

CableFAX Daily™

Friday — October 13, 2006

What the Industry Reads First

Volume 17 / No. 199

Stir the Pot: DirecTV Targeting Former Adelphia Subs With Special Offer

It seemed like things had quieted down after the **FCC** approved **Time Warner Cable** and **Comcast's** acquisition of **Adelphia** in July, but DirecTV is hoping to keep the controversy over the merger alive. As former Adelphia markets make the switch to TW and Comcast, the DBS provider is running an aggressive ad campaign that includes up to \$150 cash back (\$10/month credit for 15 months) for cable subs who sign up for its service. The campaign targets 8 markets—4 Time Warner markets (LA, Dallas, Cleveland and Buffalo) and 4 Comcast (DC, West Palm Beach, Colorado Springs, Minneapolis). A radio spot running in the DC area informs "Comcast-Adelphia" subs that their new cable provider has already raised their rates and is busy worrying about things like what carpet to install in the new office (might be a little confusing, as MD hasn't officially transitioned to the new brand yet). DirecTV has been running the campaign for several weeks, with new components rolling out now (outdoor advertising, direct mail—even ads on pizza boxes). Comcast said it's focused on getting the transition up and running in its new markets and hiring 4K employees nationwide to meet demands. "We have award-winning marketing campaigns that focus on the features and values of our products," the MSO said. While jabbing Time Warner for pulling **NFL Network**, some of DirecTV's spots focus more on the merger itself. "MONOPOLY" reads the big letters in a newspaper ad in Buffalo, with the letters "N" and "O" highlighted. "When Time Warner purchased Adelphia, they started making changes without consulting you," it reads, urging consumers to call DirecTV. Time Warner began rebranding all of its acquired Adelphia markets in Aug, while Comcast has rolled out the rebrand market by market. DirecTV's \$150 cash back offer runs through the end of the year.

Hall of Fame: Wife of Brian Moves Crowd

In a night of great speeches, it was the **Cable Hall of Fame** acceptance of **Comcast** chief *Brian Roberts* that yielded most of the chatter. Roberts told the crowd of 600 that his wife *Aileen* surprised him, appearing in Denver Wed night for the Hall festivities. Aileen is "successfully fighting" first-stage breast cancer, Roberts announced, adding that her diagnosis resulted from a visit to the home of Comcast Interactive pres *Amy Banse*, who is also fighting the disease. Banse urged Ms Roberts to do a self exam; Ms Roberts was diagnosed that day. "We decided to use my speech tonight to remind women and men" of the importance of self exams, Roberts said. He said both Ms Banse and Roberts are "doing well." -- Another Brian, **C-SPAN** chief *Brian Lamb*, was also eloquent, urging all to read chapters 1-3 of **Viacom** founder *Ralph Baruch's* forthcoming book, which recounts the Baruch family's escape from Nazi-controlled France. He then praised Baruch as a free speech champion who defended the right of neo-Nazis to broadcast in the US. -- Retired **Cox** chief **Jim Robbins** was hailed for his dedication to customer service, and he singled out *Ellen East* for her work representing the MSO. Baseball and politics were sprinkled throughout a tribute to **Landmark's** *Decker Anstrom*, touted for unifying cable in the 80s. *Stephen Colbert* gave a hilarious tribute to **MTV's** *Judy McGrath*, while *Carolyn Chambers*

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won raves for being a pioneering woman in cable. **HBO** tech chief **Bob Zitter** was feted for digitization and on Demand. --

Maxwell Host: Sure we're biased, but our **Paul Maxwell** did a nice job as emergency host, subbing ably for fallen sports-caster **Jim Lampley**, whose emergency with his artificial hip caused him to cancel literally at midnight Tues.

