

CableFAX Daily™

Wednesday — October 8, 2008

What the Industry Reads First

Volume 19 / No. 195

Naughty or Nice? A Look at Expectations for Holiday Tech Purchases

As the holidays approach, does the economic meltdown mean fewer high-end consumer electronic purchases and in turn fewer new cable services purchases? Consumers are pretty spooked. Case in point, **CEA** held a Webcast Tues on what the economy means for the CE business and polled participants on whether they were scared by the headlines. The answer was a resounding yes, with 88% voting in the affirmative. But CEA economist *Shawn DuBravac* did offer a few rays of sunshine amid plunging markets and sluggish retail growth (**ShopperTrak RCT**, which tracks retail sales, this week revised its holiday season retail forecast to an increase of 1.7% from 2.5%-3%). Travel will probably be down in 4Q as it was much of the year, with Americans “cocooning” more, DuBravac said. “They cut back on discretionary spending outside the home and are focused on experiences and events inside the home,” he said. That trend has actually occurred somewhat throughout '08 and bodes well for cable's argument that consumers would rather pay for cable services and skip spending \$50+ on taking a family of 4 to see just one movie in the theaters. CEA will release its full holiday retail forecast in a few weeks, but DuBravac did offer a sneak peek. He expects audio/video, the category that includes flat panel TVs, plasma sets, etc, to see shipment revenue jump 4.7% over last year (the full forecast will break out products). CEA's estimate jives with a **PriceGrabber.com** survey released Tues. It found nearly 75% of online shoppers without HD sets plan to buy one in the next 12 months. The results are based on its Consumer Behavior Report, a survey of 1915 online consumers conducted from Sept 8-22. And while TV prices are dropping, 50% said their primary reason for purchasing such a set was improved picture quality. Another area that touches on cable is gaming with consoles like Xbox360 and Playstation3 allowing for game play over the Internet with a broadband connection. CEA projects that gaming hardware holiday sales will be up 3.5% this holiday season. “Technology continues to take a bigger share of discretionary spending,” DuBravac said, adding that it may be a sign that consumers see some technology as not being purely discretionary.

MOJO No-Go: In Demand will pull the plug on HD channel **MOJO** in the coming months. “The MOJO HD channel was originally conceived as a way to satisfy consumers' thirst for pure true high definition programming. While MOJO HD accomplished this goal, there is a wealth of HD programming now available and thus we have chosen to discontinue the service,” said InDemand, which is owned by **Time Warner Cable, Comcast, Cox** and **Bright House**. MOJO was originally **INHD**, which launched in 2003 when little HD content was available. In Demand rebranded the net in May '07, in an attempt to target affluent males. However, distribution never surpassed 10mln HHs. Customers in some markets have already received notice that the channel will be discontinued by Dec 1. One of MOJO's most popular shows is “Three Sheets,” in which host *Zane Lamprey* goes on an international pub crawl.

Competition: AT&T's latest U-verse TV promotion offers \$200 cash back to news subs of higher-end programming packages. Subs must order online and retain the service for at least 30 days. Separately, the telco has launched in 5 markets



**AMERICA'S ABOUT TO FIND OUT...
WHAT THE MIDWEST HAS KNOWN FOR YEARS.
BOB & TOM... ROCK.**

11.03.08

THE BOB & TOM SHOW
(RADIO ON TELEVISION)

WGN AMERICA
TV YOU CAN'T IGNORE

Chris Manning VP/ General Sales Manager _ Chris Gilpatric SVP/Affiliate Sales 212.210.5900

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.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

including Austin and San Diego **Weather On Demand**, offering U-verse TV customers instant access to weather info from **AccuWeather.com**. -- Through a national content/hardware deal with DISH, **Pace** will provide set tops, system design, marketing, tech/customer support, billing and content from the DBS op to triple-play communities throughout the US. -- **DISH** has agreed to distribute VOD content from **Gravitas Ventures**. -- **Verizon** announced future **FiOS TV** availability within 18 apartment buildings (2K units) operated by the Municipal Housing Authority for Yonkers, NY.

In the States: **Time Warner Cable** and **ActiveVideo Nets** have partnered to offer the MSO's HI subs access to Web video through digital set tops for TV viewing. The service's initial channels include interactive games, home shopping from **HSN** and a personalized video navigation system.

Change of Weather: **NBCU** will shutter **Weather Plus**, the multicast, 24-hour venture between **NBC** and local affiliates. The decision comes 3 months after **NBCU**, **Bain Capital** and **The Blackstone Group** acquired **The Weather Channel**.

