

# CableFAX Daily™

Thursday — October 15, 2009

What the Industry Reads First

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## Green Patrol: Cable Examining Everything from Composting to Direct Mail to Help Planet

More and more companies, including those in cable, are working to improve their eco-friendliness—from greener set-tops that use less power to environmental workplace modifications. **Cox** is an eco-warrior leader, with parent **Cox Ent** setting a goal to reduce the entire company's carbon footprint by an additional 20% by '17. Since '00, Cox Ent has already reduced its energy consumption by 10% while growing at an annual rate of 12%. The key to Cox's success has been employee involvement. That's well illustrated by Cox's New England system, whose employees came up with the idea of a composting program in its cafeteria. It's a full-cycle program, with Cox buying back the mulch that's produced. "Between composting and recycling, we've diverted about 90% of the waste stream from the cafeteria that used to go to the landfill," said *Brad Shipp*, vp, of IT, facilities and risk mgmt in New England. Not only has the program won an internal award from Cox, but the **RI Dept of Environmental Mgmt** uses the facility as a reference site for other companies, with Cox frequently offering tours. Proving that what's good for the environment can be good for the bottom line, Shipp said its CPE recycling program makes close to \$1mln/year while diverting roughly 200 tons of stuff from going to the landfill. Next up for New England, achieving LEED green building certification for its existing 140K-sq-ft call center. That's a process **Discovery Communications** is quite familiar with. The programmer behind Planet Green achieved LEED platinum status for its Silver Spring, MD, HQ in '08. At that time, it was 1 of only 9 existing LEED platinum buildings in the US. Since introducing "Planet Green at Work" initiatives, the company has seen a 26% reduction in energy consumption. Components include tanks in the parking garage that collect rainwater to water plants. About two years ago, **Time Warner Cable** convened a sr-level, green committee, headed by COO *Landel Hobbs*. The initial focus has been on 3 main areas: fleet management & smart routing, paperless opportunities and power usage & recycling. Real progress is being made, according to vp, public affairs *Bonnie Hathaway*. In Jan, 64% of new vehicles were purchased in compliance with new, greener TWC recommendations. That number jumped to 100% compliance in Aug, Hathaway said. One of the areas TWC is now closely looking at is direct mail, where it has a huge footprint. "We're looking at ways to segment our direct mail marketing pieces so they're much more efficient, so it's not just a shotgun approach out to everybody with all messages," she said. "We're also looking at our paper suppliers to make sure that we are dealing with printers who use paper from sustainable forests,

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soy ink and use good environmental practices. We think we have an opportunity to be a leader in this whole greening direct mail movement.” And targeting those mailings better also makes good business sense—something consistently said by those practicing green business.

**Mobile Broadband:** The shroud has finally been lifted from the specific 4G mobile broadband plans of **Time Warner Cable**, which will launch a **Clear**-based service Dec 1 in Charlotte, Greenboro and Raleigh, NC. Under the **Road Runner Mobile** banner, the service’s pricing will range from \$35/month for the MSOs triple-play subs with price lock guarantee to \$80/month for Road Runner Standard or Turbo customers purchasing a plan that also features national use over a 3G network. Customers can also choose between unlimited use and capped usage up to 2GB. The MSO plans to bow 4G services in Dallas and Honolulu in the coming months.

**Advertising: Comcast Spotlight** in CA and **Time Warner Cable** are working with Web-based video and TV ad solution **SpotMixer**, which helps local businesses advertise more efficiently and cheaply. -- Mid-’10 will bring success from advanced TV ads such as **Project Canoe**, according to **Parks Associates**, with US rev to top \$130mln by Dec ’10. Then, the rev total will mushroom to \$4bln by ’14, accounting for nearly 12% of total cable, DBS, and telco TV ad rev. -- **NBCU** launched company-wide initiative “Healthy at NBCU,” aimed at connecting consumers, employees and marketers with its health and wellness content. As the initiative’s charter sponsor, **Campbell Soup** will sponsor *Dr. Nancy Snyderman’s* show on **MSNBC**.

