

CableFAX Daily™

Wednesday — October 13, 2010

What the Industry Reads First

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Game On: Cablevision Asks Fox for 'Fair' Agreement

Cablevision is silent no more, sending **Fox** affil sales pres *Mike Hopkins* a letter Tues balking at Fox's Oct 5 proposal for retrans consent. Saying Fox rejected CVC's Sept 21 offer, Cablevision programming chief *Mac Budill* wrote that Fox's offer is more than the MSO pays all other NY-area broadcasters combined. "Surprisingly, you made clear to me that this was a non-negotiable offer—that 'this is it,'" his letter said, calling on Fox to reconsider its offer or return to the negotiating table. Cablevision is also asking **News Corp** to refrain from pulling Fox 5 and My 9 and work to reach an agreement. "In a difficult economy, it is unfair and wrong for News Corp to demand huge fee increases from Cablevision customers for Fox's channel 5 and My9 and then threaten to pull the plug if they don't get what they want," a Cablevision spokesperson said. "Cablevision already pays News Corp \$70mln every year for its channels, and now News Corp. wants more than \$150 million a year for the exact same programming. We call on the executives of News Corp. to stop threatening to pull the plug and instead negotiate a fair agreement." Cablevision stands to lose the Fox O&O and My Network TV signals in its footprint at 12:01am Sat if a new agreement is not reached. Fox began a marketing campaign in Sept warning that subs could lose the stations as well as **Fox Deportes**, **Nat Geo Wild** and **Fox Business**. Cablevision has been mum publicly until Tues, while Fox has been running ads and its KeepFoxOn.com Website for several weeks. Fox could not be reached for comment at our deadline, but it has said the compensation it's seeking is "entirely reasonable," arguing that it's asking just a fraction of the \$4-\$5 ESPN receives. "The bottom line is that the Fox stations feature some of the nation's most-watched programming with shows such as 'American Idol,' 'House,' 'Glee,' and 'The Simpsons,' as well as the most compelling sports on television with the National Football League, Major League Baseball, and NASCAR. The price FOX is asking for as compensation for all this value is extremely reasonable," Fox said on its Website.

Ratings Clout: In recent days, the Yankees' *Derek Jeter* had a presence on **TBS** as a **MLB** playoffs participant, and in NY-area print ads used by **Fox** to highlight how **Cablevision** subs may miss out on the broadcast net's **NFL** and **MLB** programming this weekend if a new carriage agreement isn't reached before Sat (*Cfax*, 10/12 and see above). That double duty helps to underscore the power of sports in the cable universe. Jeter's club drove TBS to cable-topping ratings last week, and Fox is also using some affected pro franchises tied to its RSNs as leverage in ongoing distribution negotiations with **DISH**. At bat first, though, is the early performance of TBS' playoff coverage. Though down slightly YOY through 14 games, 9 of them and 1 related highlight/news block accounted for half of the top 20 cable telecasts last week and helped the net beat all others in prime with a 3.1/3.11mln. And perhaps more importantly, the net also moved to the leadoff spot on the 6am-11pm ratings list—ahead of time period stalwarts **Nick** and **Disney Channel**—ostensibly aided by the afternoon starts of some of its MLB games. Meanwhile, it should come as no surprise that **ESPN's** MNF franchise ruled prime cable again last week with a 10.4/10.40mln, or that its consistent strength helped the net trail only TBS in prime delivery. It has contributed to the NFL's record-setting overall ratings so far this season as well, a pace certainly not lost on Fox's

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ad sales div—or its distribution team. The latter squad is using other pro leagues/players to help spread its word too. NY Giants QB *Eli Manning* joined Jeter in the aforementioned ads aimed at CVC subs, and vis a vis DISH, **NHL** and **NBA** franchises such as the L.A. Kings and L.A. Clippers haven spoken up on behalf of FSNs. Partners of **Fox Sports West**, both teams' are using their Website to address the net's darkness on DISH—and therefore many related games—through messages highlighting alternative video providers.

On the Hill: A GAO report backs up the National Broadband Plan, finding that 7 countries studied have taken similar actions to up deployment and adoption. All 7—Canada, France, Japan, the Netherlands, South Korea, Sweden and the UK—have instituted some type of broadband plan, and all have achieved higher levels of either broadband deployment or adoption than the US as of 4Q09. “GAO’s report confirms once again the importance of the National Broadband Plan. [House Communications subcmte chmn Rick] Boucher and I stand ready to assist the **FCC** as the Commission works to implement the Plan, and we hope this GAO report will be useful,” said **House Commerce** chmn *Henry Waxman* (D-CA).

