

CableFAX Daily™

Monday — October 23, 2006

What the Industry Reads First

Volume 17 / No. 205

Steer the Course: Time Warner Busily Rolling Out Navigator

After months of trials, **Time Warner Cable** has quietly started the commercial rollout of its "Navigator" digital platform and IPG, which TW has already uploaded to some 20K homes in Lincoln, NE. It plans to reach the same number of Milwaukee homes by the end of this week. "We've gotten the thumbs up to roll it out to the rest of our divisions," said *Julie Simon*, vp, video product mgmt. "Our timeline is to have everyone on board by mid next year." A large portion of Time Warner subs are expected to get Navigator by the end of 1Q. Navigator's new IPG features include setting favorite channels to appear first in the guide, sorting programming vertically and horizontally, and being able to find and record shows with DVR up to 2 weeks in advance. It also lets viewers search for broadcast, cable and VOD programming by title, theme, rating and channel up to 8 days in advance. Also new are parental controls allowing parents to block programming by content (language, violence, etc), and slow-mo for DVR users. But Navigator's real motivation is its open architecture, which helps Time Warner push its ITV strategy. While several markets already have introduced ITV features such as "eBay on TV" and "Start Over," Navigator should ease rollouts going forward. Without the new tech, TW would need to layer application over application, eventually running out of room. In addition, Navigator will let TW make its Start Over service available to everyone next year and assist in launching switched digital video. TW's looking at new ITV apps under the platform, including online bill pay, mosaics (the ability to watch several screens of programming on 1 channel), impulse buys (purchase a premium channel with a click of the remote) and games.

The Multicultural Fabric: Even as cable continues to blaze multicultural trails, panelists at a Fri's **NAMIC** luncheon at **Discovery Comm's** MD campus acknowledged that much work remains left to do--beginning at the corporate level. "The current business imperative is to make diversity part of the corporate fabric," said **Fox Ent's** vp, emerging markets *Rick Ramirez*. Diversity officers shouldn't occupy a remote wing, he said, but integrate with execs at all levels to reinforce diversity as a corporate mission. Also important is a payroll that represents target markets, said *Allan Navarrete*, vp, affiliate distribution for Discovery's US Hispanic nets. "The same percentage of customer ethnicity should be represented as executives," he said. Ramirez added that ethnic employees shouldn't fear speaking up in meetings. **Comcast** sr dir, multicultural marketing *Mauro Panzera* said it's equally vital to view each market on a regional basis. Cable can't apply broad, corporate-wide diversity initiatives everywhere, he said, because the effectiveness of such initiatives remains unproven. "Multicultural marketing is still a leap of faith," Panzera said. Discovery vp, diversity and HR services *Debbie Smith* said much headway won't occur until today's teens are sitting in corner offices. "It will be the generations below us that will force the hands of advertisers," said Smith. "The 13-14-15-year-old generation is color blind."

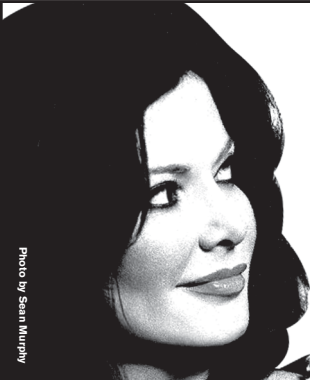


Photo by Sean Murphy

The
MINOR
Accomplishments
of
Jackie Woodman

"'JACKIE WOODMAN' IS
A DEADPAN HOOT."
THE HOLLYWOOD REPORTER

SUNDAY NIGHTS
AT 11PM ET/PT
WEDNESDAY NIGHTS
AT 8PM ET

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Staying on the Pill: News Corp shareholders voted by a slim 57% margin to extend its “poison pill” for preventing a takeover. *Rupert Murdoch* downplayed the urgency of doing a deal that would have *John Malone* swap his News stake for an asset (like **DirectTV**). “If Liberty is to be believed, we are on track to have a quick resolution on this matter,” he said. “We are not under any pressure of time.” The pill’s expiration was extended to Oct ’08 from Nov ’07. -- During the meeting, **Parents Television Council** chmn *Lee Weil* gave Murdoch an earful on some its “pornographic” programming (like “Nip/Tuck” and “Rescue Me”). Murdoch responded that all of the **FX** programs mentioned air after 10pm. “Perhaps there are occasions when they certainly step over the line, but we do our best,” he said.