**At the Portals:** The **FCC’s** much maligned electronic filing system has been upgraded and enhanced. The changes will be presented at a public forum at FCC HQ, Fri, 9:30-11am. New features include full Section 508 compliance, the ability for users to file multiple docs to multiple rulemakings in a single submission, advanced search and RSS feeds. -- **Public Knowledge** isn’t buying **MPAA’s** claims that selectable output controls on set-tops would improve movie windows by easing concerns over theft. “Rather than shed crocodile tears for the poor shut-ins and busy parents who must either subscribe to **Netflix** to get the earlier window or wait a whole thirty days, MPAA’s members could simply negotiate a shorter release window,” said a PK letter Wed to **FCC** Media Bureau chief *William Lake*. The group rejects the theft concern, pointing to testimony that illegal copies of films are being posted on or before the theatrical opening, and claims that 25mln consumers would need to purchase new equipment for the movies if MPAA’s request is granted. -- The **FCC** on Wed mailed Equal Employment Opportunity audit letters to 57 randomly selected cable ops. Each year, approximately 5% of all broadcast stations and MVPDs are selected for these random EEO audits. Find out if any of your systems are on the list by visiting [www.fcc.gov](http://www.fcc.gov).



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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.

**Deadline: December 4, 2009 • Enter Online: www.CableFAX.com/BOW • Event: April 2010**

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

**Campaign Categories:**

- Ad/Series of Ads - Programmers/MSOs
- Ad/Series of Ads - Brands
- Blog or Series of Blogs
- Corporate Social Responsibility/Education
- Digital Customer Service
- Digital PR Campaign
- E-commerce
- Email Newsletter/s
- Games
- Mobile Application (iPhone, Blackberry, Palm Pre, etc)
- Online Community
- Original Content
- Podcast or Videocast
- Social Media Campaign
- Supplemental Web Content
- Use of Twitter
- Video: Overall Use of Video
- Web Marketing Campaign
- Web Site Design
- Web Page/Section Design

**People Awards:**

- Blogger/Tweeter/Social Networking
- Facilitator
- Digital Executive
- Digital Hot List
- Online Marketing Executive
- Video Editor/Producer
- Web Content Director
- Web Designer
- Web Research/Analytics Executive
- Other (please enter an executive who is successfully leading your organization's digital initiatives)

**Best Websites:**

- Cable Associations
  - Independent Operators
  - Cable Network - Small and Mid-Size (Fewer than 50mIn subs)
  - Cable Network - Large (More than 50mIn subs)
  - MSOs and Systems
  - 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](http://www.CableFAX.com/BOW)

**Compiling Your Entry** (Visit [www.CableFAX.com/BOW](http://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](http://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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**Deadline:** December 4, 2009  
**Late Deadline:** December 11, 2009  
**Event:** April 2010

**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: \_\_\_\_\_  
Telephone of Contact: \_\_\_\_\_ Fax of Contact: \_\_\_\_\_  
Email Address (Required): \_\_\_\_\_

**Entry Fees**

- Primary entry: \$290 each \$290 each \$ \_\_\_\_\_
  - Secondary entry of same campaign\*\* into one or more categories: \$150 each \$150 each \$ \_\_\_\_\_
  - Late entry fee: \$150 per entry \$150 each \$ \_\_\_\_\_  
(for entries sent between Dec. 4, 2009 and Dec. 11, 2009)
- Total \$ \_\_\_\_\_

**Payment Options**

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\* Payment in full must accompany the entry.  
\*\* If entering more than one category, please submit separate entry forms.

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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 Saun Sayamongkhun at 301-354-1610; [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com).  
Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com).

# BUSINESS & FINANCE

**Show Biz:** Showtime's *Matt Blank* and Time Warner Cable's *Glenn Britt* will co-chair the 59th annual **Cable Show**, May 11-13, L.A. It marks the 1st time the show has been in L.A. since '96. A preliminary sked is available online at: 2010.thecableshow.com.

