

# CableFAX Daily™

Thursday — October 19, 2006

What the Industry Reads First

Volume 17 / No. 203

## Big Gun: Outdoor Taking Aim at Distribution Targets

**Outdoor Channel's** board hopes to jumpstart distribution with its unanimous vote to replace co-pres/CEO *Andy Dale* with cable vet *Roger Werner*. "The last couple years, the channel has not grown as much as the board and shareholders would like to see," said Outdoor Holding CEO/chmn *Perry Massie*, who will turn over his title as CEO of the company to new pres Werner on Nov 10 (*Cfax*, 10/18). "Having [Werner] on board gives us a lot more credibility," he said. Dale, recipient of the '03 "Nicest Guy in Cable" *Faxie*, is said to be considering an advisory role. Massie described Dale as "agreeable and on board with the transition as far as I know. ... We're very appreciative of all the efforts that Andy has put forth over the last 15 years. It was just time for a transition." News of Werner's hiring immediately prompted chatter that Outdoor is going on the market, given his track record of building and selling nets like **Speedvision** (now **Speed Channel**) and **Outdoor Life** (now **Versus**). "My mission is not to sell the company," Werner said. Massie interrupted, saying that Werner's mission is to grow the channel to 40-50mln subs, and "then we'll probably be in better shape to sell the company." Werner's no stranger to Outdoor, having approached Massie a few years ago with private equity players contemplating a deal. "When Perry called this summer, it was sort of logical to reignite," he said. Distribution is Outdoor's biggest challenge, with the net stuck at around 28mln homes and fighting for broad carriage (ie, no sports tiers). The 2 promise Outdoor will hit the industry with an improved deal and incentives. "Cash up front, discounted rates and even equity in some cases—we're exploring all those options," Werner said. The new chief also wants to revamp Outdoor's content. "We're not talking about radical surgery here... but it can use some cosmetic changes—new id's, graphics, music," said Werner. He also wants to broaden the net's reach "a little" beyond hunting and fishing, with more general outdoor adventure and recreation programming (motorsports, camping, hiking). "We won't go all the way to where OLN was when I sold the business," he said. "It'll be more anchored in the traditional field and stream sports."

**TWC IPO:** Not everyone's going private. **Time Warner Cable** filed Wed for its highly anticipated IPO. The **SEC** filing didn't detail how many shares would be sold or when the IPO may take place. **Time Warner** won't make money off the IPO. Proceeds instead go to **Adelphia's** creditors, who took 16% of the company when the MSO was bought by Time Warner and **Comcast** in July (the creditors agreed to sell at least 1/3 of their stake; TW keeps an 84% stake in the cable biz and will have 90.6% voting control of the new company). The creditors' 16% stake was valued at \$5.5bln as of July 31, TW said. Shares will be listed under the ticker "TWC." The IPO should put Time Warner in a good spot to acquire more cable. "We firmly believe Time Warner will own a smaller piece of a larger cable company over the next 3-5 years," said a **Merrill Lynch** research note last week. -- Other nuggets in TW Cable's registration include that pres/CEO *Glenn Britt* earned \$5.3mln in salary and bonus last year.

**Sounding Off:** **Comcast** on Wed inked a partnership with **Brink's Home Security** to offer common customers more

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reliable and efficient integration of cable VoIP services and home security systems. The pair expects to launch the program initially in Chicago, Detroit and Indianapolis, and in 5 additional markets by year's end. A Comcast spokeswoman said the announcement seeks to ease concerns about integration of the technologies. "We are communicating clearly with this deal that cable IP-based phone service is compatible with home-based alarm systems, and to debunk the rumors that they are not," the spokeswoman said. Brinks and Comcast are also co-marketing their services to new and existing customers. Comcast is negotiating with other alarm companies for similar deals.

**Crying to the Bank:** Tom Freston walks away with about \$85mln following his ouster from **Viacom**, according to his Oct 16 separation agreement. That includes \$58.9mln in termination payments (including his annual salary and target bonus for '06 through June '09). Freston also gets \$7.4mln in deferred compensation and about \$5.7mln constituting the balance of his account under Viacom's excess 401K plan, as well as 90K restricted stock units valued at \$10mln. Freston has also opted to be an adviser to Viacom for 3 years; he'll be paid \$1mln per year for those services.

