

# CableFAX Daily™

Wednesday — October 6, 2010

What the Industry Reads First

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## Getting Out The Older Vote: RLTV Offers Content to All

As unlikely as it is to link the word quiet with *Sam Donaldson*, **RLTV** last week quietly began running a daily news and commentary segment from the former **ABC News** icon. Co-hosted by another veteran newsman and RLTV talent, *John Palmer*, "Election News Desk" will cover social security, Medicare, the economy, health care and other issues important to seniors and boomers. Not so quietly, RLTV this week is announcing other elements of what it calls its "Prime Votes: The 2010 Election" initiative. Significantly, much of the Prime Votes content will be available as free VOD to cable providers, including those who don't carry RLTV. In fact, non-affiliated **Time Warner Cable** has agreed to carry Prime Votes material on VOD, says RLTV svp affiliate sales/corp development *Patrick Baldwin*. And TWC and RLTV are partnering on issues-oriented local events for seniors, he added. RLTV will run the daily 7-min News Desk segment at 5, 7, 9 and 11pm. Affiliates **Comcast** and **Verizon** have agreed to put Prime Votes material on VOD, too. Also on the Prime Votes ballot is a pair of town halls. Called "National Forums," the 72-min shows will include discussions with Republican pollster *Frank Luntz* and Democrat *Mark Mellman* and a panel with DC insiders and pundits (*Newt Gingrich* and *Tom Daschle* are invited). After that, the studio audience will discuss the issues with host (and former Donaldson colleague) *Cokie Roberts*, said RLTV's svp programming/production *Elliot Jacobson*. The Forums run on RLTV Oct 21 and 22. They also will be available as VOD and on a microsite, said *Paul Fitzpatrick*, who's consulting on Prime Votes. The coverage will aim to be non-partisan, Jacobson said, adding that the challenge has been to treat both national and local issues. The initiative was spurred by RLTV founder *John Erickson*. "This demo votes...especially in the mid-terms," he said. Indeed, 80% of those 50+ told a recent Pew poll they were "absolutely certain" to vote in Nov. An ad campaign to encourage senior voting is also in the works—a "Rock the Vote" for seniors.

**Complaint Dept:** The **FCC** Media Bureau said **Tennis Channel's** carriage complaint against **Comcast** raised enough "substantial and material" questions to warrant an Administrative Law Judge hearing on whether the MSO has violated program carriage rules. "We look forward to refuting this groundless complaint in a full evidentiary hearing before an Administrative Law Judge at the FCC," said a Comcast spokesperson, who noted that the channel is made available to nearly every Comcast home served through its sports tier—a placement Comcast says Tennis agreed to in '05. Ten-

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# Prime Votes

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### **RLTV News Desk**

Hosted by veteran reporters, John Palmer and Sam Donaldson, the News Desk offers daily reports on issues and events that concern Baby Boomers and Seniors.

### **RLTV National Forums**

A two-part series hosted by leading news and political correspondent, Cokie Roberts, which includes a roundtable discussion with thought leaders from both parties, political insiders, and mature voters.

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*For more information on how you can offer Prime Votes to your customers on your VOD platform, please contact Betsy Brightman at [bbrightman@rl.tv](mailto:bbrightman@rl.tv) or 215.353.2847 | 410-402-9607.*

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nis said it was “gratified that the Bureau has found that, on every substantive allegation, we have made a prima facie showing of Comcast’s discrimination—that there is a significant factual basis for concluding that it has violated the Communications Act and FCC Rules and caused significant harm to Tennis Channel,” adding that it’s confident the ALJ will rule in its favor. Tennis filed its FCC complaint in Jan, 1 week after Comcast announced its proposed jv with **NBCU**. Tennis claims Comcast discriminates against it in favor of channels it owns—with **Golf** and **Versus** available on widely distributed tiers. Tennis and Comcast have 10 days to elect an alternative dispute resolution instead of an ALJ hearing. If they both don’t agree to alternative resolution (which seems likely), the hearing proceeding will commence on Oct 18.

