

# CableFAX Daily™

Friday — October 1, 2010

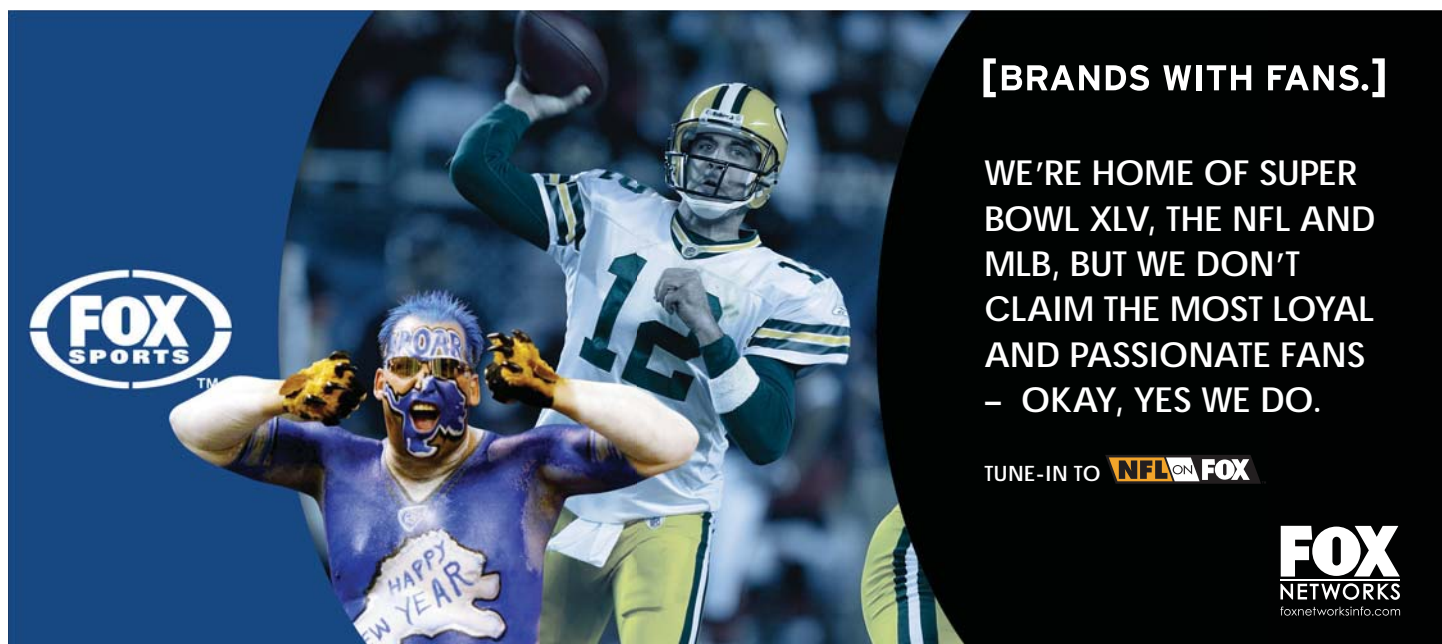
What the Industry Reads First

Volume 21 / No. 190

## Fox-DISH: Will They Stay or Will They Go?

Fox's countdown clock on GetWhatIPaidFor.com had less than 10 hours remaining at our deadline as it ticked down the seconds until **DISH** was set to lose **FX**, **Nat Geo** and 19 **Fox Sports** RSNs. Fox's campaign warning of the upcoming contract expirations began Sun, but DISH has been quiet. "We're doing everything we can to negotiate a fair deal with Fox to keep the channels up for our customers. It looks like it's going to go down to the wire," DISH said late Thurs afternoon. Sources said the 2 sides are still talking, but it was unclear what would happen at midnight (no surprise that the beef is over rate increases). Our queries to DISH's online customer chat Thurs resulted in a CSR typing, "If Fox Networks chooses to remove their signal and prevent DISH Network from carrying their channels, DISH Network will provide alternative solutions and additional programming options." The lack of return TV spots and Websites from DISH might be seen as a sign that the DBS provider isn't expecting to lose the signals, but it could just mean it's buried in negotiations. Over the years, *Charlie Ergen's* company has proven it's willing to take down programming. Numerous **Viacom** channels, including **MTV**, **Nick** and **CBS O&Os**, were dark for 2 days in '04, and the **Lifetime Nets** were off DISH for weeks in '06. More recently, DISH dropped **Fuse** in July and the HD feeds of **Disney**, **Disney XD**, **ESPNNews** and **ABC Family** in June (all remain off the lineup) and it publicly threatened in May to drop **Weather Channel** before reaching a new deal. It certainly seems the press (and consumers) have grown tired of the onslaught of fights, with the midnight deadline getting very little ink. And there's no rest for the weary—Fox and DISH's retrans pact for O&Os expires in a few weeks (perhaps this will all be extended and wrapped into that deal). Fox has already mounted a campaign targeting **Cablevision** subs, who could lose Fox broadcast, **Fox Deportes**, **Nat Geo Wild**, **Fox Business** and **My Network TV** on Oct 16.