**Reaching Out to the Masses:** Insight CEO Michael Willner stopped by **BroadbandReports.com's** message boards this week to give speed junkies an update on the MSO's plans for raising data rates. The final testing phase will likely continue this month, with a goal to implement the increase next month (no word on how fast, but the Website expects about 10Mbps downstream). Upstream speeds will also see a "significant" increase, said Willner's post. The Insight chief also used a post-script to answer a burning question on the boards—what type of Internet service does he have at home: **Time Warner Cable's RoadRunner** with a newer generation **Linksys** wireless router. "All in all, I'm a happy camper," Willner wrote, after describing some of the speed fluctuations he experiences.

**Real Horror:** There was some real bloodshed at Sun's taping of the **fuse** "Fangoria Chainsaw Awards," honoring the best horror-themed movies and music. **Red Hot Chili Peppers** frontman **Anthony Kiedis** made things interesting for the photogs backstage by hurling his chainsaw and cement statuette 6 feet in the air. When it came down to earth, it cut the rocker's arm—with blood spurting in true horror movie fashion. Kiedis just sucked off the blood and went on partying. The awards air Oct 22 at 9:30pm on **fuse**.

**Deals:** **Bright House** will purchase **Suddenlink's** Bakersfield, CA, system (19K basic subs). Suddenlink acquired the subs last year from **Cox**. Federal and city officials still need to approve the deal. -- **Bloomberg TV** and the rest of the company aren't for sale. That was the message **Mike Bloomberg** delivered to employees in a quarterly video address yesterday. "While I have recently been approached by potential buyers of Bloomberg L.P., I have decided not to sell the company at this time," he said. "Although there will come a day—I hope later rather than sooner—when I or my estate will have to sell, I have complete confidence that the best days for the company still lie ahead."

**Earnings:** **Motorola** reached a preliminary deal with the **SEC** over its investigation into whether the vendor aided and abetted financial reporting violations by **Adelphia**. **S-A** agreed to a \$20mln settlement in June. Moto didn't provide details of the settlement. -- For 3Q, Motorola's Connected Home div saw sales increase 9% Y-over-Y to \$812mln, with a new record for set-top shipments (nearly 2.5mln). After close of the Q, Moto shipped its 50mlnth digital set-top. During 3Q, Motorola On Demand (aka **Broadbus**) set a quarterly record, shipping 57K video streams across 17 systems. Overall, Moto posted quarterly sales of \$10.6bln, below Street expectations (blame mobile phones and wireless network equip).



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# Tuesday Nights Never Looked So Good

New original series hosted by celebrity stylist **David Evangelista** and comedian **Daphne Brogdon** gives TV fans a look at what Hollywood is wearing and how to bring it home.

**TUESDAYS 8/7c**

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**Broadband:** Amazon.com announced that its "Unbox" digital video service now offers downloads (\$1.99/ep) of **Showtime** programming. Available series include "The L Word" and "Weeds." Amazon is also through Oct 25 promoting the pilot of "Dexter" with a 1 cent download fee. -- **CBS** and **YouTube** announced the launch of **CBS Brand Channel** at [www.youtube.com/cbs](http://www.youtube.com/cbs). The initial run of broadband video content includes clips from "Late Show with Dave Letterman" and "CBS News First Look with Katie Couric," and archival footage from the **NCAA** basketball tourney.

**Online:** **GameTap** and **AOL** unveiled a co-branded destination at [www.aol.com/gametap](http://www.aol.com/gametap), where original videos and 9 video games from GameTap are available for trial.

**Technology:** **Charter** is expanding availability of its triple-play services with a **Cisco** network based on IP NGN architecture. The network aims to enhance the customer experience, simplify the MSO's infrastructure, help with broadband speed increases, and support telephone service growth.

