

CableFAX Daily™

Wednesday — October 7, 2009

What the Industry Reads First

Volume 20 / No. 192

It's Good to be King (or a Viking): MNF Sets New Cable Audience Record

How do you top 3 consecutive weeks of record-setting viewership for cable in '09? You follow, as **ESPN's MNF** did, with the establishment of an all-time cable mark. The aging gunslinger *Brett Favre*, now a MN Viking, helped the telecast shoot to the stars Mon night, as his "revenge" game against his former team the Packers delivered 21.84mln total viewers and 15.14mln homes, both historical cable records. In total viewers, it beat 2 previous MNF games, 1 each from '07 and '08, plus **Disney Channel's** "High School Musical 2" ('07) and **CNN's Larry King NAFTA Debate** from way back in '93. Through 5 games, MNF is averaging an 11.4/11.29mln and 15.86mln total viewers (if only **CableFAX's** hometown 'Skins could put up those kinds of numbers). The data adds to an already impressive spate of recent cable viewership records from a multitude of nets—whether for a season or Q, or related to overall net ratings or specific shows. Indeed, these pages have in recent weeks detailed about as many impressive numbers as Favre has wracked up passing yards during his illustrious on again/off again/definitely on career. As the saying goes, cable... when you're hot, you're hot... **More Ratings:** **BIO's** "Celebrity Ghost Stories" delivered 388K total viewers, 220K 18-49s and 246K 25-54s—all records for a series premiere on the net. -- **NESN's** season-opening Bruins telecast earned a 3.9 HH rating in the Boston DMA to establish a net mark for an opening Bruins game. -- **HBO's** "Curb Your Enthusiasm" garnered 1.6mln viewers for its "Seinfeld" reunion Sun night, the series' best performance in 5 years. -- **Food Net's** "The Next Iron Chef" posted a 1.1 HH rating and 2.1mln total viewers, making it the net's highest-rated, most-watched series premiere in history. -- The season finale of **E!'s** "Kourtney & Khloe Take Miami" earned a 1.93 HH rating to become the net's and most-watched first season finale in over 7 years.

HD: Ovation TV will launch an HD simulcast channel in 3Q10. Additionally, it recently secured 500K additional subs to put it in 35mln homes through deals with **Comcast, Charter** and **Time Warner Cable**. The net already produces original programming in HD and more than 30% of acquired programming is in native HD.

In the Courts: Several consumer groups and peer-to-peer video distributor **Vuze** filed a brief Mon night supporting the **FCC** in **Comcast's** challenge that the Commission acted unlawfully by enforcing a policy statement in its network management case last year. "Given Comcast's willful evasion and deception, Comcast is poorly placed to complain about process. Comcast repeatedly changed its story throughout this proceeding, actively deceived its customers as to the nature of its 'network management,' and operated in a manner criticized publicly by industry, legal, and technical experts as not only outside the standards of the industry, but destructive to the operation of the Internet," said the brief, which was filed by **Public Knowledge, Free Press, Consumers Union** and others. Comcast has said its challenge is based on the improper handling of the matter by prior leadership at the FCC. Current FCC chmn *Julius Genachowski* plans to propose a net neutrality rulemaking this month on net neutrality to prohibit

CableFAX: The Magazine's Most Influential Minorities in Cable issue

Publication Date: October 27

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ISPs from discriminating against particular apps or content—but that would allow for “reasonable network management.” He also wants to require ISPs to be open with their network management practices.

Keys to the Kingdom: Disney Channels Worldwide pres *Rich Ross* is moving over to head **Walt Disney Studios**. Word is that a successor will be named in weeks. Ross leaves some big Mouseketeer ears to fill. He is credited with successfully building up original programming at **Disney Channel**—from “High School Musical” to “Hannah Montana” to “Lizzie McGuire.” “Rich has an outstanding record of creating high-quality family entertainment that delights audiences around the world,” said Disney pres/CEO *Bob Iger*.