Comcast-NBCU: ACA continues to push for its proposed conditions on a **Comcast-NBCU** deal, telling the **FCC** Tues that its proposals narrowly target the transaction-specific harms. The group’s recommendations include requiring the jv to sell **NBC** O&Os and RSNs on a standalone, non-bundled basis to all pay-TV distributors. ACA said it believes the conditions FCC placed on **News-DirecTV** and **Comcast** and **Time Warner Cable’s Adelphia** purchase aren’t relevant to addressing the “horizontal harms” it feels are posed by the Comcast transaction. Among other things, ACA wants baseball-style commercial arbitration to be applied to all of Comcast-NBCU’s national cable nets and the jv to be prohibited from requiring any provider with 125K video subs or less to pay a fee for an NBC station or RSN that is 5% greater than the lowest fee paid by any other distributor for the market’s NBC station or area RSN.

Advertising: **Comcast Spotlight’s** iTV ad platform is now available to advertisers in more than 30 US markets (10mln+ homes), with more than 160 advertisers having run 340+ RFI-enabled ad campaigns to date. Spotlight said its expanding iTV lineup includes “Remind Record,” which is an overlay on a commercial that provides info about an upcoming program. It’s also beginning a companywide rollout of its VOD telescoping app that lets viewers immediately begin watching a VOD program related to the content advertised or to bookmark that VOD program to watch later.

Ratings: **The Hub** left **Discovery Kids’** comparative ratings in the dust after taking over the channel spot Sun. Led by top performer “Family Game Night,” The Hub’s Sun premiere featured a quadruple-digit HH delivery gain in prime versus the prior Sun and a triple-digit HH increase in total day. Total viewers in prime jumped 2,122%, in total day 650%. The Hub is wasting no time ramping up, coming in with a 3-night *Taylor Swift* special beginning Oct 22 at 7pm ET. “Journey to Fearless”

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*The Nielsen Company, cable coverage universe estimates, Households, September 2010



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.

Deadline: November 5, 2010 • Enter Online: www.CableFAX.com/BOW • Event: Spring 2011

Enter as many categories as you like, but please tailor your entry to the category you are entering.

Campaign Categories:

- Ad/Series of Ads
- Blog or Series of Blogs
- Community/Social Networking
- Contest/Online Games
- Corporate Social Responsibility/ Education
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence - Overall
- Editorial Excellence - Special Section
- Email Newsletter/s
- Smartphone App

- Tablet App
- Original Content
- Podcast or Videocast
- Social Media Campaign
- Supplemental Web Content
- Use of Facebook
- Use of Twitter
- Use of Geo-Location (FourSquare, Gowalla, etc)
- Use of Video
- Virtual Tradeshow or Online Event
- Web Site Design
- Web Site Redesign

People Awards:

- Blogger/Tweeter/Social Networking Facilitator
- Digital Executive (Below VP)
- Digital Hot List (VP and above)
- Video Editor/Producer
- Web Content Director
- Other (please enter an executive who is successfully leading your organization's digital initiatives)

Best Websites:

- Cable Network - Small and Mid-Size (Fewer than 50mIn subs)
- Cable Network - Large (More than 50mIn subs)
- Regional/Local Programmers
- Technology and other Vendors

Category definitions, FAQs, a list of last year's winners, and to enter online at www.CableFAX.com/BOW

Compiling Your Entry (Visit www.CableFAX.com/BOW for full details)

What to Send

At the beginning of your 2-3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

Supporting Materials

- URL/Web address(es) • Clippings • Photographs • Magazines • E-letters • Newsletters • Testimonials • Print-outs of Web Pages

How To Enter: Use this form or visit www.CableFAX.com/BOW for additional category information and to enter online.

Mary Lou French
CableFAX's Best of the Web Awards
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Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): _____

Company and/or Client: _____

Contact Name of person submitting entry Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

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Email Address (Required): _____

Entry Fees

- Primary entry: \$300 each \$300 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$175 each \$175 each \$ _____
 - Late entry fee: \$175 per entry \$175 each \$ _____
- (for entries sent between Nov. 5, 2010 and Nov. 12, 2010)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after Nov. 5, 2010.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

- Check (payable to Access Intelligence/CableFAX) Money Order
 - Mastercard Visa Discover American Express
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Entry fees are not refundable.
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The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

Questions? Contact Awards Coordinator Mary Lou French at 301-354-1610; mfrench@accessintel.com.
Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com or Amy Abbey at 301-354-1629; aabbey@accessintel.com.

BUSINESS & FINANCE

details the singer's overcoming insecurities and other issues.