Carriage: **Cox's** Orange County and Palos Verdes, CA, systems launched **STAR India Plus**. -- **Cox** will add **Lifetime Movie Net HD** and **Hallmark Movies HD** in the coming weeks to its CT systems. -- **Sportsman Channel's** latest launches include **Comcast's** Greater Pittsburgh area.

Online: **Hulu.com** has launched an election center offering live streaming video of the presidential debates and related content. -- **Starz.com** has relaunched with a new user interface showcasing Starz' original programming, including a free sneak preview of forthcoming series "Crash" (Oct 17). -- **Boingo Wireless** customers may now order from **MLB.TV** a 4-hour pass to watch live streams of every **TBS** playoff telecast within 23 participating airports and without blackout restrictions. -- **Comcast's thePlatform** said it powered 329m video views in Jul across its client base, a total that, if included, would rank 3rd among US online video properties in Jul as ranked by **comScore**.

Mobile: **Bloomberg.com** has bowed a mobile version offering breaking news and quote searches covering more than 100 intl exchanges. The service is accessible on handsets through **Bloomberg.com/mobile**.

Ratings: Yes, viewership of playoff baseball on **TBS** is down vs last year, but the content has battled for public attention with a once-in-a-generation presidential race and an economy teetering dangerously. Through 12 games, the net is averaging 3.25m viewers this year compared to 3.94m in '07. A big difference this fall is the absence of the popular Yankees, which through 3 playoff games last year drew an avg of 5.6m viewers. By contrast, this year's most-viewed series (Red Sox-Angels) is averaging just 3.9m. Additionally, the latter teams faced each other in '07 as well, and garnered an avg of 4.02m. While directly battling Thurs night's VP debate, a Dodgers-Cubs contest earned a 3.0/3.01m. -- **Fox News'** coverage of the VP debate delivered an impressive 7.9/7.46m, besting the 6.7/6.52m earned by **CNN's** opposing telecast. -- Despite its MLB slowdown, **TBS** (3.5/3.41m) was the king of prime cable last week, followed by **Fox News** (3.0/2.86m) and **ESPN** (2.3/2.24m). **USA** (2.0/2.00m) and **Disney Channel** (2.0/1.91m) tied in 4th position.

Programming: **Music Choice** has launched interactive programming blocks on its Hit List, Alternative, Today's Country, Musica Urbana & Hip-Hop and R&B channels. Viewers tuning in between 3pm and 10pm ET, Mon-Fri can send photo and text shout-outs via email, phone, etc that will be displayed on the channels. -- **TBS** has greenlit a 3rd season of "My Boys" (1Q). -- The 1st slate of originals from **NBCU's** Digital Studio is set for distribution across company properties, 3rd party online, mobile sites, VOD and electronic sell-thru platforms, and includes competition series "Four Corners" and doc



TROY DUNN IS
THE LOCATOR
REUNITING LOVED ONES. RECONNECTING LIVES.

**Continues to be WE tv's
most-watched show ever!**

Currently averaging a 0.8 HH rating
Reaching over 2.8 million viewers

We^{TV}
rainbowaffiliate.com

Source: Nielsen Media Research, Live+SD. The Locator 9/6/08 Sa 9:30p-10p, compared to all prior tics on WE in Total Day (12/31/01-9/28/08). The Locator to-date (Sat 9p-9:30p 9/6-9/27/08, 6 tes) -- HH rgs based on WE cov area; Program-based R&F for P2+ (000), 6 min qualifier, 75% unification. Subject to qualifications upon request.

BUSINESS & FINANCE

series "True Story." -- **Versus** will drop the puck on its '08-'09 NHL coverage with a Thurs double-header, 2 of the 56 regular-season games slated for the net along with All-Star weekend and playoff action. Games this year feature a virtual telestrator, and a new puck-tracking system. -- **Lifetime** started pre-production on original movie "The Natalie Holloway Story" ('09), based on a book from Holloway's mother *Beth Twitty*.

Public Affairs: **NFL Net** is launching "Keep Gym in School," a national initiative supporting physical education in schools. The program is being launched with Cox in parts of VA, KA, LA and AZ. -- **Style** is expanding its year-long breast cancer awareness campaign this month to include new celeb PSAs, extensive online content and special programming.

People: **WWE** appointed *Jared Bartie* evp/genl counsel. -- *Judi Cordray* has been named vp in charge of **ESPN's** new L.A. production center.