At the Portals: The **FCC** will try again to vote on the **AT&T-BellSouth** merger Fri, pushing back its Thurs vote 1 day as commissioners try to agree on what sort of conditions should attach to the telco deal (**Cfax**, 10/12). The vote could be delayed again if Dems and Republicans can't agree. The Commission also postponed until Fri an agenda item to open an inquiry into network neutrality. The FCC did release a notice of inquiry for its annual report on the status of video competition and voted to allow low-power devices to operate in white spaces—the broadcast spectrum located where channels aren't used by TV stations or other services. It launched a further inquiry on whether the services have to be licensed.

In the Courts: **Mediacom** asked an Iowa federal court to continue to allow it to carry **Sinclair** broadcast stations while its antitrust case against the broadcaster is pending. A hearing is slated for Wed. Sinclair wants Mediacom to cut all of its signals at midnight Nov 30. The MSO reacted last week by filing suit, claiming Sinclair violated the Sherman Antitrust Act by tying carriage of its Big 4 broadcast affiliate stations to carriage of Sinclair stations in other markets that are affiliated with either **CW** or **MyNetworkTV** (**Cfax**, 10/9). -- Plaintiffs including **EchoStar** and **DirecTV** announced the \$500K settlement of an Ontario Superior Court civil lawsuit filed against purported piracy device manufacturer **Steve Souphanthong**.

Carriage: **The Outdoor Channel** will move to expanded basic in **Knology's** GA, AL, TN and FL markets. Knology will also add the net in Pinellas County, FL. The deal is projected to add more than 100K additional subs.

Beta: **Lifetime Movie Net** ranked as subscribers' favorite digital basic cable net, according to the latest **Beta** research study. Completing the top 5 were **Nat Geo**, **Fox Movie Channel**, **Biography** and **BBC America**. **ESPN Classic** and **ESPNEWS** joined Nat Geo, FMC and BBKA as the top-ranked nets in the male 18+ demo, while **WE** and **Discovery Health** joined LMN, Nat Geo and FMC as best in the female 18+ demo. FMC also made the list in the teens 12-17 demo and was joined by **MTV Hits**, **MTV2**, **Nicktoons**, **MTV Jams** and **VH1 Classic**. **PBS Kids Sprout** and **SOAP-Net** tied for the top in sub satisfaction, followed by **Music Choice**, **ESPNEWS**, **History Intl** and **Weatherscan**. The top-ranked digital basic nets based on avg perceived value among viewers were **NFL Net**, **MTV Jams**, **CSTV**, **Music Choice**, **ESPNEWS**, **SOAPNet** and **PBS Kids Sprout**.

Competition: **Verizon Wireless** and **Disney** announced the availability of music videos from ABC series "Desperate Housewives," "Grey's Anatomy" and "Lost" on VZ's "V Cast" mobile service.

Net Play Call: The **Big Ten Conference** and **Fox Cable** unveiled the official name and logo for their RSN JV, the **Big Ten Network**. The 24-hour net will launch in Aug; Fox is a minority stakeholder. So far, **DirecTV** is the net's only affiliate.

Programming: **Playboy** revealed the new branding for its **Spice Digital Nets**, which relaunched Thurs as 4 distinct PPV channels (down from 9). Adult film star **Jenna Jameson** features prominently on "Clubjenna," offering full-length movies and live events; "Spice:Xcess" showcases Internet oddities and 'caught-on-tape'-themed programming; "Fresh" emphasizes reality programming and casting calls; and "Shorteez" features themed clips, hosted countdowns and anime. A Playboy spokesman declined to outline current distribution channels for the channels. -- **Jon Stewart** will host the "Night of Too Many Stars: An Overbooked Benefit for Autism Education," airing Sun (8pm

Digital Advertising Defined: What it is and What is Next

Free hosted web event.

C-COR and Communications Technology are presenting a free Webcast on digital advertising. The Webinar will survey today's advanced advertising technology landscape: Digital Simulcast and Digital Program Insertion; Enhanced TV and prospective standards; and Client-side, Switched Digital Video and VOD addressability.

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ET) on **Comedy Central**. *Will Ferrell*, *Ben Stiller* and *Jack Black* are among entertainers slated to make an appearance during the event.