**Title II:** With no immediate legislative fix, calls from net neutrality supporters went out Thurs for the **FCC** to act now to reclassify broadband. Sen *Byron Dorgan* (D-ND) said "the best way to preserve the free and open Internet is for the FCC to act now to reclassify broadband under Title II... All of us who believe in an Internet without gatekeepers or tollbooths should be calling on Chairman *Genachowski* to reclassify broadband in a manner that re-imposes the non-discrimination rules on the large internet providers." In the House, Rep *Ed Markey* (D-MA) said the FCC's "Third Way" proposal "would ensure that the Internet retains the features that have made it the most successful communications and commercial



**[BRANDS WITH FANS.]**

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TUNE-IN TO **NFL ON FOX**

**FOX NETWORKS**  
foxnetworksinfo.com

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medium in history.” There is still talk of trying to put together a net neutrality compromise bill during the lame duck session.

**Stifel Nicolaus** said that while tough, “we wouldn’t be surprised to see further legislative efforts made, particularly if the Bells and cable—the biggest industry players—believe the FCC is seriously considering moving forward under Title II.”

**Inside the Beltway:** The Senate passed a bill that would limit the volume of TV commercials, with the **FCC** enforcing the measure. The House must vote on the bill again before it can go to the pres. -- After 17 years, **The Progress & Freedom Foundation** ceases operations effective Fri. The tech policy think tank is perhaps best known for its Aspen Summit, which brought together policymakers and leading thinkers. In its final news release, PFF said it began as the only market-oriented institution focused on the digital revolution, but today dozens, many of which it helped inspire, exist. “PFF has served its purpose by focusing both intellectuals and policymakers on the need to keep cyberspace free from excessive government control and interference,” said pres *Adam Thierer*. “The impact of PFF’s work will live on for many years to come.”

**(Un)Clear:** **Clearwire**’s Thurs expansion of its **Clear** 4G mobile broadband network into Minneapolis/St. Paul, where it covers 2.1 mln people, and Pittsburgh (820K) was overshadowed by a contraction of its board. **Sprint** CEO *Dan Hesse* and fellow execs *Keith Cowan* and *Steven Elfman* resigned from the board, fueling Wall St speculation that Clearwire is looking elsewhere either for additional growth funding or wholesale partnerships. As Sprint owns approx 51% of Clearwire and has recently said it’s not averse to providing more capital to the venture, Clearwire has had talks about possible deals with **T-Mobile**, which now operates its own mobile broadband network. Officially, Sprint told Clearwire the board departures stemmed from “an abundance of caution to address questions raised by Clearwire regarding new developments in antitrust law,” according to a Clearwire SEC filing, which noted that Sprint reserved its right to nominate replacements for the vacated spots. The telco owns the right to appoint 7 of Clearwire’s 13 board members, and its other 4 seats remain unchanged. Both **Comcast** and **Time Warner Cable** own minority stakes in Clearwire.

**Carriage:** **Bright House** added **NESN National** to its sports tier throughout the Tampa Bay and Orlando areas. Last month in the Carolinas, **Time Warner Cable** became the 1st MSO to launch the service, which offers **Red Sox** and **Bruins** pre- and post-game shows and other NESN content, but no live games.

**Competition:** **DirecTV** is offering a free trial of its **Starz Super Pack** (15 Starz and **Encore** channels) through Sun. For subs with DirecTV On Demand, **Starz On Demand** and **Encore On Demand** will each offer 10 feature films for download during the trial. Also, the DBS op said its **NFL Sunday Ticket** package will be freely available on **Jet-Blue**’s live in-flight programming lineup starting Sun.