Competition: DirectTV launched **Altitude Sports & Ent** in full-time HD after the net said all of its Nuggets and Avalanche games will air this season in high-def. Separately, the DBS op added interactive weather features and VOD content from **The Weather Channel HD**, including a Local On Demand app.

In the States: DISH is offering a free preview of **Great American Country** through Oct 28 on channel 167. -- CA, NC, IN and VT are the first recipients of more than \$6.8mln in broadband mapping grants from **NTIA**. The program is a small part of the American Recovery and Reinvestment Act, which includes \$7.2bln to be doled out by **RUS** and NTIA. NTIA is reviewing the remaining 52 apps for the program and will announce awards on a rolling basis throughout the fall. -- NY AG *Andrew Cuomo* said his office has reached an agreement with **Frontier Comm** over the company’s failure to properly notify consumers about substantial early termination fees for its services. The fees typically ranged from \$50-\$400, depending on the services included in the package. Spurred by dozens of consumer complaints, an investigation was initiated in Jan, and Frontier has now agreed to pay up to \$50K in refunds and credits and \$35K to state in fees and costs.

At the Portals: The **FCC** holds a field hearing in San Diego Thurs on mobile broadband and the role it plays in the development of a National Broadband Plan. The 1st panel, “Mobile Applications That Will Change the Way We Use Broadband,” kicks off at 9am PT.

Programming: **TV Land** secured the exclusive primetime broadcast rights to “Everybody Loves Raymond” starting in June ’10. The net also picked up “Boston Legal,” “Home Improvement” and “The Nanny” for next year. -- **Bravo** picked up “The Real Housewives of DC” and a 2nd season of “Real Housewives of NJ,” with both set to premiere next year. -- **Nick at Nite** greenlit a 2nd season of animated series, “Glenn Martin, DDS.” -- **Smithsonian Channel** presents 6-part series “Apocalypse: The Second World War,” Nov 11 (Veterans Day), 8pm. *Martin Sheen* narrates the doc, which contains footage by those who witnessed the war first-hand. -- **Showtime** greenlit a 4th season of “Californication.” -- **Bravo** picked up series “The Real Housewives of D.C.” and a 2nd season of “The Real Housewives of New Jersey,” both for air in ’10.

On the Circuit: At its Summit later this month, **CTAM** will dole out 7 Rainmaker Awards for members who play an essential role in helping the cable business grow through participation in its corporate initiatives and 6 TAMI Awards for exceptional volunteer service and creativity in leading projects benefiting individual CTAM members. Info at CTAMSummit.com.

People: Longtime **Weather Channel** ad sales chief *Paul Iaffaldano* is leaving, marking the 1st major departure since *Michael Kelly* was named pres/CEO in July. *B&C* 1st reported the news Tues. Iaffaldano had been with the company for 17 years, with a spokesman saying his “very successful tenure was one marked by growth and great achievement for the company.” -- *Andrea Strauss* was upped to vp, **Nickelodeon** consumers insights. -- **Playboy** promoted *Alex*

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Honors: Cable One pres/CEO Tom Might and George Bodenheimer, Disney Media Nets co-chmn & pres ESPN, ABC Sports, are the recipients of ACC's '09 President's Award. The awards were selected by ACC pres/Cablevision vp, media relations Jim Maiella. The 2 will be recognized during the Beacon Awards Gala, Oct 26, Denver. -- Comcast and agency Grupo Gallegos took home 2 wins in The Association of National Advertisers' Multicultural Excellence Awards, which recognize multicultural advertising campaigns that ran between June 2008 and May 2009 in 7 categories. Comcast's wins came in the Hispanic and Radio categories.

Business/Finance: Verizon merged VZ Telecom and VZ Business into a single entity known as VZ Wireline. Former VZ Business pres Fran Shammo becomes pres of the re-aligned wireline segment that includes VZ Partner Solutions. Also, the company eliminated the COO position being vacated by Dennis Strigl. S&P maintained its 'buy' rating on the telco's shares, saying the restructuring will support Verizon's operating margin improvement. -- Jeffries & Co downgraded Arris to 'underperform' from 'hold' and lowered the price target to \$9.50 from \$12, citing expectations of profit and sales declines for Comcast, which is estimated to contribute 20-30% of Arris' quarterly rev.

