

# CableFAX Daily™

Tuesday — October 5, 2010

What the Industry Reads First

Volume 21 / No. 192

## Just Google It: Web Giant's Linear TV Play Nearing Launch

**Google** arguably solidified its Web search dominance when its moniker entered the global lexicon as a verb. And while the co's foray into TV officially moves beyond ad sales and onto living room screens, myriad tech advances in streamlining Web and TV content likely means Google's dominance in the linear space won't be as sweeping or quick to materialize. Still, **Google TV** is turning out to be a pretty compelling platform, with many cable programmers and **DISH** ready to leverage the new product. "We've been overwhelmed by the interest from partners on how they can use the Google TV platform to personalize, monetize and distribute their content in new ways," read a Google blog post at **GoogleBlog.blogspot.com**. "Most of these partner sites already work with Google TV, but many are choosing to further enhance their premium content for viewing on the television." **Turner's** net stable has emerged as a major player on Google TV, which will feature viewing of optimized Websites for **TBS, TNT, Cartoon Net, Adult Swim** and **CNN**. The news net also plans to make story highlights and videos from its linear channel available on the platform, accessible beginning later this month on **Sony** Web-connected TVs and a **Logitech** companion box. Google TV will also offer a customizable home screen and allow users to watch TV and Web content simultaneously and use smartphones as a remote control, plus access to VOD content from **Amazon, Netflix** and **Hulu**. The platform's embracing authentication too, as **HBO GO** is set to offer on demand access to hundreds of hours of programming to subs of multichannel ops that carry the service. **CNBC's** a Google TV player as well, announcing an app called **CNBC Real-Time** that provides up-to-the-second stock data and augments additional net offerings including news alerts, global content from EMEA and Asia and editorial picks for the day's most important new videos. "The Google TV platform allows our premiere news brands, such as **CNBC**, the opportunity to engage their core audience in new ways by providing them with a personalized experience directly on the TV screen," said **NBCU** vp, digital distribution *Michael Schreiber* in a release. **DISH** subs, meanwhile, will receive Google TV features such as DVR access and recording capabilities straight from Google TV's search bar, plus the ability to share thoughts on content with friends and family. Early last month, Google CEO *Eric Schmidt* noted a pair of GTV features that would appear a boon to potential penetration gains, namely its free availability to CE manufacturers and the fact that programmers won't be charged for feature of their content. Also last month, **Scripps Nets** evp, digital media *Lisa Choi Owens* said new

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Deadline:  
November 5, 2010

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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 at an awards event in April 2011 in New York City.

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concepts like Google TV are a positive in that they push cable “to innovate a little bit...let’s come up with a better solution for television.” And opportunities for innovation abound, as anyone can develop content for Google TV’s open platform through made-for-TV websites, and, starting in ‘11, Google TV apps. More info at [Google.com/tv](http://Google.com/tv).

**Comcast-NBCU:** The FCC Media Bureau asked Mon for more info and documents from **NBCU** and **Comcast** regarding the proposed marriage of the two. This is the 2nd info and document request issued, with responses due Oct 18. It did not stop the merger review clock. Specifically, the FCC is wanting info on RSN agreements with various distributors, as well as the most recent agreements for cable channels such as **E!**, **Versus**, **USA** and **Oxygen**. It also asks NBCU for the most recent agreements for carriage of each NBC O&Os and **Telemundo** O&Os. Other requests include info on Comcast’s subscriber acquisition plans related to the late ‘08 retrans spat between **Fisher Comm** and **DISH**, and on Comcast’s managed services. NBCU’s requests include correspondence related to its offering of program content in linear form to **Sezmi**. Meanwhile, as word comes that Comcast evp *David Cohen* is on a list of execs who appeared on a White House log of departing chief of staff *Rahm Emanuel’s* visitors in the last year (according to a compilation from the **Sunlight Foundation**), we learn he’s apparently an artist too. The *Philly Inquirer’s* feature Fri on a local news anchor’s house contained the interesting tidbit that she has a cityscape of Philadelphia hanging on her wall that was created by Cohen for a charity auction. “He definitely has talent. I love looking at this,” said **NBC10’s Tracy Davidson**. It was created several years ago when Cohen worked with a Philly painter as part of the auction—so Comcast-NBCU conspiracy theorists can relax. In other Comcast news, the **Coalition for Competition in Media** continues to urge restraint with the Comcast-NBCU deal. (And the *Rahm Emanuel* links keep growing...Coalition member **Bloomberg** hired his sr adviser *Sarah Feinberg* earlier this year as dir of its communication and business strategy efforts.) In an open letter to *Obama* Mon, the Coalition called on the president to ensure that the regulatory process is rigorous. The group also took issue with the recent news that *Steve Burke* will head NBC, saying Comcast was acting “as if the merger was a foregone conclusion.” “For a lobbying coalition funded by our competitors to imply the review of this transaction has not been deliberate and thorough is insulting to the Congress, the **FCC**, and the **Department of Justice**,” Comcast said, saying the proposal has already been the “most thoroughly reviewed merger in media history.”