**In the States:** **Cox Business** expanded its relationship with **CENX**’s Carrier Ethernet Exchange to create more options for wholesale/retail customers to connect locations throughout Cox’s footprint. -- **Comcast** launched nationally its **Constant Guard Bot Protection Detection and Notification** service that automatically tells customers if their home computer seems infected with a bot. Separately, the MSO plans to hire 50 full- and part-time CSRs at its Enfield, CT, call center.

**Where the Girls Are:** **ESPN** began a 2-day retreat Thurs for its new property **espnW**. Set to begin as a digital business this spring, **espnW** bills itself as a multimedia offering for women who are both athletes and fans. This week’s retreat is aimed at exposing the concept to leaders across business and advertising, professional sports, college athletics and health and fitness experts, along with representatives from the educational and non-profit worlds. Attendees include softballer *Jennie Finch* and Olympic hurdler *Lolo Jones*.

**Programming:** Deal-happy *Anderson Cooper* extended with **CNN** his deal for “Anderson Cooper 360” while agreeing to front a daytime talk show that **Telepictures Prod** and **Warner Bros Domestic TV Distribution** plan to launch in fall ’11. “I remain as committed as ever to my program on CNN, and will be with CNN for years to come.” said Cooper in a statement. Added **CNN Worldwide** pres *Jim Walton*, “I am... pleased to congratulate Anderson on his new relationship with Telepictures. We think it will be good for Anderson, good for CNN and good for Time Warner.” -- **BET**’s celebrating the 10 on-air years of music countdown series “106 & Park” with specials including a reunion of past hosts (Tues) and a 2-hr live show (Oct 6) featuring performances by *Bow Wow*, *Ne-Yo* and *Nelly*. -- **Nickelodeon** picked up comedy series “Supah Ninjas” (’11) to augment its live-action programming slate. Comic book in tone and cinematic in style, the show follows 3 unsuspecting kids who are drafted into the secret world of ninjas.

**On the Circuit:** Next year’s **Cable Show** will be chaired by **Discovery**’s *David Zaslav* and **Suddenlink**’s *Jerry Kent*

# BUSINESS & FINANCE

(June 14-16, Chicago). It's the 60th anniversary of the show and the first time it has been in the Windy City since '03. -- **ACC's** entire exec committee has agreed to stay on for another year. That means **Cablevision's Jim Maiella** will continue as pres, **ESPN's Rosa Gatti** will serve as 1st VP and **Time Warner Cable's Anthony Surratt** will serve as 2nd VP. Also sticking around are **Insight's Sandy Colony (sec)**, **Annie Howell of Annie Howell PR (treas)** and **Turner's Misty Skedgell (Turner)**. 3 new members joined ACC's board: **Starz's Eric Becker**, **WWE's Gary Davis** and **Current's Matt Frankel**.

**Public Affairs:** **NAB** pres/CEO *Gordon Smith* co-chairs the newly formed **National Action Alliance for Suicide Prevention**, of which **Entertainment Industries Council** pres/CEO *Brian Dyak* is a founding member.

**People:** **Viacom** tapped *James Barge* as CFO and *Katherine Gill-Charest* as svp/controller. -- *Erin McIlvain* was named vp, national accounts, **Hallmark Channels**.

**Business/Finance:** **Entropic Comm** (ticker ENTR), a provider of silicon and software solutions enabling connected home ent that counts **DirectTV** as a customer, announced the pricing of an underwritten public offering of 10.75mln shares of its common stock at a public price of \$9.70/share. -- Billing solutions firm **CSG Systems** is acquiring UK software vendor **Intec Telecom** for \$372mln.