**Programming:** **A&E's** "Wedding Wars" (Dec 11, 9pm) will provide a comedic look at gay marriage, with stars including *John Stamos* and *James Brolin*. -- Baseball and Hall of Famer quote all-star *Yogi Berra* returns Thurs (8pm ET) to co-host **YES'** "Yogi and a Movie." The 2nd season of the AFLAC-sponsored show will feature *Tommy Lee Jones* in "Cobb." -- **Bravo** and **Time Warner** are again partnering this season to offer interactivity to viewers of the net's series "Top Chef," premiering Wed night. Through a **Navic Networks** app, viewers may respond via their remote to a series of opinion questions about the show's contestants. -- **Fox RSN Sun Sports** will produce and air 34 Miami Heat home basketball games in Spanish this season. Debuting Nov 3, the telecasts will be offered on **Comcast** and **Atlantic Broadband** in South FL. -- **MavTV's** coverage of **Deep South Wrestling (Cfax, 9/11)** will debut Wed (9pm). DSW is a WWE developmental territory where **WWE**-contracted wrestlers can train before they are promoted to the main roster. -- Sibling RSNs **SportSouth** and **FSN South** will air a total of 75 live Atlanta Hawks contests this **NBA** season. SS will feature 45 tilts, FSN 30.

**Ratings:** **Nielsen's** controversial commercial rating plans were the subject of an Oct 25 open meeting of the **Advertising Research Foundation**. ARF says this is the 1st opportunity for a wider group of media companies, agencies and advertisers to hear about and weigh in on how the commercial minute will be defined. Meanwhile, **Nielsen** will bring its electronic Local People Meters to Phoenix, Minneapolis, Cleveland, Miami and Denver in '08.

**VOD:** **Comcast** will add **Plum TV** programming to its VOD menu in MA, CT, NH and ME. Plum's programming focuses on lives in exclusive areas like Martha's Vineyard. -- **Eurocinema**, a VOD provider of European theatrical films, signed a North American distribution deal with **First Fun Features**. Beginning in Dec, MSOs including **Comcast**, **Charter** and **Bresnan** will carry movies such as "La Petite Lili" and "Kira's Reason."

**Marketing:** The **History Channel** will make its own history Nov 23, when a network float showcasing a NY landmark and city history will fly in the **Macy's Thanksgiving Day Parade** in NYC. The net will also air Nov 22 "Inside Macy's Thanksgiving Day Parade," a doc that will chronicle the parade's more than 80-year history. -- Fledgling bilingual channel **MTV Tr3s** announced the following as advertising and multi-platform marketing partners through '07: **Toyota**, **Procter & Gamble**, **T-Mobile**, **Masterfoods**, **Wal-Mart**, **General Mills**, **L'Oreal**, **Volkswagen**, and the **U.S. Army**. -- **Cartoon** is promoting "Class of 3000," the animated series produced by *OutKast's Andre 3000* and *Tom Lynch*, with a multiplatform initiative. The show debuts on the net Nov 3 at 8pm.

**On the Circuit:** The Washington/Baltimore Chapter of **WICT** will hold its annual "Powerbrokers" breakfast Thurs, 7:30am, DC. Panelists include **Comcast's Christine Whitaker**, **Cox's Kathryn Falk**, **News Corp's Maureen O'Connell** and **Viacom's DeDe Lea**. -- Enrollment is underway for the 1st course offerings of the **SCTE** College of RIT. Winter course classes begin Dec 4. Visit [www.rit.edu/scte](http://www.rit.edu/scte).

## BeachTAM 2006

Thursday, November 2  
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# BUSINESS & FINANCE

**Public Affairs:** Here! and Regent Media announced their contribution of theatrical and TV content to the **Outfest Legacy Project** for LGBT film preservation. The initial donation of more than 40 titles will be part of an ongoing partnership in which here! and Regent will continue to donate titles on a yearly basis. -- **Animal Planet** launched "R.O.A.R.," (Reach Out. Act. Respond), its national animal advocacy campaign aligned with several leading animal groups, including **The American Humane Society** and **World Wildlife Fund**. Campaign spots begin running this week on the net, and Animal Planet staffers will hold the 1st "We ROAR" volunteer day on Nov 1.

**Business/Finance:** Merrill Lynch expects **Fox News** to generate more than \$2.4bln in affiliate revenue from '07-'10 based on **Cablevision's** reported 75 cents/sub/month affiliate fee structure. That's \$450mln more than current projections. -- A special committee of **Cablevision's** board retained **Lehman Bros** and **Morgan Stanley** as financial advisers to assist in evaluating the *Dolans'* bid to take the company private. -- In an 8-K filed late Wed, **Time Warner NY Cable Holding** reported it has executed and delivered unconditional guaranties of **Time Warner Cable's** obligations under its \$6 billion senior unsecured revolving credit facility and 2 \$4 billion term loan facilities.