Programming: *Heidi Klum* is the new *Art Linkletter*? Maybe so. **Lifetime** ordered unscripted series "Seriously Funny Kids" (wt), which features Klum interviewing children. -- It's official. *Andy Richter* will team up with *Conan O'Brien* when his new late night series bows Nov 8 (11pm ET) on **TBS**. -- **BBC America** acquired 2 new US premieres: "Ramsey's Best Restaurant," *Gordon Ramsey* looks to award the title in the UK; and "Oz and James's Big Wine Adventure," wine expert attempt to educate beer drinker *James May* of "Top Gear." Both bow on the net this winter. -- **Bravo** expanded its development slate to include hair stylist series "Dean's List" (wt), a project from celebrity fashion designer/"Project Runway" alum *Chris March*, celeb chef series "Roblé & Co" (wt) and "Thicker than Water," (wt) which gives viewers a look at a tight-knit, multi-generational family.

People: **Speed** tapped *Patti Wheeler* as evp, programming and prod, effective Nov 1. -- **SeaChange** appointed *Tammy Snook* as vp, comm.

Business/Finance: **Starz Media** inked a deal to sell for an undisclosed amount its **Film Roman** animation studio to a group led by former Roman pres *Scott Greenberg*. -- **Lionsgate** proposed a merger with **MGM**, 1 of its *Epix* partners, and with large positions in both LGF stock and MGM debt, *Carl Icahn* supports the proposal.

CableFAX Daily Stockwatch

Company	10/12 Close	1-Day Ch	Company	10/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	42.19	0.06	ARRIS GROUP:	9.82	0.17
DISH:	19.47	(0.18)	AVID TECH:	13.60	(0.13)
DISNEY:	34.48	(0.09)	BIGBAND:	2.99	(0.02)
GE:	17.19	0.23	BLNDER TONGUE:	2.40	0.00
NEWS CORP:	15.76	0.08	BROADCOM:	36.73	0.35
MSOS					
CABLEVISION:	26.78	0.36	CISCO:	22.62	0.15
CHARTER:	32.90	0.05	CLEARWIRE:	6.75	0.00
COMCAST:	18.02	0.00	COMMSCOPE:	22.44	0.15
COMCAST SPCL:	17.07	0.03	CONCURRENT:	6.40	0.01
GCI:	9.92	(0.02)	CONVERGYS:	11.24	0.03
KNOWLOGY:	14.46	0.12	CSG SYSTEMS:	18.73	(0.05)
LIBERTY CAPITAL:	54.89	0.73	ECHOSTAR:	19.40	0.02
LIBERTY GLOBAL:	32.04	0.13	GOOGLE:	541.39	2.55
LIBERTY INT:	14.34	0.04	HARMONIC:	7.05	0.03
MEDIACOM:	6.98	0.07	INTEL:	19.77	0.21
SHAW COMM:	22.27	(0.05)	JDSU:	12.51	0.17
TIME WARNER CABLE:	56.06	(0.1)	LEVEL 3:	0.87	0.01
VIRGIN MEDIA:	23.91	0.08	MICROSOFT:	24.83	0.24
WASH POST:	420.64	0.53	MOTOROLA:	8.13	(0.16)
PROGRAMMING					
CBS:	17.90	0.39	RENTRAK:	27.55	(0.67)
CROWN:	2.55	0.06	SEACHANGE:	7.79	0.08
DISCOVERY:	43.49	0.28	SONY:	31.89	(0.35)
GRUPO TELEVISIA:	21.76	0.08	SPRINT NEXTEL:	4.59	0.13
HSN:	31.12	0.29	THOMAS & BETTS:	43.53	0.03
INTERACTIVE CORP:	26.09	(0.54)	TIVO:	10.28	0.06
LIBERTY:	39.48	0.65	TOLLGRADE:	7.37	0.13
LIBERTY STARZ:	65.78	0.21	UNIVERSAL ELEC:	20.50	0.01
LIONSGATE:	7.34	(0.14)	VONAGE:	2.60	(0.06)
LODGENET:	2.48	(0.01)	YAHOO:	14.43	0.02
NEW FRONTIER:	1.76	(0.01)	TELCOS		
OUTDOOR:	5.97	(0.02)	AT&T:	28.39	0.07
PLAYBOY:	5.37	(0.02)	QWEST:	6.37	0.04
SCRIPPS INT:	47.64	0.14	VERIZON:	32.54	(0.49)
TIME WARNER:	31.07	(0.38)	MARKET INDICES		
VALUEVISION:	2.33	0.02	Dow:	11020.40	10.06
VIACOM:	41.38	0.18	NASDAQ:	2417.92	15.59
WWE:	13.79	0.07	S&P 500:	1169.77	4.45
TECHNOLOGY					
ADC:	12.71	0.04			
ADVANTAGE:	3.08	0.16			
ALCATEL LUCENT:	3.61	0.01			
AMDOCS:	29.46	0.08			
AMPHENOL:	49.28	(0.04)			
AOL:	24.33	(0.33)			
APPLE:	298.54	3.18			

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» Being Disruptive Online
With Targeted Advertising

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Social Media Tactics



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