**Advertising:** Media and marketing trade groups, including the **4A’s**, announced a new self-regulatory program to give consumers more control over the collection and use of data for online behavioral advertising purposes. The program features the “Advertising Option Icon” to be used within or near where data is collected and used for such purposes. Clicking on the icon will give consumers disclosures and an opt-out option.

**In the Courts:** The US **EEOC** has sued **Fox News Nets**, claiming it retaliated against reporter *Catherine Heridge* after she complained to Fox that she was subjected to disparate pay and unequal employment opportunities because of her gender and age. Fox said it has neither discriminated nor retaliated against her, saying the EEOC previously dismissed a retaliation claim (**More at CableFaxDaily.com**). -- **SCOTUS** declined to hear the appeal of **Adelphia** founder *John Rigas* and his son, who claim government prosecutors’ withholding of key evidence during their trial led to fraud convictions. John Rigas is serving a 12-year sentence, son Timothy 17 years.

**Mobility:** **Qualcomm** plans to shutter its mobile broadcast **FLO TV** service by the end of the year, according to *paidContent*. The service offers full-length simulcast and time-shifted programming from cable nets including **CNN**, **CNBC**, **Comedy Central**, **Fox News** and **Nickelodeon**, and tried to increase its exposure through a Super Bowl ad this past Feb. -- Billed as the 1st-ever wholesale-only nationwide 4G-LTE network complemented by satellite coverage, **LightSquared** inked its initial wholesale agreements, announced plans to obtain increased access to spectrum controlled by **Inmarsat**, and closed on \$850mln of debt, a portion of which will be used for network construction.

**Bill Watch:** **Verizon’s** mystery charge case is a good reminder that the govt (especially the **FCC**) is paying close attention to all communications companies’ bills. Verizon said over the weekend that it would refund an expected \$50mln+ for overcharging customers. The FCC, which had been investigating the fees for 10 months, welcomed VZ’s action, but questioned why it took so long and said it would continue to investigate. Later this month, the FCC’s open meeting will contain a wireless “bill shock” item and it’s been investigating early termination fees for awhile now.

**Online:** **Turner Sports**, **Fox Sports** and **MLB.com** have prepped for a Wed return of **Postseason.TV**, a live in-



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ANNIS LYLES  
COCA COLA



SAM HOWE  
TIME WARNER  
CABLE

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» Being Disruptive Online  
With Targeted Advertising

» Stretching Beyond Obvious  
Social Media Tactics

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SESSION!



### TUES., OCT. 19

RAINBOW MEDIA, FUSE & MSG NETWORKS PRESENT A PARTY TO CELEBRATE NEW ORLEANS MUSIC, FOOD & RENEWAL AT THE HOUSE OF BLUES  
HOSTED BY JD & THE STRAIGHT SHOT WITH SPECIAL GUEST MAD MEN'S JON HAMM

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New speakers and sessions announced on Facebook and Twitter.