**Deals:** **Televisa** will invest \$1.2bln and contribute its 50% **TuTV** interest in exchange for a 5% equity stake in **Univision** and debentures convertible into an additional 30% stake of the broadcaster in the future. Televisa will be the main provider of Univision content through ’20 (their previous deal was set to expire in ’17), with the option to extend through ’25. -- **NBCU** invested an undisclosed amount in **Invidi Technologies**, a developer of addressable TV ad infrastructure.

**DISH Dump:** **DISH** was still without **Fox** (and **MSG**) programming Tues, the 5th day of the channels being dark. Recall that DISH also could lose Fox O&Os at the end of the month. A couple groups have jumped on the spat, with the **Independent Telephone & Telecommunications Alliance** calling the loss of 19 RSNs, **FX** and **Nat Geo** another example of “consumer vulnerability to outdated retransmission rules.” **The American Television Alliance**—which is made up of many of the same cable, phone and DBS companies (including DISH) who’ve petitioned the **FCC** to reform retrans—also issued a statement: “FOX’s blackout of regional sports networks and other cable channels from DISH Network puts consumers in the middle of a business dispute, the same tactic broadcast networks are using in retransmission negotiations with pay-TV providers.” **Cablevision** (also a member of the Alliance) has its own potential spat brewing, as its deal to carry Fox O&Os, **Fox Business**, **Fox Deportes**, **Nat Geo Wild** and **My Network TV** expiring on Oct 16. DISH’s **Charlie Ergen** gives his take on Fox in a video at [www.foxshakedowndish.com](http://www.foxshakedowndish.com). **BTIG**’s **Rich Greenfield** wrote Tues that Ergen doesn’t sound like someone about to give up. “If this drags into Nov with Dish losing broadcast network programming, it could be a meaningful near-term positive for **DirectTV** and cable competitors—as customers will eventually begin to switch,” he wrote. “While you might say Ergen will have to cave in by the time the local broadcast agreement comes up, what’s the benefit of going dark for four weeks and losing subs, only to ultimately pay FOX what they are demanding. We can only presume he is prepared to be dark for the long-haul.” -- Meanwhile, *Sports Business Daily* reports that even FSN-produced programming shown on other RSNs was dark for DISH subs this past weekend. FSN-produced games that are sold in syndie to other RSNs, such as **Comcast Sports Net**, were put on an alternate satellite feed that DISH could not access. **Liberty** and **MSG** RSNs picked up the alternative feed, but Comcast’s RSNs did not, SBD said.

**Phone Biz:** In Aug, nearly 76mln mobile subs ages 13+ used downloaded apps and 80.8mln used their Web browsers, with smartphone users surpassing non-smartphone users in each case for the 1st time, according to **comScore**. From June-Aug, smartphone subs comprised 60% of those that used a downloaded app and 55% of those who used a browser—data that bodes well for telcos as they prepare to offer beefed-up mobile broadband networks in the coming months through **LTE** tech. On the flip side, it’s not particularly good news for cable ops such as **Comcast** and **Time Warner Cable**, whose branded mobile broadband plays figure to be tested by the burgeoning smartphone market. Ops can take solace, however, in their recent trumping of telcos in phone sub adds. According to **Leichtman Re-**



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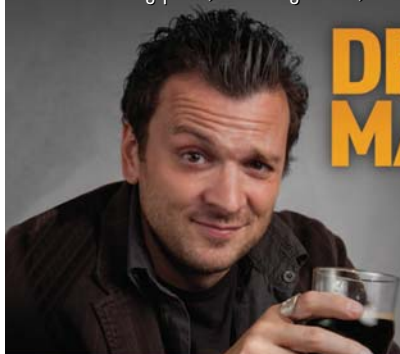
**search**, cable added 444K residential VoIP customers in 2Q while telcos shed 1.51mln. Over the last 5 Qs, cable has added 2.7mln residential phone customers and telcos have lost 8.04mln. **[More info at CableFAXDaily.com].**

**Online:** As expected, the big 4 broadcasters have sued **FilmOn.com** for violations of programming copyrights, yet the new streaming video service continues to move forward. The co inked a deal with **comScore** to provide the site's broadcast partners and advertisers with insights and analytics covering viewer behavior. The site also streams content from **Bloomberg**, **Universal Sports** and others. The Big 4 also have sued similar online streaming service **ivi**.

