

# CableFAX Daily™

Friday — October 3, 2008

What the Industry Reads First

Volume 19 / No. 192

## Retrans Row: McSparrow, Twitter, Time Warner Cable and LIN

As everyone waited to see if **Time Warner Cable** and **LIN TV** would be able to broker a deal or extension by midnight Thurs, one thing seemed certain: there will be plenty more retrans consent spats to come. Already, Brownsville, TX, **NBC** broadcaster **KVEO**, owned by **Comcorp of Texas**, has started making noise on its Website about possibly pulling its signals from **DISH Network**—and based on the language on KVEO's Website, it doesn't sound like the DBS provider's deal is even up until Dec 31. **NCTA**, which has long stayed out of retrans feuds, has been more vocal on the issue in recent years, with pres/CEO *Kyle McSparrow* recently testifying that Congress should consider overhauling the process. "Each one of these disputes heightens the awareness among policy makers that there really is something wrong here," McSparrow told *Cfax* Thurs. "Each one of these episodes, if in fact they go to the point where a broadcaster is willing to pull a signal, I think just explains better than words can what actually is at issue—which is that you place consumers in a very bad choice of either having to incur higher costs or lose a signal." There was no word Thurs afternoon from TWC and LIN, but it won't be the first time things have gone down to the wire. After publicly declaring that a deal looked unlikely with **Charter** in June, LIN and the MSO reached an 11th hour deal that kept its stations on the air in 11 markets, including Providence. While everyone waited to hear if negotiations were producing anything, we amused ourselves Thurs by watching *Jeff Simmermon*, TWC's digital comm dir, spar with LIN-TV's **KXAN** Austin station on Twitter. (<http://twitter.com/jeffTWC> and [http://twitter.com/KXAN\\_News](http://twitter.com/KXAN_News)). I think we'll give the best line award to Simmermon for, "I think the real question here is; which of us is rubber, and which of us is glue?" Time Warner Cable stands to lose 15 LIN stations if a deal or extension isn't reached. **Bright House** could also lose a LIN station in Indianapolis. Meanwhile, McSparrow said he thinks retrans and other types of telecom issues will be explored more under the new Congress. "I think there's an increasing awareness that there's a problem," he said. "I don't think anyone is prepared today, including us, to say what the solution should be, but I think people are increasingly uncomfortable with the idea... that we're getting higher rates from consumers or lost signals."

**Competition:** **DISH** has become the exclusive provider of 24-hour Ecuadorian net **TeleAmazonas**, now part of the DBS op's DishLatino lineup. -- **Verizon** has added **CSPAN**'s political coverage to its FiOS TV on demand library, as

Invite your subscribers to  
**Watch the World Series®**

With this exclusive Free Preview  
 October 21 – 30, 2008

Sign up now at [foxcable.com](http://foxcable.com)



**FOX SPORTS en ESPAÑOL**

**FOX**  
CABLE NETWORKS

©2008 Fox Pan American Sports, LLC. All rights reserved. ©2008 Fox Cable Networks Services, LLC. All rights reserved.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 240/753-5696, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Doreen Price, 512/934-7857, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist.Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

well as HD content from **Big Ten Net**.

**Carriage:** Comcast subs in the Seattle region now have access to **CSN NW**, the MSO's RSN out of Portland. -- **The Sportsman Channel** has gained 330K subs through launches on **Comcast** in Colorado Springs and Pueblo, CO, and on **Catawba Services** in Rock Hill, SC. -- **Starz' Overture Films** has inked PPV and/or VOD distribution deals with **DirectTV**, **DISH**, **TVN** and **In Demand**. Content from **Starz Media's** home ent company **Anchor Bay Ent** is also included.

**Advertising:** The *Obama* campaign has bought 24/7 advertising space on **DISH's** Channel 73. It has been looping a 2-min ad on the net. No word on what else it may have planned. "DISH Network Channel 73 is paid advertising by the Obama campaign and is not an endorsement of Senator Obama by DISH Network. DISH Network made the same offer to the *McCain* campaign, an offer that remains open," DISH said. -- **MSNBC.com** bowed Thurs a self-service online display advertising solution targeted toward SMBs and local retailers nationwide. **AdReady's** powering the platform, which makes it easy for marketers to build and run customized online display ad campaigns on the site.