## CableFAX Daily Stockwatch

Company	09/30 Close	1-Day Ch	Company	09/30 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	41.63	(0.36)	BLNDER TONGUE:	2.31	(0.1)
DISH:	19.21	(0.13)	BROADCOM:	35.39	0.30
DISNEY:	33.10	0.09	CISCO:	21.90	0.03
GE:	16.25	(0.11)	CLEARWIRE:	8.09	0.16
NEWS CORP:	15.06	(0.22)	COMMSCOPE:	23.74	(0.01)
<b>MSOS</b>					
CABLEVISION:	26.19	0.23	CONCURRENT:	6.65	(0.15)
CHARTER:	32.50	(0.84)	CONVERGYS:	10.45	0.09
GCI:	9.97	(0.05)	CSG SYSTEMS:	18.23	0.01
KNOLOGY:	13.43	0.04	ECHOSTAR:	19.08	0.10
LIBERTY CAPITAL:	52.06	(0.82)	GOOGLE:	525.79	(1.9)
LIBERTY GLOBAL:	30.81	(0.03)	HARMONIC:	6.88	0.20
LIBERTY INT:	13.71	(0.13)	INTEL:	19.20	(0.04)
MEDIACOM:	6.63	(0.07)	JDSU:	12.39	(0.43)
SHAW COMM:	22.01	0.17	LEVEL 3:	0.94	(0.01)
TIME WARNER CABLE:	53.99	(0.43)	MICROSOFT:	24.49	(0.01)
VIRGIN MEDIA:	23.06	0.18	MOTOROLA:	8.53	(0.03)
WASH POST:	399.41	9.36	RENTRAK:	25.22	(0.57)
<b>PROGRAMMING</b>					
CBS:	15.86	0.04	SEACHANGE:	7.41	(0.01)
CROWN:	2.38	(0.02)	SONY:	30.92	(0.53)
DISCOVERY:	43.55	0.05	SPRINT NEXTEL:	4.63	0.03
GRUPO TELEVISA:	18.92	0.01	THOMAS & BETTS:	41.02	(0.16)
HSN:	29.88	(0.23)	TIVO:	9.06	(0.08)
INTERACTIVE CORP:	26.27	(0.37)	TOLLGRADE:	7.33	0.07
LIBERTY:	37.90	(0.06)	UNIVERSAL ELEC:	20.85	0.26
LIBERTY STARZ:	64.93	0.04	VONAGE:	2.55	(0.01)
LIONSGATE:	7.35	0.04	YAHOO:	14.17	(0.17)
LODGENET:	2.80	(0.26)	<b>TELCOS</b>		
NEW FRONTIER:	1.76	(0.04)	AT&T:	28.60	(0.11)
PLAYBOY:	5.14	0.01	QWEST:	6.27	(0.01)
SCRIPPS INT:	47.58	(0.02)	VERIZON:	32.59	(0.07)
TIME WARNER:	30.65	(0.04)	<b>MARKET INDICES</b>		
VALUEVISION:	1.88	0.00	Dow:	10788.05	(47.23)
VIACOM:	40.09	(0.06)	NASDAQ:	2368.62	(7.94)
WWE:	13.91	0.01	S&P 500:	1141.20	(3.53)
<b>TECHNOLOGY</b>					
ADC:	12.67	(0.01)			
ADVANTAGE:	2.95	(0.03)			
ALCATEL LUCENT:	3.38	0.03			
AMDOCS:	28.66	(0.05)			
AMPHENOL:	48.98	(0.2)			
AOL:	24.75	(0.51)			
APPLE:	283.75	(3.62)			
ARRIS GROUP:	9.77	0.01			
AVID TECH:	13.11	(0.03)			
BIGBAND:	2.84	0.00			



Deadline: November 5, 2010 • Enter At: [www.CableFAX.com/BOW](http://www.CableFAX.com/BOW)

CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

The CableFAX Best of the Web Awards will also salute the cable executives behind the scenes who make these digital initiatives shine. The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine. The winners and honorable mentions will be saluted during an awards event in April 2011 in New York City.

Deadline: November 5, 2010

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)  
Entry Questions: Elizabeth Brown at 301-354-1610; [ebrown@accessintel.com](mailto:ebrown@accessintel.com)

**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Useful and Widening Target**

GLAAD's recent report on the prevalence of LGBT characters on TV bears noting for a number of reasons. Based on **US Census** estimates, the LGBT group consists of approx 15.3mln people, or roughly 6.8% of all Americans over 18, giving cable programmers and advertisers a sizable niche to target. And since most minority demos fancy watching relatable people on the tube, it's just good business to include LGBT characters in programs. The viewership of LGBT niche net **Logo** is quite small comparative to most cable nets, but its presence alone underscores the opportunities available in reaching LGBTs, whose purchase power is projected to exceed \$835bln by '11, according to **Witeck-Combs Communications and Packaged Facts**. Smartly, other cable programmers seem to be heeding the message as well. In July, **MTV** was the 1st cable net on which GLAAD bestowed an "excellent" rating for the quantity, quality and diversity of its LGBT portrayals, and it joined with **ABC Family, HBO, Lifetime** and **Showtime** to mark the 1st time that a majority of cable nets received higher than an "Adequate" rating from the org. As for the '10-'11 prime season, GLAAD's analysis of scripted prime programs found that the number of regular LGBT characters on mainstream cable has rebounded after 2 years of declines, to 35. Add recurring characters, and the tally is 53. By comparison, of the 84 vetted shows across the 5 big broadcast nets, 23 regular LGBT characters were found. GLAAD notes that 18-34s are more supportive of the LGBT community than other demos, making cable's eye for LGBTs appear even savvier. To this end, ABC Family's featuring 7 regular LGBT characters this season to lead cable—ahead of even HBO—and younger-skewing **FX** and **Teen Nick** are featuring 3 overall LGBT characters each. Cable ops, meanwhile, should note that watching movies at home is the most popular ent activity among LGBTs, according to **CMI. CH**