## CableFAX Daily Stockwatch

Company	10/18 Close	1-Day Ch	Company	10/18 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	41.48	0.18	AVID TECH:	38.97	(0.33)
DIRECTV:	21.81	0.22	BLNDER +TONGUE:	1.30	0.00
DISNEY:	31.58	0.48	BROADCOM:	28.49	(0.8)
ECHOSTAR:	33.41	(0.38)	C-COR:	9.64	(0.03)
GE:	35.56	0.00	CISCO:	24.18	(0.3)
HEARST-ARGYLE:	23.74	0.04	COMMScope:	34.80	(0.52)
ION MEDIA:	0.79	(0.01)	CONCURRENT:	1.75	(0.07)
NEWS CORP:	21.82	0.01	CONVERGYS:	21.23	(0.02)
TRIBUNE:	32.90	(0.08)	CSG SYSTEMS:	28.06	0.03
<b>MSOS</b>					
CABLEVISION:	26.97	(0.13)	GEMSTAR TVG:	3.39	0.04
CHARTER:	1.79	0.02	GOOGLE:	419.31	(1.33)
COMCAST:	38.20	0.04	HARMONIC:	7.61	0.00
COMCAST SPCL:	38.04	0.00	JDSU:	2.13	0.00
GCI:	12.80	(0.18)	LEVEL 3:	5.78	(0.24)
KNOLOGY:	10.58	0.08	LUCENT:	2.35	0.00
LIBERTY CAPITAL:	87.44	(0.91)	MICROSOFT:	28.52	0.08
LIBERTY GLOBAL:	26.07	0.16	MOTOROLA:	23.64	(1.21)
LIBERTY INTERACTIVE:	21.97	0.27	NDS:	44.14	0.52
MEDIACOM:	7.68	(0.05)	NORTEL:	2.20	(0.05)
NTL:	26.64	0.12	OPENTV:	2.85	0.00
ROGERS COMM:	53.88	0.41	PHILIPS:	34.12	0.10
SHAW COMM:	29.15	0.33	RENTRAK:	11.88	0.47
TIME WARNER:	19.59	0.21	SEACHANGE:	8.55	(0.22)
WASH POST:	749.00	(4.75)	SONY:	40.27	0.56
<b>PROGRAMMING</b>					
CBS:	28.19	0.08	SPRINT NEXTEL:	17.25	0.03
CROWN:	4.15	(0.06)	THOMAS & BETTS:	51.34	(1.2)
DISCOVERY:	14.63	(0.16)	TIVO:	6.65	(0.03)
EW SCRIPPS:	49.19	0.64	TOLLGRADE:	9.27	(0.04)
GRUPO TELEvisa:	23.04	0.04	UNIVERSAL ELEC:	21.13	(1.02)
INTERACTIVE CORP:	29.69	0.18	VONAGE:	7.65	(0.04)
LODGENET:	18.87	0.21	VYYO:	4.09	0.04
NEW FRONTIER:	8.75	(0.2)	WEBB SYS:	0.06	0.01
OUTDOOR:	12.41	0.17	WORLDGATE:	1.32	(0.04)
PLAYBOY:	10.38	(0.03)	YAHOO:	22.99	(1.16)
UNIVISION:	34.92	0.06	<b>TELCOS</b>		
VALUEVISION:	12.12	0.12	AT&T:	32.94	(0.12)
VIACOM:	38.88	0.13	BELLSOUTH:	43.35	(0.15)
WWE:	16.48	(0.2)	QWEST:	8.12	(0.14)
<b>TECHNOLOGY</b>					
3COM:	4.82	(0.13)	VERIZON:	36.59	0.00
ADC:	14.99	(0.12)	<b>MARKET INDICES</b>		
ADDVANTAGE:	4.50	0.02	DOW:	11992.68	42.66
AMDOCS:	40.03	(0.21)	NASDAQ:	2337.15	(7.8)
AMPHENOL:	68.11	3.21			
ARRIS GROUP:	12.52	(0.16)			

## Digital Advertising Defined: What it is and What is Next

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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## Think about that for a minute...