**Programming:** **Nick News** special, "Kids Pick the President," will feature separate, taped interviews with host *Linda Ellerbee* asking *John McCain* and *Barack Obama* questions from kids, Oct 12, 9pm ET. Following the show, kids will be able to cast their votes for president at [www.nick.com/kpp](http://www.nick.com/kpp), with the winner announced at 8pm, Oct 20. -- **The Inspiration Network** debuts reality series "Thunder Road," following *Ben Cerullo* as he shares his faith in underserved regions of the world, Oct 18, 11pm ET. -- **ESPN2** will air Oct 8 (East Coast) and Oct 9 (West Coast) "Morning Light: Making the Cut," the story of how 15 sailors were chosen by *Roy E. Disney* and *Leslie DeMeuse* to compete in the 2.5K-mile open-ocean sailing challenge Transpac. Disney's forthcoming doc "Morning Light" spotlights the challenge. -- **Bloomberg's** weekly series "Venture" (Fri) features interviews with entrepreneurs, focusing on the impacts of issues and policies.

**In the States:** **WildBlue** has selected **DataPath** to provide long-term operations and maintenance services for 7 stations providing broadband connectivity to customers.

**Intl:** **North American Sports Network** will be re-branded as **ESPN America** starting Feb 1. Acquired by the sports giant in '07, the net brings North American sports content to 14mln homes across 43 countries in Europe and the Middle East.

**Online:** Since Aug 30, nearly half of all fans who visited **BigTenNetwork.com** also logged into Big Ten **LiveCasts**, a multimedia complement to net game telecasts from **Jacked**. LiveCast users spent an average of 40min/visit. The personalized service will cover all conference football and basketball games this season, offering cross-platform chats, stats, news, trivia, video and photos. -- **Fox News** launched Wed on **YouTube** "America's Election HQ," a channel featuring breaking political news, candidate interviews, polls and in-depth analysis of campaign issues.

EPIC SHOWDOWNS  
**EVERY WEEK**  
 LIVE AND EXCLUSIVE

© 2008 Fox Soccer Channel LLC.  
 ® Twentieth Century Fox. All Rights Reserved.




Fox Soccer Channel has England's Barclays Premier League covered with live and exclusive match telecasts, as well as preview and review shows. Your subscribers can enjoy action from the most-watched league in the world. Competition runs through May.

**FOX**  
 CABLE NETWORKS™  
[foxcable.com](http://foxcable.com)

# BUSINESS & FINANCE

**VOD:** Mediacom partnered with the IA Dept of Education, IA Public TV and the state's 15 community colleges to offer **GED On Demand**, which provides GED test instructional support to nearly 290K eligible Iowans.

**Mobile:** Digital Spanish net **V-me** has teamed with **Up-Mobile** to launch **V-me Movil**, a mobile service slated to provide offerings such as subscription services tied to net programming, video and SMS voting and polling.

**Marketing:** To hype the Oct 26 Season 3 premiere of "Cities of the Underworld," **History** wrapped a NYC subway shuttle inside and out Thurs. It's the first full wrap of a NY subway train. The promo will run through Oct 29 on the MTA's 42nd St Shuttle. -- **ReelzChannel** is searching for the ultimate fan of the book series "Twilight," which is being made into a theatrical film. The winner will appear on a taped segment of Reelz news program "Dailies" on Nov 20, the eve of the movie's US premiere.

**Milestone:** Sun's ep marks the 20th anniversary of **ESPN's** weekly roundtable program "The Sports Reporters." *John Saunders* has hosted since '01.

**People:** **Cablevision** named *Tim Farrell*, vp, wireless product dev and *Craig Plunkett*, vp, wireless market dev. -- **Scripps Nets** added corporate-wide HR responsibilities to evp, HR *Christopher Powell's* purview. Powell succeeds the departing *Jennifer L. Weber*.