Competition: **Oppenheimer’s Tom Egan** isn’t too impressed by **EchoStar’s** announcement Thurs night that it will offer satellite-delivered high-speed Internet through **WildBlue**. “We are skeptical that it will result in significant lower video subscriber churn,” he wrote in a note to clients, saying the service with its high price/low speed is compelling only to true rural HHs (about 15% of the estimated 112mln US HHs).

In the States: In addition to credits for lost service following this month’s ice storm in Buffalo, the **Time Warner Cable** system will give away 2 free weeks of premium programming next month to thank subs for their patience during restoration efforts. The MSO identified about 25K line drops during the storm. Service isn’t likely to be restored until this week.

VOD: In an unprecedented move, Showtime will make all 8 parts of miniseries “Sleeper Cell: American Terror” available on VOD the same day the 1st ep debuts on the net (Dec 10, 9pm). -- **WCSN** announced the download availability of its weekly series “World Championship Sports” through **Akimbo’s** VOD service.

Programming: **Lifetime** will bow 14-ep drama “Monarch Cove,” Nov 4, with back-to-back eps beginning at 9pm. Two new eps will bow each Sat for 7 weeks. *Virginia Williams* stars as *Bianca Foster*, imprisoned 6 years for the murder of her father until DNA evidence proved her innocent. -- **Versus** will begin riding 18 coverage hours of the **Professional Bull Riders Assoc** World Finals Oct 27 (9pm ET). The \$3.5mln season-ending event continues through Nov 5.

Ratings: Wed’s season finale of **Bravo’s** runaway hit “Project Runway” notched more than 5.4mln viewers—the biggest audience in the net’s history. It also goes down as the net’s highest-rated telecast ever, scoring a 4.6 HH coverage rating. “Project Runway” on BravoTV.com hit a new show high in terms of traffic (73mln page views, 5.1mln streams).

Carriage: **Comcast** will on Nov 1 add **CSTV** to its digital tier in several **Conference USA** markets, including Memphis; Jackson, Meridian, Laurel and Hattiesburg, MS; Huntington, WV; Lake County, FL; and Monroe, LA. Systems in Houma and LaPlace, LA, will add the net on Dec 15.

Public Affairs: **Cablevision** added VoIP to its “Power to Learn” initiative, which provides video and HSD to more than 4K schools and libraries for free. COO *Tom Rutledge* joined Suffolk County Exec *Steve Levy* Fri at a Greenlawn high school to announce the “Triple Play for Education.”

Business/Finance: New **Outdoor Channel Holdings** pres *Roger Werner* will get an annual salary of \$300K and a \$300K signing bonus, according to an SEC filing. He’s eligible for an annual cash incentive of at least 50% of his base salary and was granted options for 300K shares of common stock and 150K shares of restricted stock. -- **Merrill Lynch** raised **Discovery Holdings** to “Neutral” from “Sell,” citing better ratings for **Discovery** and **TLC**.

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THE
Sopranos on **A&E**

COMING JANUARY 2007

ALSO ON
A&E HD

CableFAX Week in Review

Company	Ticker	10/20 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	41.95	1.30%	24.30%
DIRECTV:	DTV	21.32	(1.3%)	51.00%
DISNEY:	DIS	31.45	1.10%	31.20%
ECHOSTAR:	DISH	33.92	(2.9%)	24.80%
GE:	GE	35.47	0.00%	8.30%
HEARST-ARGYLE:	HTV	23.54	(1.3%)	3.40%
ION MEDIA:	ION	0.78	(3.7%)	(15.2%)
NEWS CORP:	NWS	21.76	0.80%	32.50%
TRIBUNE:	TRB	32.31	(1.9%)	11.50%