# BUSINESS & FINANCE

teractive online viewing experience meant to serve as a companion for every national MLB playoffs telecast. It includes 10 different camera angles synchronized with live audio. Also, **TBS Hot Corner** on MLB.com returns for the postseason with more on demand video highlights, exclusive interviews and analysis.

**Programming:** **ABC Family** opted not to renew "Huge" after its first 10-ep season. -- **MTV's** "16 & Pregnant" returns for a new seasons Oct 26, 10pm. The show, in its 3rd season, has been controversial as some believe it glamorizes pregnancy. A public opinion poll of 1K young people (12-19) commissioned by the **Natl Campaign to Prevent Teen and Unplanned Pregnancy** found that 79% of females said the show made them think about their risks of getting pregnant and how to prevent it (67% of males said it made them think about causing a pregnancy). -- **FSN** inked a deal to distribute "The Dan Patrick Show" of **DirectTV's The 101 Network** to its RSNs and affils, including DirecTV's 3 RSNs.

**Business/Finance:** **Avail-TVN** plans to invest more than \$30mln over the next 24 months to enhance and expand its video distribution tech, infrastructure and services to support its more than 300 content and service provider customers as they roll out next generation digital media offerings.

## CableFAX Daily Stockwatch

Company	10/04 Close	1-Day Ch	Company	10/04 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	41.73	(0.1)	ARRIS GROUP:	9.73	(0.01)
DISH:	19.06	(0.27)	AVID TECH:	12.84	(0.35)
DISNEY:	33.14	(0.2)	BIGBAND:	2.86	0.03
GE:	16.10	(0.26)	BLNDER TONGUE:	2.30	(0.06)
NEWS CORP:	15.04	(0.22)	BROADCOM:	35.04	0.32
<b>MSOS</b>					
CABLEVISION:	26.32	(0.02)	CISCO:	21.76	(0.15)
CHARTER:	32.98	(0.12)	CLEARWIRE:	7.69	(0.22)
COMCAST:	17.66	(0.06)	COMMSCOPE:	23.08	(0.41)
COMCAST SPCL:	16.62	(0.05)	CONCURRENT:	6.50	(0.05)
GCI:	9.92	(0.16)	CONVERGYS:	10.61	(0.1)
KNOLOGY:	13.79	0.28	CSG SYSTEMS:	18.02	(0.3)
LIBERTY CAPITAL:	52.91	0.04	ECHOSTAR:	18.98	(0.03)
LIBERTY GLOBAL:	30.71	0.09	GOOGLE:	522.35	(3.27)
LIBERTY INT:	13.93	(0.28)	HARMONIC:	6.90	(0.1)
MEDIACOM:	6.61	(0.07)	INTEL:	18.87	(0.45)
SHAW COMM:	21.90	0.04	JDSU:	12.34	0.06
TIME WARNER CABLE:	55.00	0.34	LEVEL 3:	0.96	0.03
VIRGIN MEDIA:	23.35	UNCH	MICROSOFT:	23.91	(0.47)
WASH POST:	403.61	(0.33)	MOTOROLA:	8.46	(0.1)
<b>PROGRAMMING</b>					
CBS:	16.39	0.01	RENTRAK:	24.83	(0.71)
CROWN:	2.44	(0.01)	SEACHANGE:	7.29	(0.25)
DISCOVERY:	42.60	(0.67)	SONY:	30.48	(0.06)
GRUPO TELEVISIA:	18.91	(0.05)	SPRINT NEXTEL:	4.60	(0.12)
HSN:	29.84	(0.65)	THOMAS & BETTS:	40.74	(0.92)
INTERACTIVE CORP:	26.23	(0.01)	TIVO:	8.92	(0.15)
LIBERTY:	37.66	(0.36)	TOLLGRADE:	7.45	0.14
LIBERTY STARZ:	64.60	(1.36)	UNIVERSAL ELEC:	20.16	(0.31)
LIONSGATE:	7.26	0.01	VONAGE:	2.54	(0.03)
LODGENET:	2.25	(0.13)	YAHOO:	14.28	0.01
NEW FRONTIER:	1.75	0.01	<b>TELCOS</b>		
OUTDOOR:	5.64	(0.01)	AT&T:	28.86	0.05
PLAYBOY:	5.17	0.03	QWEST:	6.28	(0.06)
SCRIPPS INT:	46.57	(0.57)	VERIZON:	33.03	0.14
TIME WARNER:	30.16	(0.45)	<b>MARKET INDICES</b>		
VALUEVISION:	1.82	(0.01)	DOW:	10751.27	(78.41)
VIACOM:	40.00	(0.37)	NASDAQ:	2344.52	(26.23)
WWE:	13.62	(0.35)	S&P 500:	1137.03	(9.21)
<b>TECHNOLOGY</b>					
ADC:	12.65	(0.01)			
ADDVANTAGE:	2.98	0.02			
ALCATEL LUCENT:	3.31	(0.1)			
AMDOCS:	28.70	(0.17)			
AMPHENOL:	48.25	(0.81)			
AOL:	24.23	(0.8)			
APPLE:	278.64	(3.88)			