## CableFAX Daily Stockwatch

Company	10/02 Close	1-Day Ch	Company	10/02 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
ALCATEL LUCENT:	3.81	(0.19)	AMDOCS:	26.00	(1.34)			
BRITISH SKY:	29.91	0.38	AMPHENOL:	35.22	(3.77)			
DIRECTV:	24.99	(0.83)	APPLE:	100.10	(9.02)			
DISNEY:	29.96	(0.72)	ARRIS GROUP:	7.33	(0.55)			
ECHOSTAR:	19.43	(1.26)	AVID TECH:	23.80	(0.46)			
GE:	22.13	(2.37)	BIGBAND:	3.63	(0.25)			
HEARST-ARGYLE:	21.25	(0.55)	BLNDER TONGUE:	1.00	(0.02)			
ION MEDIA:	1.44	0.00	BROADCOM:	16.80	(1.58)			
NEWS CORP:	11.38	(0.7)	C-COR:	11.00	0.00			
<b>MSOS</b>								
CISCO:	21.20	(0.75)	CABLEVISION:	22.52	(2.46)			
COMMSCOPE:	30.57	(3.99)	CHARTER:	0.68	(0.01)			
CONCURRENT:	5.50	(0.27)	COMCAST:	18.35	(1)			
CONVERGYS:	14.16	(0.59)	COMCAST SPCL:	18.24	(1.1)			
CSG SYSTEMS:	15.62	(0.99)	GCI:	8.69	(0.18)			
ECHOSTAR HOLDING:	23.34	(0.33)	KNOLGY:	7.47	(0.52)			
GOOGLE:	390.49	(21.23)	LIBERTY CAPITAL:	13.10	(0.25)			
HARMONIC:	8.48	(0.22)	LIBERTY ENT:	24.01	(1.19)			
JDSU:	7.78	(0.47)	LIBERTY GLOBAL:	28.47	(1.22)			
LEVEL 3:	2.33	(0.3)	LIBERTY INT:	11.98	(0.89)			
MICROSOFT:	26.25	(0.23)	MEDIACOM:	5.64	(0.17)			
MOTOROLA:	6.78	(0.66)	SHAW COMM:	19.53	(0.46)			
NDS:	54.89	(0.38)	TIME WARNER CABLE:	22.25	(1.59)			
NORTEL:	2.19	(0.13)	VIRGIN MEDIA:	7.39	(0.53)			
OPENTV:	1.27	(0.09)	WASH POST:	522.00	(18.78)			
PHILIPS:	25.91	(0.84)	<b>PROGRAMMING</b>					
RENTRAK:	13.92	(0.08)	CBS:	13.62	(0.81)			
SEACHANGE:	9.02	(0.47)	CROWN:	4.25	(0.45)			
SONY:	27.92	(2.58)	EW SCRIPPS:	7.23	0.14			
SPRINT NEXTEL:	6.03	(0.51)	GRUPO TELEVISIA:	20.48	(1.71)			
THOMAS & BETTS:	34.07	(3.94)	HSN:	11.66	0.47			
TIVO:	6.60	(0.36)	INTERACTIVE CORP:	17.06	(0.36)			
TOLLGRADE:	4.30	(0.04)	LIBERTY:	34.85	(3.6)			
UNIVERSAL ELEC:	23.81	(2.25)	LODGENET:	1.96	(0.33)			
VONAGE:	0.99	0.04	NEW DISCOVERY:	14.00	(0.53)			
YAHOO:	15.58	(1.38)	NEW FRONTIER:	2.20	(0.11)			
<b>TELCOS</b>								
AT&T:	27.97	(0.12)	OUTDOOR:	8.70	(0.09)			
QWEST:	3.28	(0.08)	PLAYBOY:	3.39	(0.13)			
VERIZON:	31.27	(0.14)	RHI:	11.96	(1.04)			
<b>MARKET INDICES</b>								
DOW:	10482.85	(348.22)	SCRIPPS INT:	36.11	(0.66)			
NASDAQ:	1976.72	(92.68)	TIME WARNER:	12.50	(0.56)			
<b>TECHNOLOGY</b>								
3COM:	2.40	(0.06)	VALUEVISION:	1.68	(0.12)			
ADC:	7.48	(0.66)	VIACOM:	24.13	(0.93)			
ADDVANTAGE:	2.50	(0.15)	WWE:	15.16	(0.17)			