Company	Ticker	10/20 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	27.94	3.70%	19.00%
CHARTER:	CHTR	1.84	7.00%	50.80%
COMCAST:	CMCSA	37.98	(1.5%)	46.50%
COMCAST SPCL:	CMCSK	37.89	(1.4%)	47.50%
GCI:	GNCMA	12.97	0.50%	25.60%
KNOLOGY:	KNOL	10.79	3.30%	181.00%
LIBERTY CAPITAL:	LCAPA	87.72	(1.4%)	10.70%
LIBERTY GLOBAL:	LBTYA	25.87	(1.7%)	15.00%
LIBERTY INTERACTIVE:	LINTA	22.00	4.00%	14.30%
MEDIACOM:	MCCC	7.72	0.10%	40.60%
NTL:	NTLI	26.54	0.00%	11.80%
ROGERS COMM:	RG	54.23	2.10%	29.00%
SHAW COMM:	SJR	29.54	2.40%	45.80%
TIME WARNER:	TWX	19.78	3.80%	16.20%
WASH POST:	WPO	739.30	(1.7%)	(0.8%)

Company	Ticker	10/20 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	27.93	(0.8%)	10.60%
CROWN:	CRWN	3.95	(9.8%)	(56.9%)
DISCOVERY:	DISCA	15.05	0.90%	2.90%
EW SCRIPPS:	SSP	48.95		4.10%
GRUPO TELEVISIA:	TV	23.54	2.30%	17.00%
INTERACTIVE CORP:	IACI	29.84	1.20%	5.40%
LODGENET:	LNET	19.20	1.60%	37.70%
NEW FRONTIER:	NOOF	8.93	1.00%	36.80%
OUTDOOR:	OUTD	13.10	8.30%	(3%)
PLAYBOY:	PLA	10.42	1.20%	(25%)
UNIVISION:	UVN	35.00	0.00%	19.10%
VALUEVISION:	VVTV	12.31	3.10%	(2.3%)
VIACOM:	VIA	38.21	(1.7%)	(11.4%)
WWE:	WWE	17.19	1.90%	30.20%

Company	Ticker	10/20 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	4.67	(5.8%)	29.70%
ADC:	ADCT	14.81	(4.9%)	(9.6%)
ADVANTAGE:	AEY	4.55	2.00%	(26%)
AMDOCS:	DOX	40.08	0.10%	19.30%
AMPHENOL:	APH	67.50	2.30%	53.20%
ARRIS GROUP:	ARRS	12.69	(0.5%)	34.00%
AVID TECH:	AVID	39.59	2.20%	7.30%
BLNDER TONGUE:	BDR	1.30	(4.4%)	(33.3%)
BROADCOM:	BRCM	27.51	(7.4%)	(12.5%)
C-COR:	CCBL	9.59	(1.5%)	97.30%
CISCO:	CSCO	24.55	0.10%	43.40%
COMMSCOPE:	CTV	33.97	(4.6%)	68.80%
CONCURRENT:	CCUR	1.75	(6.9%)	(7.4%)
CONVERGYS:	CVG	20.97	(0.6%)	32.30%

Company	Ticker	10/20 Close	1-Week % Chg	YTD %Chg
CSG SYSTEMS:	CSGS	27.98	0.10%	25.40%
GEMSTAR TVG:	GMST	3.33	(3.8%)	27.60%
GOOGLE:	GOOG	459.67	7.60%	4.40%
HARMONIC:	HLIT	7.66	3.20%	57.90%
JDSU:	JDSU	15.06	607.00%	439.80%
LEVEL 3:	LVL3	5.83	11.00%	103.10%
LUCENT:	LU	2.35	0.90%	(11.7%)
MICROSOFT:	MSFT	28.43	3.20%	14.30%
MOTOROLA:	MOT	23.61	(9.9%)	6.30%
NDS:	NNDS	44.85	0.70%	9.00%
NORTEL:	NT	2.21	(0.5%)	(27.8%)
OPENTV:	OPTV	2.88	(0.3%)	28.60%
PHILIPS:	PHG	34.92	(0.3%)	15.70%
RENTRAK:	RENT	12.19	7.40%	13.90%
SEACHANGE:	SEAC	8.62	(0.9%)	9.10%
SONY:	SNE	40.11	(1.1%)	(0.9%)
SPRINT NEXTEL:	S	17.21	(3.3%)	(16.9%)
THOMAS & BETTS:	TNB	50.95	(2.2%)	19.90%
TIVO:	TIVO	6.57	(0.3%)	28.30%
TOLLGRADE:	TLGD	9.11	0.40%	(16.7%)
UNIVERSAL ELEC:	UEIC	21.11	(0.8%)	18.90%
VONAGE:	VG	7.48	2.90%	(37.6%)
VYVO:	VYVO	4.08	(2.6%)	(23.9%)
WEBB SYS:	WEBB	0.05		(37.5%)
WORLDGATE:	WGAT	1.36		(34%)
YAHOO:	YHOO	23.24	(4.8%)	(29.6%)