**5Qs with Weather Channel pres/CEO Michael Kelly:** **You recently wrapped your first year on the job. Since you're new to cable, what are your impressions?** I've been really impressed by how tight the industry is, how focused it is now on the consumer and developing new ways to...work with the programming community to stay relevant. It's given us a lot of opportunities. I guess what I didn't appreciate before was the technology focus and the way the cable industry brings technology to the consumer proposition and what kind of proposition it's creating for programmers. **What do you feel like you have accomplished in a year?** The company [had grown into] individual silos. Weather Channel network was managed separately from **Weather.com**. **WSI**, which is our business-to-business group, was managed separately from the Weather Channel Company. Even ad sales was kind of its own silo. So, step one was to really breakdown those silos and really start to manage across the different platforms. In the past, the company would have felt that digital technology was a threat to the television network, and our view is that it's all complementary. We have one mission: to be the best at the Weather on every platform. **How are your viewers reacting to some of the non-traditional programming?** The primary focus is the weather. 80%+ of our air is live meteorologists giving forecasts, being backed up by the most sophisticated weather forecasting...For years, Weather Channel has shown long-form programming. It's really not a departure. We did introduce a thing called "Flick and a Forecast," which was putting a meteorologist in a studio talking about the weather elements of a movie. What we found was that we pre-empted the movies frequently. In the spring, of the 7 "Flick and a Forecasts" we scheduled, we pre-empted 4 or 5 of them entirely because of severe weather. We decided that a long block of programming was not going to work for our network. We haven't attempted to show a movie since about May. But we are very committed to longer form programming. We stream local weather information at the bottom of the screen throughout. What we're trying to do is find the balance. **Your tenure included the 1st dispute ever with Weather and an affiliate [DISH]. How was that?** What was amazing to me is that when it was first announced—we never were dropped—the groundswell of response that we got from our viewers and Internet users was pretty amazing...With DISH, the dispute was more about what they were trying to accomplish as a company and what our service was providing. Satellite companies are trying to provide more local information and our channel on DISH did not have Local on the 8's because of the nature of satellite vs cable...They ended up purchasing a 2nd network from us, **Weatherscan**—all local, all the time—and we're in the process of working with them now in rolling that out. **What's ahead for us weather-wise and what does hurricane season mean for you?** We've got big audiences everyday and when there are [big weather events] they watch us for a longer period of time. We'll average 50mln viewers a week and when there's [big events] we'll

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# BUSINESS & FINANCE

average 50mIn viewers a day. Anytime there's severe weather, we're going to attract unbelievable audiences.

**Technology:** Puerto Rico cable op **OneLink** said its **Yellow Pages** on TV app has reached 200 advertisers. Sales for the EBIF app from **Fourth-Wall Media** launched in mid July. It allows viewers to retrieve merchant phone numbers, request information, access vendor micro sites and search using keywords with their remotes. It also has a click-to-call feature.

**Marketing:** MSNBC's prepping a Mon launch of a branding campaign built around "Lean Forward," meant to impart its mission to become a thought-leader brand dedicated to advancing the issues that move America ahead. It's the 1st comprehensive branding strategy since the net launched in '96 and will be supported by the largest ad campaign in MSNBC history. See spots at [LeanForward.MSNBC.com](http://LeanForward.MSNBC.com).

**Ratings:** Syfy's premiere of "WWE Fri Night Smackdown" lured 2.5mIn viewers to become the net's most-watched program in the time slot (Fri, 8-10pm) since '08. The telecast averaged 988K 18-49s and 1.07mIn 25-54s.