**Technology:** **DigitalSmiths** launched **VideoSense for TV Everywhere** programmers. The product offers content owners access to entitlement rights mgmt, enhanced time-based meta-data mgmt, dynamic clip creation and distribution, advanced ad cue mgmt and multi-language support.

**People:** **Hasbro Studios** appointed *Lisa Licht* gm and *Linda Steiner* chief, girls and preschool programming. -- **Time Warner Cable** named *Scott Miller* and *Rick Whaley* vps, technical ops, Northeast OH and Western PA.

**Business/Finance:** At press time, there was no word out of Paris, where **Vivendi's** board was expected to discuss plans for its 20% stake in **NBCU**. -- *Sumner Redstone's National Amusements* announced plans for concurrent underwritten offerings of company-owned shares of **Viacom** and **CBS**. Gross proceeds of approx \$600mln are expected from the Viacom sale, \$345mln from CBS. Natl Amusements will retain in excess of 75% of the voting control of each company. -- **AT&T** received DOJ approval for its \$944mln purchase of **Centennial Comm**, but as a condition must sell assets in parts of LA and MS because of potential harm to consumers in those areas.

## CableFAX Daily Stockwatch

Company	10/14 Close	1-Day Ch	Company	10/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	36.56	(0.42)	AMPHENOL:	41.29	2.93
DIRECTV:	26.72	0.13	APPLE:	191.29	1.27
DISH:	19.17	(0.31)	ARRIS GROUP:	11.78	0.16
DISNEY:	28.91	0.50	AVID TECH:	15.12	0.24
GE:	16.84	0.45	BIGBAND:	4.39	0.03
NEWS CORP:	14.68	0.39	BLNDER TONGUE:	1.23	0.06
<b>MSOS</b>					
CABLEVISION:	24.00	0.26	BROADCOM:	31.04	0.83
COMCAST:	15.36	0.00	CISCO:	24.38	0.49
COMCAST SPCL:	14.65	0.07	CLEARWIRE:	7.97	0.08
GCI:	6.62	0.09	COMMSCOPE:	29.72	1.87
KNOWLOGY:	10.90	(0.07)	CONCURRENT:	4.54	0.11
LIBERTY CAPITAL:	21.88	0.26	CONVERGYS:	11.07	0.07
LIBERTY ENT:	30.50	0.04	CSG SYSTEMS:	16.23	0.17
LIBERTY GLOBAL:	22.73	0.29	ECHOSTAR:	19.81	0.28
LIBERTY INT:	12.12	0.24	GOOGLE:	535.32	9.21
MEDIACOM:	5.33	0.10	HARMONIC:	6.81	0.32
RCN:	9.49	0.08	INTEL:	20.83	0.34
SHAW COMM:	19.28	0.14	JDSU:	7.08	0.21
TIME WARNER CABLE:	41.52	0.11	LEVEL 3:	1.41	0.00
VIRGIN MEDIA:	14.31	0.57	MICROSOFT:	25.96	0.15
WASH POST:	475.79	5.72	MOTOROLA:	8.41	0.18
<b>PROGRAMMING</b>					
CBS:	12.52	0.37	OPENTV:	1.56	(0.01)
CROWN:	1.83	(0.02)	PHILIPS:	28.14	0.97
DISCOVERY:	30.38	0.33	RENTRAK:	17.85	0.18
EW SCRIPPS:	8.13	0.45	SEACHANGE:	7.97	0.14
GRUPO TELEVISA:	19.39	0.33	SONY:	28.56	0.36
HSN:	16.62	0.01	SPRINT NEXTEL:	3.57	0.16
INTERACTIVE CORP:	19.04	(0.1)	THOMAS & BETTS:	31.31	0.42
LIBERTY:	35.81	1.04	TIVO:	10.76	0.14
LODGENET:	7.36	(0.03)	TOLLGRADE:	5.66	(0.33)
NEW FRONTIER:	2.03	0.00	UNIVERSAL ELEC:	21.07	0.57
OUTDOOR:	6.52	(0.11)	VONAGE:	1.66	(0.05)
PLAYBOY:	3.70	0.13	YAHOO:	16.95	0.07
RHI:	2.95	0.07	<b>TELCOS</b>		
SCRIPPS INT:	38.46	0.70	AT&T:	25.83	(0.07)
TIME WARNER:	30.66	0.06	QWEST:	3.69	(0.12)
VALUEVISION:	3.76	0.24	VERIZON:	28.94	(0.08)
VIACOM:	30.58	0.49	<b>MARKET INDICES</b>		
WWE:	13.67	(0.14)	DOW:	10015.86	144.80
<b>TECHNOLOGY</b>					
3COM:	5.84	0.14	NASDAQ:	2172.23	32.34
ADC:	7.28	0.24			
ADVANTAGE:	2.22	(0.04)			
ALCATEL LUCENT:	4.91	0.17			
AMDOCS:	26.21	0.38			