## INSPIRATIONS REFLECTIONS

Celebrate the 2008 Accolade Award Honorees  
Thursday, November 20, 2008, Grand Hyatt Washington, DC

Join WICT as we reflect upon a year of inspiring achievements and performances by outstanding individuals and organizations in the cable industry.

THE 2008 WICT

*Benefit Gala*

Purchase your table and tickets today! [www.WICTGALA.org](http://www.WICTGALA.org)



Women in Cable Telecommunications™

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

**The Privileged One-Fifth**

I'm more intrigued than covetous of wealthy America, and that feeling led to my perusal of the '08 Mendelsohn Affluent Survey (Sept). I wanted to see if the data showed anything odd or shocking related to the consumption/spending patterns of the affluent, which the survey pegs as households with income of \$100K+ and said makes up 19% of American adults. Nothing flabbergasted me, but in this era of media segmentation I decided to relay a few points germane to the industry. First, the rich prefer broadcast to cable by a fairly large margin. Of the affluent heads of house, more than 32mln said they had watched **ABC** or **NBC** in the week prior, and more than 31mln said the same of **CBS** and **Fox**. By contrast, **CNN** earned top billing among 52 cable nets with approx 26mln affluent viewers, while **Discovery Channel** (25mln), **ESPN** (22mln), **History** (22mln), **A&E** (21mln), and **The Weather Channel** (21mln) were the only others to exceed 20K. The laggards included **Style** (3mln), **BET** (3mln), and **Bloomberg** (4mln). Second, the rich surf the Web more often than they watch TV, with TV use inversely related to income. Earners of \$250K+ use the Internet 27 hours/week on avg, compared to 25 hours for \$150-\$250Kers and 22 hours for \$100-\$150Kers. Meanwhile, TV viewing carries the opposite trend with a respective 18, 19 and 20 hours/week. Also of note: the ultra rich (\$250K+) read mags and other pubs for an avg of 26 hours/week. Lastly, most wealthy HH heads don't watch video on multiple platforms. Only 22% have ever downloaded a video via either handset or computer, and a mere 12% and 11% have respectively watched a TV show or movie on either platform. Somewhat surprisingly, 47% have played games. And just for fun, following are the most popular stores among affluent shoppers over the last year: Home Depot, Target, Wal-Mart and Macy's. *CH*

**Highlights:** "Clone Wars," premiere, Fri, 9pm, **Cartoon**. If your subs can see beyond the cartoon format of this "Star Wars" chapter, they'll revel in its plot, music and of course Yoda. *SA*

**Worth a Look:** "Big Break X," season premiere, Tues, 10pm ET, **Golf**. After 10 seasons this challenge series should be tired. No chance with 8 pairs (male, female) vying for major prizes. Actually, it's addicting. -- "Sanctuary," premiere, Fri, 9pm, **SciFi**. Informed viewers will know "Sanctuary" is the 1st series filmed extensively on green screen. Most won't notice, except in exterior shots, where things seem fake. Sanctuary's plot is more important, and it's decent, if a bit slow in this 2-hr special. It revolves around a gorgeous and ageless scientist (*Amanda Tapping*) and her fearless daughter who find and protect mutants—human and animal. Also included is a genius forensic psychiatrist with an arresting past and Jack the Ripper suspect John Druitt, played with strength and appropriate creepiness by *Christopher Heyerdahl*. -- "Testees," premiere, Thurs, 10:30pm, **FX**. Following "It's Always Sunny in Philadelphia," "Testees" is the 2nd leg in FX's comedy bloc. Testees (love that name) is about 2 young men who earn money as human guinea pigs at a sadistic testing company. The problem with ep 1? It's cute, not funny. *SA*

