(1.56)
VALUEVISION:	1.77	(0.31)	MARKET INDICES		
VIACOM:	23.82	(1.69)	DOW:	10365.45	(777.68)
WWE:	15.18	(0.05)	NASDAQ:	1983.73	(199.61)
TECHNOLOGY					
3COM:	2.22	(0.12)			
ADC:	8.26	(0.86)			
ADVANTAGE:	2.79	(0.01)			

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