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## Think about that for a minute...

### Smart Pipes

There's no such thing as a "dumb pipe" in the telecommunications business, or in most other infrastructures, for that matter. It's time we put that absurd term to rest.

The FCC is now initiating the formal debate over what has erroneously been dubbed "network neutrality." Most folks, including the FCC Commissioners, already know that the cable ISP network operators all support an open network with no restrictions on consumer access and use of all legal web sites. This is not an issue of the networks



**Steve Effros**

not being "neutral" when it comes to access. It's a question of network management. How you keep the network, the "pipe," running properly and efficiently.

This same issue confronts any infrastructure with a "pipe." There has to be intelligent use and control of that pipe or it won't work properly for anyone.

Consider oil pipelines. If the network manager doesn't control when different formulations of oil are pumped through the pipe they will improperly mix and everyone will lose.

Consider the telephone system—the "twisted pair" pipe. If anyone can send any type of electrical signal down that pipe it could totally disrupt voice traffic. During emergencies if some traffic is not shunted to the side so emergency responders can get priority for communications the system has failed. If too much traffic jams the network at one time it will collapse. After all, most telephone systems, at least until now, were designed assuming no more than ten percent of those on the system would, on average, use it at the same time. Use has to be managed.

The infrastructure cannot be made infinitely large to satisfy "100 percent" of the use, either, because by the nature of the beast, particularly in telecommunications, use will always fill whatever the available size of the vessel is.

In Hong Kong they have built a total fiber optic, massive bandwidth infrastructure. They have also had to impose network management restrictions on "P2P" use because it is designed to fill up whatever the available bandwidth is.

There's no getting around it; network management is a necessary and important part of any properly functioning system. A "dumb pipe" without carefully administered network management would simply clog up and inevitably fail. If the network is used for purposes not originally intended by the designers, great thought and care has to be given to assure that those new uses will not interfere or restrict the original purpose of the network, and will not change the economic basis upon which the network was built to the point where the network itself, or the construction of any new network, is thereby threatened.

This is not easy stuff. The FCC is right in initiating a broad investigation of the entire issue, although I would have preferred they have a "Notice of Inquiry" prior to assuming new rules were needed and immediately issuing a "Notice of Proposed Rulemaking" as they apparently intend to do. But it is encouraging that the broad questions are being asked, and there is little indication that those looking at new approaches seriously believe the telecommunications infrastructure can be reduced to being a "dumb pipe."

The power grid, which we have now finally realized needs to be made "smart" if we are to deal with our future electric needs, offers a good object lesson. We need our privately financed and maintained infrastructure pipes to be smarter, not dumber. Fair, yes. Non-discriminatory, in a consumer and antitrust sense, sure. But also competitive, flexible and responsive to practical economic business needs. In other words, smart, not dumb.

*Steve*

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