### A Free Lunch?

It occurred to me the other day how similar in certain ways the issues and expectations are regarding "must carry" and "net neutrality." In both cases, a programmer or information provider demands that the federal government require another business, an infrastructure service provider, to deliver his or her goods and services without charge to the programmer. A "free lunch."

In the case of the "must carry" rules, the television broadcasters, who use spectrum they received from the government for free, insist that cable television operators (who built their own broadband systems without any government aid) should be required to carry broadcast signals to the home without charge. Alternatively, they want the power to charge the cable operator who wants to deliver the signals to customers an extra fee to do so. That extra fee for "retrans-



**Steve Effros**

mission consent" can be imposed even though the condition the government imposed when it gave out the spectrum was that broadcasts were to be free.

In the "net neutrality" situation, the "edge" suppliers of information, entertainment and services insist that the broadband provider has to deliver all of their material to any broadband customer, whether they like it or not. They also insist the supplier cannot be charged anything for the delivery by the broadband provider.

In both cases the broadcasters and the "edge" Internet suppliers insist that not only does the broadband provider have to deliver the material, but there can be no material degradation, and there can be no enhanced delivery of any other similarly situated program or service.

It's easy to demand that another industry be regulated for the benefit of your product, as the broadcasters and Internet "edge" suppliers like Google have done. But

what about the obligations assumed when you win such governmental giveaways?

In the broadcaster's case, we have seen that the "cost" of claiming special privileges includes indecency rules imposed by the government, as well as political advertising rules, children's advertising rules, emergency notification rules and "public interest" programming rules. The list keeps growing. All of these things the broadcasters decry, especially as fines go up and obligations are added.

In the Internet sphere, however, we are just at the start of this process. The "edge" players think they can demand government restrictions and rules while at the same time avoiding any government regulation of the "free and open" Internet that they proclaim is their sole abiding interest. History suggests that's a foolish position to take.

Think back for a moment to the "demand" by the broadcasters for extra free frequencies for "advanced" television. That turned into the so-called Chinese Curse (beware of what you ask for; you might get it!) of a mandated DTV transition that the broadcasters are still bemoaning.

Do the Googles of the world really think they can demand government regulation of other industries for their benefit and at the same time not have the eye of government behold them? We just had a bill signed in Washington preventing the payment of gambling debts via the Internet. Do they really think it will stop there? One of the things the cable industry learned a long time ago is to avoid asking the government for special favors; they almost always carry an unanticipated price tag. I fear the same thing may be true for the Internet folks. And that would be a shame because we all benefit now from an open, vibrant Internet that was spawned specifically because the government stayed out of the way.

*Steve*

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## Attention Public Affairs Executives!