**Programming:** An ad-free town hall featuring *Obama* is coming Thurs (4pm ET) to **BET**, **Centric**, **CMT**, **MTV**, **mtvU** and **Tr3s**. The event will air live and be streamed at [BET.com](http://BET.com), [MTV.com](http://MTV.com) and [CMT.com](http://CMT.com). -- Syfy greenlit a 3rd season of dramedy "Warehouse 13" ('11).

## CableFAX Daily Stockwatch

Company	10/05 Close	1-Day Ch	Company	10/05 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	41.84	0.11	ARRIS GROUP:	9.89	0.16
DISH:	19.63	0.57	AVID TECH:	13.35	0.51
DISNEY:	33.83	0.69	BIGBAND:	2.88	0.02
GE:	16.51	0.41	BLNDER TONGUE:	2.35	0.05
NEWS CORP:	15.48	0.44	BROADCOM:	35.96	0.92
<b>MSOS</b>					
CABLEVISION:	26.85	0.53	CISCO:	21.98	0.23
CHARTER:	32.90	(0.08)	CLEARWIRE:	7.78	0.09
COMCAST:	18.07	0.41	COMMSCOPE:	23.49	0.41
COMCAST SPCL:	17.01	0.39	CONCURRENT:	6.47	(0.03)
GCI:	10.21	0.29	CONVERGYS:	10.75	0.14
KNOWLOGY:	13.98	0.19	CSG SYSTEMS:	18.30	0.28
LIBERTY CAPITAL:	53.47	0.56	ECHOSTAR:	19.50	0.53
LIBERTY GLOBAL:	31.31	0.60	GOOGLE:	538.23	15.88
LIBERTY INT:	14.16	0.23	HARMONIC:	7.10	0.20
MEDIACOM:	6.79	0.18	INTEL:	19.15	0.28
SHAW COMM:	22.31	0.41	JDSU:	12.87	0.53
TIME WARNER CABLE:	56.03	1.03	LEVEL 3:	0.94	(0.02)
VIRGIN MEDIA:	23.94	0.59	MICROSOFT:	24.35	0.44
WASH POST:	407.81	4.20	MOTOROLA:	8.64	0.18
<b>PROGRAMMING</b>					
CBS:	16.66	0.27	RENTRAK:	26.47	1.64
CROWN:	2.46	0.02	SEACHANGE:	7.78	0.49
DISCOVERY:	43.89	1.29	SONY:	31.47	0.99
GRUPO TELEVISIA:	21.51	2.60	SPRINT NEXTEL:	4.66	0.06
HSN:	30.82	0.98	THOMAS & BETTS:	41.80	1.06
INTERACTIVE CORP:	26.86	0.63	TIVO:	9.19	0.27
LIBERTY:	38.48	0.82	TOLLGRADE:	7.40	(0.05)
LIBERTY STARZ:	65.55	0.95	UNIVERSAL ELEC:	20.92	0.76
LIONSGATE:	7.36	0.10	VONAGE:	2.54	0.00
LODGENET:	2.29	0.04	YAHOO:	14.61	0.33
NEW FRONTIER:	1.75	0.00	<b>TELCOS</b>		
OUTDOOR:	6.27	0.63	AT&T:	29.36	0.50
PLAYBOY:	5.18	0.01	QWEST:	6.36	0.08
SCRIPPS INT:	47.56	0.99	VERIZON:	33.57	0.54
TIME WARNER:	30.60	0.44	<b>MARKET INDICES</b>		
VALUEVISION:	1.87	0.05	DOW:	10944.72	193.45
VIACOM:	40.70	0.70	NASDAQ:	2399.83	55.31
WWE:	13.30	(0.32)	S&P 500:	1160.75	23.72
<b>TECHNOLOGY</b>					
ADC:	12.67	0.02			
ADVANTAGE:	3.02	0.04			
ALCATEL LUCENT:	3.46	0.15			
AMDOCS:	29.39	0.69			
AMPHENOL:	50.15	1.90			
AOL:	24.96	0.73			
APPLE:	288.94	10.30			

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