Basic Cable Rankings			
(9/01/08-9/30/08)			
Mon-Sun Prime			
1	ESPN	2.7	2683
2	FOXN	2.6	2469
3	USA	2.1	2058
4	TNT	1.9	1813
4	DSNY	1.9	1801
6	CNN	1.5	1496
7	NAN	1.4	1358
7	TBSC	1.4	1344
9	LIFE	1.3	1273
10	TOON	1.1	1105
10	A&E	1.1	1050
10	HALL	1.1	923
13	FX	1	961
13	SCIF	1	959
13	HGTV	1	941
13	MSNB	1	935
17	SPK	0.9	879
17	AMC	0.9	877
17	HIST	0.9	844
17	FAM	0.9	843
17	CMDY	0.9	826
22	MTV	0.8	811
22	DISC	0.8	783
22	TRU	0.8	736
22	BRAV	0.8	709
26	TLC	0.7	683
26	LMN	0.7	448
28	FOOD	0.6	630
28	ESP2	0.6	605
28	TVLD	0.6	592
28	HLN	0.6	577
28	VH1	0.6	532
33	BET	0.5	466
33	APL	0.5	430
33	NOGG	0.5	356
33	NGC	0.5	312
37	TWC	0.4	440
37	EN	0.4	415
37	OXYG	0.4	324
37	SOAP	0.4	285
41	TTC	0.3	326
41	WE	0.3	248
41	WGNA	0.3	247
41	CMT	0.3	246
41	GSN	0.3	235
41	DHLT	0.3	203

*\*Nielsen data supplied by ABC/Disney*



# ANNOUNCING:

## CABLEFAX CONTENT BUSINESS

From the industry's most trusted source, CableFAX Daily, comes Content Business: a one-stop source for analysis of cable content, programming, new technologies and advertising trends.

[www.cablefaxcontentbusiness.com](http://www.cablefaxcontentbusiness.com)



13851

# CableFAX

# PROGRAM AWARDS

## Saluting Cable's Top Shows and People

*Look who's being honored at  
the Programming Awards!*

ABC Studios  
AMC  
Animal Planet  
BBC America  
Big Ten Network  
Bloomberg TV  
Bravo  
Cable Positive  
CBS College Sports Network  
CMT  
CN8 - The Comcast Network  
CNBC  
CNN  
Comcast SportsNet

Comcast/Center City Film & Video  
Comedy Central  
C-SPAN  
Discovery Channel  
Discovery Health  
Discovery Kids  
Disney Channel  
ESPN  
E!  
Food Network  
Fox Sports Net  
FX  
G4TV  
Hallmark Channel

HBO  
HDNet  
History  
IFC  
Lifetime Television  
M2 Pictures  
Mojo  
MSNBC  
PBS Kids Sprout  
Retirement Living TV  
Scripps Networks  
Showtime  
SoapNet  
¡Sorpresa!

Starz Entertainment  
Style  
Sundance Channel  
TBS  
The Weather Channel  
Time Warner Cable  
TLC  
Travel Channel  
USA Network  
Versus  
VH1  
WE tv  
World Wrestling Entertainment  
YES Network

**CableFAX: The Magazine Program Awards Issue:**

**Ad Close and Art Due: October 8**

**Distribution:** CTAM Summit 08, TelcoTV and CableFAX Events

**Publication Date:** October 29

## Call Today!

**Program Awards Luncheon**

**Wednesday, October 29, 2008**

**National Press Club, DC**

## Register Now!

### **Contacts:**

**Debbie Vodenos**

Publisher

(301) 354-1695

[dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)

**Erica Gottlieb**

Account Manager

(212) 621-4612

[egottlieb@accessintel.com](mailto:egottlieb@accessintel.com)

[www.cable360.net/events/programawards](http://www.cable360.net/events/programawards)

CTAM Summit Issue