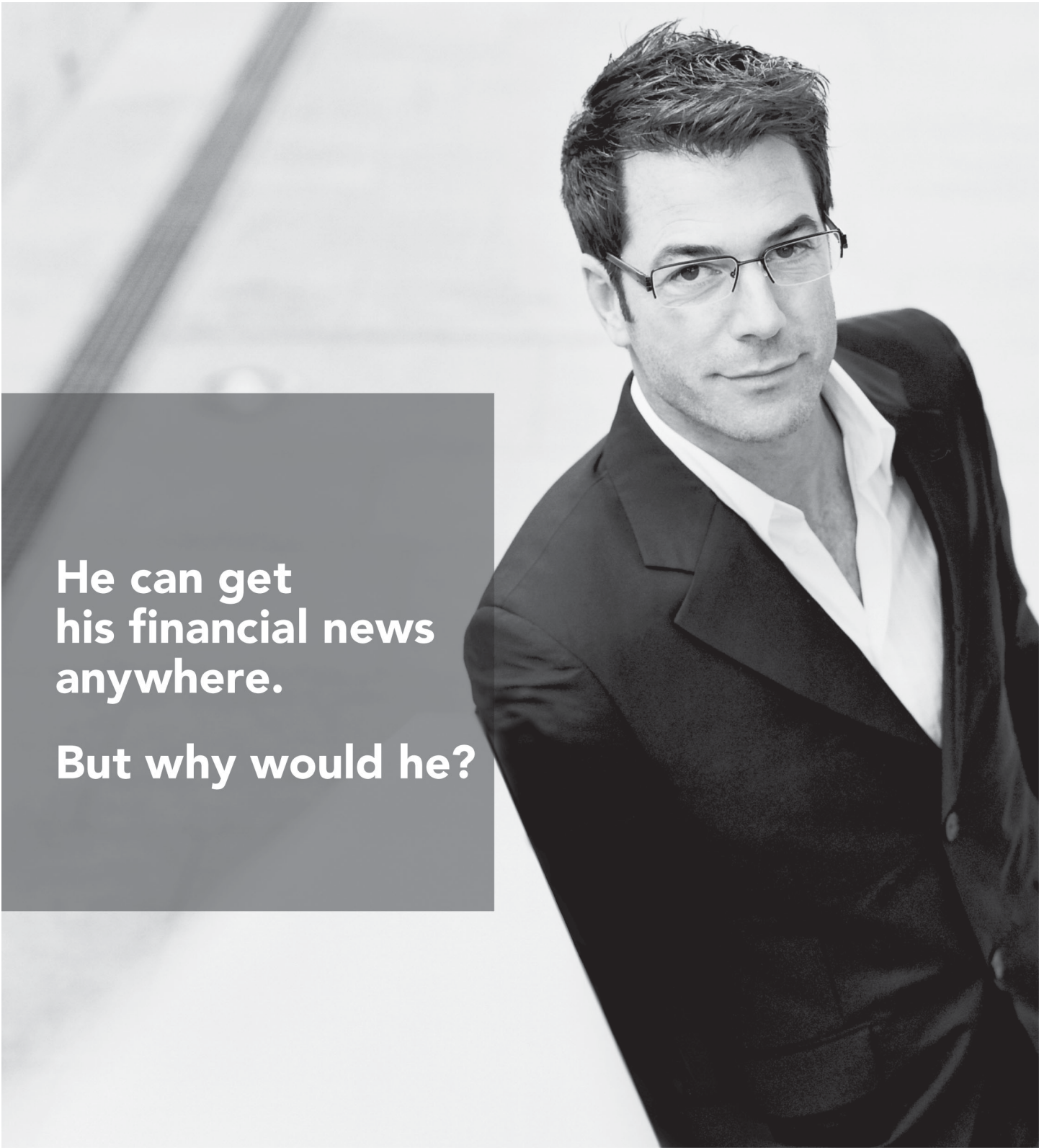
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# CableFAX

## Leaders Retreat

**4<sup>th</sup> Annual Off-The-Record Gathering for Cable's Leaders**  
November 1–3, 2006 - Ritz-Carlton South Beach, Miami

### Confirmed Attendees (as of 10/18/06):

Atlantic Broadband – CEO, President & COO  
Audible Magic – Business Development  
Balfour Associates Inc. – Chairman  
Bend Cable Communications LLC - President & CEO  
Bresnan Communications, Inc – EVP Operations  
Buford Media Group, LLC – CEO, President & COO  
C-SPAN – VP Affiliate Relations  
Cequel III -Suddenlink – President & CEO, SVP Programming  
Comcast Cable – EVP  
Effros Communications – President  
Fleischman & Walsh LLP – Partner  
Fox Cable Networks – SVP Affiliate Marketing, SVP Sales  
Harron Communications – Chairman /CEO & President /COO  
HSN/IAC – EVP Affiliate Relations  
ION Media Networks – President, Cable Distribution  
Insight – CEO, VP Programming  
IMA-Int'l Media Advisors – Principal  
Mediacom – SVP Programming & Human Resources  
Media Business Corp. – Sr. VP, Product Marketing  
Millennium Digital Media – SVP, Programming & Product Development  
NCTC – President & CEO, SVP Programming  
NCTA – President & CEO  
NBC Universal Cable – SVP Marketing  
New Frontier Media – President, VP New Business  
New Wave Communications – President  
NFL Network – SVP  
October Strategies, Inc. – Partner  
SCTE – President & CEO  
The Tennis Channel – SVP Distribution, VP Distribution  
Time Warner Cable – EVP of Programming  
Wave Broadband – CEO  
WindBreak Cable – President & CEO

### Schedule of Events

#### Wednesday, November 1<sup>st</sup>

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

#### Thursday, November 2<sup>nd</sup>

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

#### Friday, November 3<sup>rd</sup>

8:00am – 11:00am - Industry Leaders Forum  
Breakfast With Michael Willner – CEO, Insight

### Sponsorship and Attendance Information

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