

# CableFAX Daily™

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What the Industry Reads First

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## SHVERA Update: DISH, APTS Dealing; Cable Wanting Equal Treatment

Wed's **Senate Communications** subcmte hearing on SHVERA (or SHVURA—potato, potahto; tomato, tomahto) was all about what the consumer can see. Or more importantly can't see. Like public broadcasting HD signals. While **DirectTV** and cable have long had deals in place with the **Association of Public Television Stations** for carriage of noncommercial HD signals, **DISH** hasn't. That may be about to change. The 2 had hoped to resolve the issue before Wed's meeting and an "expedited timeframe" is in place to resolve negotiations, according to *Lonna Thompson*, acting COO, gen counsel for APTS. **DISH** evp, sec and gen counsel *Stanton Dodge* said he's optimistic a deal would be reached—which would head off attempts by Congress to legislate carriage. More nebulous was what will happen to viewers who receive broadcast signals from outside their home state. Several senators, including *Mark Pryor* (R-AR), pressed the satellite and broadcast reps on the issue Wed. It's unclear whether the final bill will try to address the issue, or if the Hill will instead pressure satellite and broadcast to work it out. Cable has said if in any legislation passes allowing satellite to import out-of-market signals when in-state signals aren't available, the same rules should apply to cable. "Giving the subscribers of satellite TV companies the right to receive enhanced local broadcast service without allowing customers of cable companies the same rights would be unfair to the tens of millions of consumers who choose to receive their communications services via cable, and would significantly disrupt the competitive video market Congress has helped create," **ACA's Matt Polka** said in a letter to key Senate lawmakers Wed. Another issue that got attention at the hearing was APTS' assertion that 16 of its state networks have satellite viewers who can't receive their state public broadcast stations, which they help fund. In WY, more than 70% of satellite subs can't access in-state public stations, Thompson said, adding that 17% of DBS viewers are impacted in AR, 7% in AL and 1.5% in ID. Sen Commerce shares jurisdiction of SHVERA with the Judiciary cmte, which has already passed the bill. House Judiciary passed a version that has DISH committing to deliver local-into-local in all 210 markets.

**Customer Service:** Cable scored well recently in satisfaction among broadband and commercial customers, but according to **JD Power & Assoc**, the industry still has work to do in the TV sector. Improvements in outages and problem resolution increased satisfaction across the TV service landscape, however, and 60% of cable subs say they "definitely will" or "probably will" recommend their provider to others, a jump of 5 percentage points from '08. Still, 78% of satellite subs said the same, an increase of 6 points, while **U-verse** (2) and **FIOS** took the satisfaction title in 3 of the 4 measured areas. **WOW!** led the North Central region. Only in the South did a Top 10 MSO rank among the top 3, in that case **Bright House** and **Insight**. Also notable: JD Power found that the number of cable subs who subscribe to additional premium channels has declined, to 29% in '09 from 32% in '08, as has use of VOD (33% from 35%) and PPV (16% from 18%).

**Wireless Way:** It's all about mobile. That was the message from **FCC** chmn *Julius Genachowski's* keynote at the **CTIA Wireless** conference Wed. "No sector of the communications industry holds greater potential to enhance

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CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

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 an awards event in April 2010 in New York City.

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America's economic competitiveness, spur job creation, and improve the quality of our lives," he said in prepared remarks. He introduced the FCC's "Mobile Broadband Agenda," a 4-part plan to promote wireless. It involves unleashing spectrum for 4G mobile broadband (that includes reallocation), removing obstacles to robust and ubiquitous 4G deployment, providing fair rules of the road for an open Internet (ie, extending net neutrality principles to wireless) and empowering consumers by supporting a vibrant, transparent and competitive marketplace.

**Competition:** DISH became the 1st DBS provider in the US to offer **Utilísima**, a Spanish-language channel targeted to women. It's available in the DishLATINO package and higher (Ch. 842). Also, DISH is now the exclusive satellite TV partner of the **Pro Bull Riders**, part of a deal that includes sponsorship and exclusive coverage of all PBR events in '10. -- **Big Ten Net** agreed to stream certain live football games to **Verizon** wireless subs who receive **V CAST Video**, a service offering full length eps from more than 140 cable and broadcast shows. Separately, Verizon is offering its broadband customers this weekend free access to more than 1500 PC games from its Games on Demand service, typically available for monthly fees ranging from \$5-\$15.