-- **Cartoon Net** unveiled a multi-platform initiative surrounding animated comedy series "Class of 3000" (Nov 3). Included is a Web presence at classof3000.com, VOD offerings on cable systems and mobile content.

-- **TCM** announced a slew of original specials, including docs "Spielberg on Spielberg" (July '07) and "Brando" (fall '07). The former offers the filmmaker's own take on his life and movies, while the latter addresses the enigmatic actor's career through interviews with actors such as *Robert Duvall* and *Al Pacino*.

Online: **ESPN.com** set a new monthly traffic record in Sept, attracting more than 20mln unique visitors, according to comScore Media Metrix. The data marks a 9% Y-over-Y increase and a 14% jump over Aug.

Business/Finance: **Merrill Lynch** upgraded **Time Warner** to "buy" from "neutral," as it expects 2007 to be a comeback year for operations and earnings. It projects 10% EBITDA growth. -- London-based mobile phone retailer **Carphone Warehouse Group** will acquire **AOL's** UK Internet access business for roughly \$688mln. AOL last month sold its Internet access businesses in France and Germany for \$365mln and \$870mln, respectively.

CableFAX Daily Stockwatch

Company	10/12 Close	1-Day Ch	Company	10/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	41.82	0.43	AVID TECH:	37.95	0.72
DIRECTV:	20.58	0.24	BLNDER TONGUE:	1.39	0.00
DISNEY:	31.30	(0.01)	BROADCOM:	28.72	0.08
ECHOSTAR:	34.20	1.03	C-COR:	9.40	0.42
GE:	36.22	0.05	CISCO:	24.45	0.05
HEARST-ARGYLE:	24.01	0.66	COMMScope:	35.50	0.70
ION MEDIA:	0.79	0.00	CONCURRENT:	1.87	0.14
NEWS CORP:	21.42	0.33	CONVERGYS:	20.87	(0.18)
TRIBUNE:	32.98	0.20	CSG SYSTEMS:	27.91	0.16
MSOS					
CABLEVISION:	26.91	0.05	GEMSTAR TVG:	3.41	0.01
CHARTER:	1.72	0.11	GOOGLE:	427.44	0.94
COMCAST:	38.38	0.69	HARMONIC:	7.13	0.01
COMCAST SPCL:	38.28	0.64	JDSU:	2.15	0.00
GCI:	12.91	0.36	LEVEL 3:	5.11	0.00
KNOLOGY:	10.46	0.03	LUCENT:	2.33	0.04
LIBERTY CAPITAL:	87.98	1.33	MICROSOFT:	28.22	0.68
LIBERTY GLOBAL:	26.33	0.19	MOTOROLA:	25.58	0.55
LIBERTY INTERACTIVE:	21.16	0.13	NDS:	42.49	(0.21)
MEDIACOM:	7.82	0.23	NORTEL:	2.17	0.00
NTL:	26.02	0.87	OPENTV:	2.82	0.01
ROGERS COMM:	52.76	0.57	PHILIPS:	35.53	0.40
SHAW COMM:	28.40	(0.12)	RENTRAK:	11.38	0.04
TIME WARNER:	19.24	0.12	SEACHANGE:	8.59	0.06
WASH POST:	752.90	0.16	SONY:	39.05	0.41
PROGRAMMING					
CBS:	28.32	(0.29)	SPRINT NEXTEL:	17.89	0.39
CROWN:	4.45	(0.01)	THOMAS & BETTS:	51.76	1.55
DISCOVERY:	14.70	0.05	TIVO:	6.65	0.01
EW SCRIPPS:	49.17	0.35	TOLLGRADE:	9.33	0.11
GRUPO TELEvisa:	22.95	0.01	UNIVERSAL ELEC:	20.95	0.96
INTERACTIVE CORP:	29.43	0.40	VONAGE:	7.21	0.13
LODGENET:	19.08	0.52	VYYO:	4.40	0.38
NEW FRONTIER:	8.84	0.07	WEBB SYS:	0.05	0.00
OUTDOOR:	12.25	0.60	WORLDGATE:	1.41	(0.07)
PLAYBOY:	10.32	0.41	YAHOO:	24.12	(0.12)
UNIVISION:	34.84	0.05	TELCOS		
VALUEVISION:	11.85	0.18	AT&T:	33.60	0.64
VIACOM:	39.00	0.93	BELLSOUTH:	44.28	0.84
WWE:	16.89	0.40	QWEST:	8.27	0.08
TECHNOLOGY					
3COM:	5.12	0.15	VERIZON:	36.99	0.39
ADC:	15.59	0.39	MARKET INDICES		
ADDVANTAGE:	4.20	0.01	DOW:	11947.70	95.57
AMDOCS:	39.84	(0.34)	NASDAQ:	2346.18	37.91
AMPHENOL:	65.36	1.35			
ARRIS GROUP:	12.40	0.11			