## WHO IS THE NEW CONSUMER?

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# EYE ON ADVERTISING

## Polling Hispanics

With the list of Spanish-language cable networks continuing to swell, advertisers have even more reason to seek out the burgeoning Hispanic market: Research company Ipsos and Telemundo recently teamed on a poll that revealed nearly four of five Hispanics believed the economy had stabled. Ipsos senior research manager Julio Franco tells Cathy Applefeld Olson why the time is right for Spanish-language networks and advertisers to take it to the next level, and how they can get there.

**The poll showed almost twice as many Hispanics who prefer watching television in Spanish said the economy had started to improve, compared to those who prefer to watch in English. What does that tell you?**

JF: A trend we frequently see is that overall Hispanics are a very positive group. Culturally Hispanics seem to be more optimistic and more positive in terms of their outlook vs. the general population. That's what we've seen in research, though I'm not sure why that is the case. The difference between those communicating in Spanish vs. those who prefer English communication is that the more acculturated Hispanics behave more like the general population.

**One could make the jump that this optimism can translate to more purchasing, and more Spanish-language advertising.**

JF: Advertisers are only starting to realize the potential of the Hispanic community. Part of the economic problem was it was as much a psychological crisis. People were thinking they had to hold on to what they had in case things got worse. The good thing is that, as of the spring, Hispanics didn't see it as such a bad thing. Part of that has to do with the American dream. A lot of Hispanics come to this country to have a better way of life and that includes purchasing products and commodities.

**Translate that to cable networks and advertisers**

**increasingly trying to reach this market. What advice do you have for them?**

JF: When advertisers focus on the Hispanic market from a Hispanic view, that's a lot different than when advertising is just translated from English. A few years ago a lot of companies would advertise to Hispanics by just translating ads. It was a first step, but it's not effective because the audience can see through it. Now advertisers are starting to target Hispanics in Spanish, on the topics that are of interest to them—community, family values—and that is starting to make a difference.

**Are there market segments that have been targeting well?**

JF: The beer industry comes to mind for creating ads specifically for the Hispanic community. Also some companies in the insurance industry are doing the same thing, and to a certain extent CPG as well.

**What else should Spanish-language networks and potential advertisers keep in mind?**

JF: Aside from don't just repurpose English-language content, the other thing—and we're not there yet—is to realize Hispanics are all very different. While there are various similarities among Hispanics with different origins, when you look at someone from the Dominican Republic compared to Mexico or Argentina, they are very different.

**So don't just go with a one-size fits all...**

JF: Focusing on the Hispanic market is a very important first step, but eventually we are going to have to differentiate. There are so many variables that have an impact: How long they've been in the U.S., country of origin, level of education, gender... Focusing on the Hispanic market as one would be like talking about the "American market."

*Longtime entertainment industry reporter Cathy Applefeld Olson is delighted to be documenting media's wild ride into the 21st century.*



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