**In the States:** Clear 4G mobile services are now available in Philadelphia ahead of an official launch. -- **Comcast** launched 76 new nets in portions of the San Francisco area, including up to 46 HD, 13 Spanish-language and 14 intl channels. -- **Jewelry TV** tapped **Rentrak** for TV measurement.

**Ratings:** TBS' Tues night MLB tiebreaker game between Detroit and Minnesota earned 6.54mln total viewers to become the most-watched such game since '98, and the most-watched regular season game on bcst or cable in the '09 season.

**Programming:** **Bravo** continues to look for a "Project Runway"-like hit, premiering fashion competition series "Launch My Line," Dec 2, 11pm ET. The twist this time is that the contestants are 10 professionals outside of fashion (ie, a DJ, a CEO, etc) who dream of having their own clothing line. They'll be paired with fashion designers. -- **Logo's** Fall Film Festival kicks off sun night with the US premiere of "An Englishman in New York," 10pm. -- **Showtime** bows "Behind the Green Room Door" next year. The 6-ep series features comedians such as *Jonathan Winters*, *Drew Carey* and *Robert Klein* riffing with each other in front of a live studio audience. -- *Peter Bart* and *Peter Guber* will host half-hour entertainment news show, "In the House," Dec 3, 5:30pm, **Encore**. It's the 1st original series to air on Encore, and it already has a Season 2 commitment. -- **Planet Green** picked up 10 eps of docu-series "Beekman Farm" (wt) for a spring premiere. The show provides a humorous look of 2 men intent on reviving a farm in upstate NY in order to create a new organic lifestyle brand. -- On Oct 30, **Travel Channel** is scaring up "Ghost Adventures Live," a 7-hr live paranormal investigation to kick off Ghost's new season. -- **HBO** renewed "Bored to Death," in which a young Brooklyn writer pursues his quirky dream of emulating heroes from classic private detective novels.

**Advertising/Marketing:** Ad agency **Media Storm** launched **Bolt**, a new div focused solely on developing campaigns using iTV, addressable ads and VOD. Initial Bolt partners include **WE tv**, **Food Net** and **MLB Net**. -- One fan of **Comedy Central's** "South Park" will be animated and included in the full cast shot seen in the 14th season premiere in March. Viewers log onto the show's Website to enter the Become a South Park Citizen sweeps each week after spotting the hidden alien in each ep's broadcast version.

**Honors:** TV One svp, legal affairs and HR strategy *Kimberly Hulse* is the 1st recipient of the **CTHRA-CTAM Summit Fel-**

## TRUE OR FALSE: MORE CREDIT CARD OWNERS WATCH CABLE THAN YOU THINK.

TRUE: According to Nielsen, 70.5% of people who own at least one credit card are watching cable, but cable accounts for only 21% of TV adspend for credit card companies. From credit cards to cruises to cars, Nielsen can help you find your ideal advertisers and increase the value of your inventory. Need to supercharge your spots? Just Ask Nielsen.™

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# BUSINESS & FINANCE

lowship, giving her free registration to CTAM's confab this month in Denver.

**People:** American Women in Radio & TV tapped **Lehmann Strobel** sr partner *Sylvia Strobel* as interim pres while a search is underway for a permanent pres. Former pres *Maria Brennan* left to lead **WICT**.

-- **Epix** tapped **CBS** vet *Laverne McKinnon* as head of development.

-- **Cox** evp/CTO *Scott Hatfield* was appointed a **SCTE** board member, replacing *Christopher Bowick*.

**Public Affairs:** **Investigation Discovery** and **National PTA** are kicking off National Safe Schools Week (Oct 19-24) with the "Stand Up for Kids" initiative. ID will provide customizable campaign elements for distribution partners, and a webinar featuring school safety experts for **Discovery Education's** national teacher community. The campaign is anchored by the special, "Blackboards and Bullies: Are Your Kids Safe," Oct 24, 10pm ET.