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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

G4 Checks In

Guests at **The Block** hotel in Lake Tahoe, CA, may opt for room amenities including a stripper pole, a beer-proof floor or a Feng Shui motif. And all are greeted with a Pabst Blue Ribbon upon arrival. Utile technology such as video game consoles, home theater systems, and HSD service is prominent throughout the compound. The targeted snowboarding clientele and its attendant culture perpetuate babes and bacchanalia. In short, The Block is a Shangri-La for young males. And it will soon be the centerpiece of **G4's** 1st foray into reality TV. "This felt like a natural fit to what we are doing," said G4 pres *Neal Tiles*. "The core G4 tenet is to bring guys behind-the-scenes access to things they are interested in, and The Block is going out of its way to do that." 6-10 eps have been greenlit for a Jan debut, when pro snowboarders, parking lot jams and raucous winter parties will be unleashed on the net. "After Thanksgiving, you can't throw a stick here and not hit a pro rider," said hotel co-founder *Liko Smith*, who was drawn to the project's mission alignment. "The 18-35 male demo--that's us all day long. And G4's edgy, off-the cuff approach to the market is very similar to ours," Smith said. The show aims to provide an unvarnished and authentic view of the staff, clientele and events that define a season at surely one of Lake Tahoe's most progressive lodges. "We are not trying to create drama where there isn't any," Tiles said. "The show will not be contrived; it will be fascinating to see where the personalities go." Providing a reality concept for the genre's sake was never the goal, he said. Reality at The Block simply provides a relevance to G4's audience that fits as snugly as snowboarding boots. Let the fun begin. *CH*

Highlights: "Going to Pieces: the Rise and Fall of the Slasher Film," tonight, 9, **Starz**. Good work from Starz; an in-depth look at horror flicks. — "Into the Fire," tonight, 8, **History**. One of the most emotional pieces we've seen on History and a fitting tribute to some courageous people. *SA*

Worth a Look: "Jacob & Joshua," Mon, 10pm, **Logo**. Twin brothers trying to make it in the music biz; one is a partier, the other is cautious, both are gay and their religious parents don't know it. — "A Journey of Spirits," part I, Sun, 7am, **Hallmark**. Fine film about Jewish composer and iconoclast *Debbie Friedman*; amazing, one week on the job, and *Henry Schleiff* gets a Jewish film on **Hallmark** (just kidding, Henry). — "After Innocence," Thurs, 8:25pm, **Showtime**. You've seen this story on **Court**; people exonerated by DNA evidence after serving years in jail. Still, a well-done story that merits re-telling. — "Moments That Changed Us: John Glenn." Sun, 8pm, **AmericanLife**. *Glenn's* heroics in '61 as America's 1st person in space can't be debated, but he cites his wife for her courageous fight against stuttering. — "Haunted Prison," tomorrow, 9pm, **SciFi**. Not destined to be a classic of the horror genre, but a good prep for Halloween. *SA*

Basic Cable Rankings (10/02/06-10/08/06)