Business/Finance: Tues was another tough day on Wall St for cable stocks, as shares of **Charter** and **Cablevision** set respective 52-week lows of 54 cents and \$18.37. -- **Comcast Media Center** acquired for approx \$5mIn **Radiance Technologies**, a provider of asset delivery systems for moving/managing digital assets. -- **News Corp** spent approx \$200mIn to buy **VeriSign's** minority share in their mobile ent jv formed when News acquired VeriSign unit **Jamba** in '07.

CableFAX Daily Stockwatch

Company	10/07 Close	1-Day Ch	Company	10/07 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	26.91	(1.59)	ALCATEL LUCENT:	2.88	(0.26)
DIRECTV:	23.15	(0.5)	AMDOCS:	26.62	(0.09)
DISNEY:	26.57	(1.69)	AMPHENOL:	31.94	(2.19)
ECHOSTAR:	16.93	(1.13)	APPLE:	89.16	(8.98)
GE:	20.30	(1.08)	ARRIS GROUP:	6.48	(0.35)
HEARST-ARGYLE:	18.64	(0.64)	AVID TECH:	20.01	(0.77)
ION MEDIA:	1.44	0.00	BIGBAND:	2.78	(0.31)
NEWS CORP:	10.12	(0.68)	BLNDER TONGUE:	0.97	0.02
MSOS					
CABLEVISION:	18.35	(1.72)	C-COR:	11.00	0.00
CHARTER:	0.54	(0.08)	CISCO:	18.84	(1.62)
COMCAST:	17.15	(0.99)	COMMSCOPE:	25.15	(2.33)
COMCAST SPCL:	17.02	(0.98)	CONCURRENT:	4.73	(0.92)
GCI:	7.54	(0.63)	CONVERGYS:	13.22	(0.57)
KNOLGY:	5.97	(0.66)	CSG SYSTEMS:	14.56	(1.31)
LIBERTY CAPITAL:	11.22	(0.97)	ECHOSTAR HOLDING:	22.82	(0.19)
LIBERTY ENT:	20.47	(1.34)	GOOGLE:	346.01	(25.2)
LIBERTY GLOBAL:	23.39	(2.84)	HARMONIC:	7.87	(0.22)
LIBERTY INT:	9.75	(0.94)	JDSU:	6.82	(0.67)
MEDIACOM:	4.74	(0.59)	LEVEL 3:	1.80	(0.21)
SHAW COMM:	18.32	0.00	MICROSOFT:	23.23	(1.68)
TIME WARNER CABLE:	21.55	(0.36)	MOTOROLA:	5.65	(0.49)
VIRGIN MEDIA:	5.55	(0.43)	NDS:	48.75	(0.78)
WASH POST:	486.27	(22.68)	NORTEL:	1.67	(0.2)
PROGRAMMING					
CBS:	11.85	(1.08)	OPENTV:	1.13	(0.07)
CROWN:	3.80	(0.23)	PHILIPS:	23.31	(1.22)
EW SCRIPPS:	6.09	(0.76)	RENTRAK:	12.44	(0.31)
GRUPO TELEVISIA:	17.30	(1)	SEACHANGE:	7.15	(1.02)
HSN:	10.04	(1.11)	SONY:	25.30	(1.16)
INTERACTIVE CORP:	15.48	(0.48)	SPRINT NEXTEL:	4.86	(0.42)
LIBERTY:	33.07	(1.41)	THOMAS & BETTS:	26.43	(1.1)
LODGENET:	1.04	(0.54)	TIVO:	5.72	(0.65)
NEW DISCOVERY:	12.05	(0.67)	TOLLGRADE:	3.62	(0.46)
NEW FRONTIER:	1.90	(0.1)	UNIVERSAL ELEC:	20.85	(0.74)
OUTDOOR:	8.76	(0.17)	VONAGE:	0.85	(0.1)
PLAYBOY:	2.91	(0.13)	YAHOO:	14.58	(0.73)
RHI:	13.00	0.00	TELCOS		
SCRIPPS INT:	33.25	(1.29)	AT&T:	25.74	(1.12)
TIME WARNER:	10.73	(0.5)	QWEST:	2.63	(0.32)
VALUEVISION:	1.40	0.05	VERIZON:	28.89	(1.07)
VIACOM:	22.46	(1.08)	MARKET INDICES		
WWE:	14.24	(0.24)	DOW:	9447.11	(508.39)
TECHNOLOGY					
3COM:	2.22	(0.13)	NASDAQ:	1754.88	(108.08)
ADC:	6.14	(0.24)			
ADVANTAGE:	1.99	(0.06)			

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



Women in Cable
Telecommunications™

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

Erica Gottlieb

Account Manager

(212) 621-4612

egottlieb@accessintel.com

www.cable360.net/events/programawards

CTAM Summit Issue