CableFAX Daily Stockwatch

Company	10/06 Close	1-Day Ch	Company	10/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AMPHENOL:	37.00	1.00
BRITISH SKY:	36.40	0.19	APPLE:	190.01	3.99
DIRECTV:	27.50	0.46	ARRIS GROUP:	11.69	(0.98)
DISH:	19.64	0.33	AVID TECH:	14.23	0.50
DISNEY:	28.18	0.51	BIGBAND:	4.15	0.09
GE:	16.08	0.25	BLNDER TONGUE:	1.20	0.02
NEWS CORP:	13.59	0.12	BROADCOM:	29.81	0.74
MSOS					
CABLEVISION:	23.44	0.22	CISCO:	23.35	0.41
COMCAST:	15.46	0.12	CLEARWIRE:	7.88	0.22
COMCAST SPCL:	14.63	0.15	COMMSCOPE:	27.81	0.18
GCI:	6.82	0.10	CONCURRENT:	4.47	(0.02)
KNOWLOGY:	10.90	0.31	CONVERGYS:	10.52	0.14
LIBERTY CAPITAL:	21.86	0.66	CSG SYSTEMS:	16.25	0.21
LIBERTY ENT:	31.03	0.47	ECHOSTAR:	18.94	0.43
LIBERTY GLOBAL:	21.52	(0.02)	GOOGLE:	498.74	10.22
LIBERTY INT:	11.59	0.41	HARMONIC:	6.24	0.06
MEDIACOM:	5.65	0.21	INTEL:	19.63	0.53
RCN:	9.40	0.20	JDSU:	6.82	(0.03)
SHAW COMM:	18.61	0.50	LEVEL 3:	1.30	0.03
TIME WARNER CABLE:	42.14	(0.3)	MICROSOFT:	25.11	0.47
VIRGIN MEDIA:	13.69	0.21	MOTOROLA:	8.49	0.28
WASH POST:	460.92	1.92	OPENTV:	1.58	0.04
PROGRAMMING					
CBS:	12.16	0.34	PHILIPS:	24.61	1.12
CROWN:	1.66	0.01	RENTRAK:	17.79	0.13
DISCOVERY:	30.09	0.65	SEACHANGE:	8.01	(0.19)
EW SCRIPPS:	7.37	0.07	SONY:	27.63	0.46
GRUPO TELEVISA:	18.02	0.00	SPRINT NEXTEL:	3.79	(0.02)
HSN:	16.97	0.07	THOMAS & BETTS:	30.13	1.00
INTERACTIVE CORP:	19.54	0.29	TIVO:	10.28	0.25
LIBERTY:	34.73	0.64	TOLLGRADE:	5.88	0.22
LODGENET:	7.47	0.34	UNIVERSAL ELEC:	20.79	0.26
NEW FRONTIER:	2.02	(0.01)	VONAGE:	1.44	(0.05)
OUTDOOR:	6.42	0.08	YAHOO:	17.30	0.50
PLAYBOY:	2.88	0.00	TELCOS		
RHI:	2.92	0.08	AT&T:	27.15	0.39
SCRIPPS INT:	37.46	0.69	QWEST:	3.79	0.08
TIME WARNER:	30.39	0.32	VERIZON:	30.17	0.21
VALUEVISION:	3.36	0.10	MARKET INDICES		
VIACOM:	29.98	0.58	DOW:	9731.25	131.50
WWE:	13.70	(0.08)	NASDAQ:	2103.57	35.42
TECHNOLOGY					
3COM:	5.39	0.22			
ADC:	7.56	(0.15)			
ADVANTAGE:	2.17	0.00			
ALCATEL LUCENT:	4.44	0.18			
AMDOCS:	26.46	0.57			



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Deadline: December 4, 2009

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com
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