Mon-Sun Prime

1	ESPN	3.5	3248
2	DSNY	2.5	2202
3	TNT	2.1	1903
4	USA	2	1869
5	TOON	1.3	1179
6	FOXN	1.2	1062
7	NAN	1.1	1039
7	TBSC	1.1	1020
9	LIFE	1	935
9	FX	1	932
9	HGTV	1	894
9	HALL	1	747
13	SCIF	0.9	811
13	A&E	0.9	793
13	CMDY	0.9	786
13	HIST	0.9	778
17	SPK	0.8	749
17	MTV	0.8	740
17	AMC	0.8	701
17	CORT	0.8	683
17	TVLD	0.8	676
22	DISC	0.7	681
22	TLC	0.7	654
22	CNN	0.7	639
22	ESP2	0.7	623
26	VH1	0.6	564
26	FAM	0.6	563
26	FOOD	0.6	538
26	BRAV	0.6	475
26	BET	0.6	463
26	LMN	0.6	292
32	APL	0.5	450
32	SOAP	0.5	286
34	EN	0.4	377
34	MSNB	0.4	372
34	TTC	0.4	309
34	WGNC	0.4	294
34	NGC	0.4	223
39	HLN	0.3	269
39	CMT	0.3	234
39	TVGC	0.3	229
39	GSN	0.3	211
39	SC	0.3	194
39	OXYG	0.3	177
39	TDSN	0.3	174
39	NKTN	0.3	125

*Nielsen data supplied by ABC/Disney

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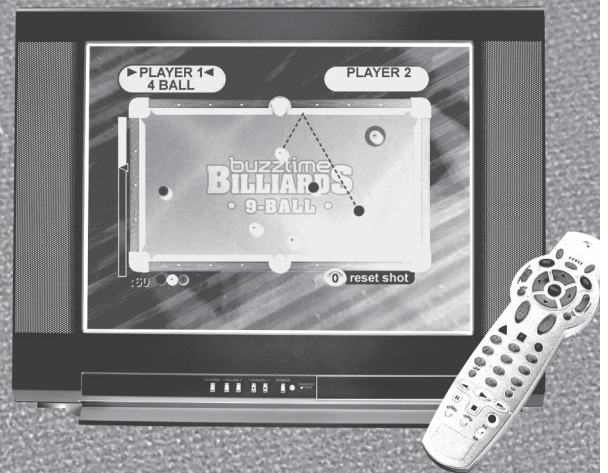
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CableFAX Leaders Retreat

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November 1–3, 2006
Ritz-Carlton South Beach, Miami

Confirmed VIP Attendees as of October 3rd:

Atlantic Broadband – CEO, President & COO
Balfour Associates Inc. - Chairman
Bend Cable Communications LLC - President & CEO
Bresnan Communications, Inc - EVP Operations
Buford Media Group, LLC – CEO, President & COO
Cequel III -Suddenlink - President & CEO, SVP Programming
Cole, Raywid & Braverman, LLP - Partner
Comcast Cable - EVP
Fleischman & Walsh LLP - Partner
IMA-Int'l Media Advisors - Principal
Millennium Digital Media - SVP, Prog. & Product Dev.
NCTC - President & CEO, SVP Programming
NCTA - President & CEO
New Wave Communications - President
October Strategies, Inc. - Partner
SCTE - President & CEO
Time Warner Cable - EVP of Programming
Wave Broadband - CEO
WindBreak Cable - President & CEO

Schedule of Events

Wednesday, November 1st:

12:00pm – 3:00pm
Registration
3:00pm – 5:00pm
Industry Leaders Forum
7:00pm – 10:00pm
Dinner at Vizcaya

Thursday, November 2nd:

8:00am – 11:30am
Industry Leaders Forum
Breakfast
12:00pm – 4:30pm
Choice of Golf Tournament,
Spa, Tennis or Everglades
7:00pm – 10:00pm
Dinner

Friday, November 3rd:

8:00am – 11:00am
Industry Leaders Forum
Breakfast

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For attendance or sponsorship contact:

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