**Business/Finance:** **Cablevision** will repurchase about \$930mln of notes as part of a tender offer from subsidiary **CSC Holdings**. -- **Wells Fargo** upgraded the cable/satellite sector to 'overweight' and sees the most upside in **Time Warner Cable**—upped to 'outperform,' valuation range to \$50-\$54 from \$30-\$33—followed by **Comcast** and then **Cablevision**. -- **Bank of America** upgraded **News Corp** to 'buy' from 'neutral' and both **Disney** and **Viacom** to 'neutral' from 'underperform.'

## CableFAX Daily Stockwatch

Company	10/07 Close	1-Day Ch	Company	10/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	37.21	0.81	AMPHENOL:	37.55	0.55
DIRECTV:	27.53	0.03	APPLE:	190.25	0.24
DISH:	19.69	0.05	ARRIS GROUP:	11.68	(0.01)
DISNEY:	28.17	(0.01)	AVID TECH:	14.36	0.13
GE:	16.16	0.08	BIGBAND:	4.23	0.08
NEWS CORP:	13.68	0.09	BLNDER TONGUE:	1.21	0.01
<b>MSOS</b>					
CABLEVISION:	23.34	(0.1)	BROADCOM:	29.94	0.13
COMCAST:	15.53	0.07	CISCO:	23.61	0.26
COMCAST SPCL:	14.74	0.11	CLEARWIRE:	7.99	0.11
GCI:	6.74	(0.08)	COMMSCOPE:	27.37	(0.44)
KNOWLOGY:	10.98	0.08	CONCURRENT:	4.42	(0.05)
LIBERTY CAPITAL:	21.58	(0.28)	CONVERGYS:	10.38	(0.14)
LIBERTY ENT:	31.05	0.02	CSG SYSTEMS:	16.09	(0.16)
LIBERTY GLOBAL:	21.56	0.04	ECHOSTAR:	19.38	0.44
LIBERTY INT:	11.44	(0.15)	GOOGLE:	517.54	18.80
MEDIACOM:	5.60	(0.05)	HARMONIC:	6.25	0.01
RCN:	9.49	0.09	INTEL:	19.75	0.12
SHAW COMM:	18.93	0.32	JDSU:	6.90	0.08
TIME WARNER CABLE:	41.99	(0.15)	LEVEL 3:	1.33	0.03
VIRGIN MEDIA:	13.48	(0.21)	MICROSOFT:	25.10	(0.01)
WASH POST:	460.80	(0.12)	MOTOROLA:	8.61	0.12
<b>PROGRAMMING</b>					
CBS:	12.11	(0.05)	OPENTV:	1.58	0.00
CROWN:	1.63	(0.03)	PHILIPS:	24.57	(0.04)
DISCOVERY:	30.22	0.13	RENTRAK:	17.79	0.00
EW SCRIPPS:	7.39	0.02	SEACHANGE:	7.98	(0.03)
GRUPO TELEVISIA:	18.11	0.09	SONY:	28.09	0.46
HSN:	16.51	(0.46)	SPRINT NEXTEL:	3.73	(0.06)
INTERACTIVE CORP:	19.34	(0.2)	THOMAS & BETTS:	30.76	0.63
LIBERTY:	34.80	0.07	TIVO:	10.17	(0.11)
LODGENET:	7.58	0.11	TOLLGRADE:	5.65	(0.23)
NEW FRONTIER:	2.01	(0.01)	UNIVERSAL ELEC:	20.41	(0.38)
OUTDOOR:	6.45	0.03	VONAGE:	2.00	0.56
PLAYBOY:	2.87	(0.01)	YAHOO:	17.49	0.19
RHI:	2.92	0.00	<b>TELCOS</b>		
SCRIPPS INT:	37.71	0.25	AT&T:	26.18	(0.56)
TIME WARNER:	30.05	(0.34)	QWEST:	3.77	(0.02)
VALUEVISION:	3.23	(0.13)	VERIZON:	29.38	(0.32)
VIACOM:	30.28	0.30	<b>MARKET INDICES</b>		
WWE:	13.81	0.11	DOW:	9725.58	(5.67)
<b>TECHNOLOGY</b>					
3COM:	5.36	(0.03)	NASDAQ:	2110.33	6.76
ADC:	7.41	(0.15)			
ADVANTAGE:	2.17	0.00			
ALCATEL LUCENT:	4.60	0.16			
AMDOCS:	26.69	0.23			

shh... Secret Industry Stats  
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MediaCensus has your answers

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