**Highlights:** "Iconoclasts," season premiere, Sat, 9p, **Sundance**. It's a mutual admiration session for *Jane Goodall* and *Charlize Theron* in her native S Africa. Still, there's a lot of meat, including an interesting look at Goodall's origins and Theron's philanthropy in her native S Africa. -- "Teach," pilot, Fri, 10, **A&E**. *Tony Danza* teaching HS English in Philly? The irony is thick, but Danza was serious. But hand sanitizer? **SA**

**Worth a Look:** "The Increasingly Poor Decisions of Todd Margaret," pilot, Fri, 10p, **IFC**. One of IFC's best series in memory, "Margaret" features *David Cross* playing a variation on *Larry David* as he says and does awful things attempting a new business venture in London. Meanwhile his cat is back in Oregon with a month's worth of food and water (don't ask). The ensemble of *Will Arnett* and two Brits (*Sharon Horgan* and *Blake Harrison*) is excellent. -- "Drinking Made Easy," pilot, Wed, 8:30p ET, **HDNet**. If your idea of good TV is a bunch of 20-something guys talking about beer and spirits, touring the country seeking beer and spirits, and imbibing beer and spirits, you'll love this series. **SA**

**Notable:** **WWE's** "Friday Night Smackdown" begins life in its new home on **SyFy** with a live show from Ford Center in OK City this week (Fri, 8p). **SA**

Basic Cable Rankings (8/30/10-9/26/10) Mon-Sun Prime			
1	ESPN	2.6	2632
2	USA	2.2	2158
3	DSNY	2	2038
4	TNT	1.7	1706
5	FOXN	1.5	1453
6	HIST	1.4	1380
7	NAN	1.3	1336
7	MTV	1.3	1245
9	A&E	1.2	1156
10	TBSC	1.1	1089
10	HGTV	1.1	1054
10	TOON	1.1	1045
13	LIFE	1	964
13	FX	1	940
13	AMC	1	930
16	TLC	0.9	915
16	SYFY	0.9	860
16	TRU	0.9	794
19	FAM	0.8	833
19	FOOD	0.8	828
19	ESP2	0.8	813
19	DISC	0.8	769
19	BRAV	0.8	706
19	NKJR	0.8	585
25	CMDY	0.7	739
25	TVLD	0.7	684
25	LMN	0.7	531
28	SPK	0.6	607
28	MSNB	0.6	603
28	EN	0.6	581
28	HALL	0.6	547
28	BET	0.6	515
28	OXYG	0.6	451
34	ID	0.5	312
35	CNN	0.4	445
35	TRAV	0.4	386
35	APL	0.4	384
35	VH1	0.4	353
35	NGC	0.4	308
35	SOAP	0.4	278
35	NKTN	0.4	247
35	NFLN	0.4	211
43	HLN	0.3	313
43	CMT	0.3	289
43	GSN	0.3	257
43	DXD	0.3	234

\*Nielsen data supplied by ABC/Disney

CableFAX's  
**PROGRAM**  
& **Top Ops** AWARDS

**October 4, 2010**  
**12:00 – 2:00pm**  
**Grand Hyatt, NYC**

Join us as we celebrate the 3rd annual CableFAX Program Awards and honor the Top Operators of the Year. This outstanding event will bring together those who create amazing content and those who excel in bringing it to the viewers. CableFAX will also be inducting eight honorees to CableFAX's Programming Hall of Fame.

Questions: Contact Elizabeth Brown at [ebrown@accessintel.com](mailto:ebrown@accessintel.com); 301-354-1610

View Finalists and Register today at [www.cablefax.com/program2010](http://www.cablefax.com/program2010)

**Special Guests:**

Fred Armisen, SNL and IFC "Portlandia"  
Dan Rather, HDNet

**Honoring:**

**Cablevision - MSO of the Year**

Accepting: John Bickham, President of Cable & Communications

**NewWave Communications -**

**Independent Operator of the Year**

Accepting: Jim Gleason, President & CEO