Company	Ticker	10/20 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	34.44	2.50%	51.50%
BELLSOUTH:	BLS	45.28	2.60%	77.80%
QWEST:	Q	8.23	(0.6%)	45.70%
VERIZON:	VZ	37.80	2.00%	35.00%

Index	Value	% Chg	YTD %Chg
MARKET INDICES			
DOW:	12002.37	0.30%	12.00%
NASDAQ:	2342.30	(0.6%)	6.20%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. JDSU:	15.06	607.00%
2. LEVEL 3:	5.83	11.00%
3. OUTDOOR:	13.10	8.30%
4. GOOGLE:	459.67	7.60%
5. RENTRAK:	12.19	7.40%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. MOTOROLA:	23.61	(9.9%)
2. CROWN:	3.95	(9.8%)
3. BROADCOM:	27.51	(7.4%)
4. CONCURRENT:	1.75	(6.9%)
5. 3COM:	4.67	(5.8%)

YOU LOST US
96% of young Latino adults watch TV in English.
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MaxFAX...

Disconnects...

Does anything make sense anymore? Just wondering.

We get our news from *Jon Stewart*, *Brian Williams*, *Katie Couric*, *Stephen Colbert* and *Bill O'Reilly* ... not to mention a tormented *Anderson Cooper*.

And the blog of the moment.



Paul S. Maxwell

The President signs into law the ability to convict by saying, "Because I said so."

The Dow Jones Index passes 12,000. (And *Jim*

Cramer is shouting ever more and louder and louder!) Then it drops; then it surges; then it drops; then it...

The same day the Iraq death toll of American soldiers for the month of October hit 69.

Churn is down in bundled households.

Halloween isn't until next week.

Judging by the negative/attack ads, it should've been rescheduled for the 1st Tues in Nov.

Random Notes:

• **Discover How Now TiVo!** OK, now I get it... there is **TV Guide** data on most cable DVRs... and, I could find the **Discovery** HD Atlas stuff and actually program the "season pass." It was TiVo – using Tribune data and

its own idiosyncrasies – that made it more difficult. But my friend *Clint Stinchcomb* explained all this and even told me a work-around... go to the "wish list" and pick *Discovery Atlas* (or the next complicated series/non-series)... voila! A season pass. Done.

• **2 Gone:** Another of my musical heroes passed away a few days ago. Following the incomparable *Doug Sahm*, *Baldemar Huerta* (*Freddy Fender*) leaves just two members of the truly great Texas Tornados around (*Flaco Jimenez* and *Augie Meyer* – accordions and Farfisa keyboards). Never was a wasted day or wasted night listening to those guys.

• **2 Left:** Meanwhile, I watched a terrific **CMT** program on *The Highwayman* ... the countryish super group composed of *Kris Kristofferson* and *Willie Nelson* plus the late *Waylon Jennings* and *Johnny Cash*. Great footage from 1994 by producer *Don Was* plus interviews with the still-vital survivors, family, friends and legends including *Billy Joe Shaver* and the incomparable *Cowboy Jack Clements* (who is really delightful to talk with ... he wrote "Guess Things Happen That Way for Cash"). Great stuff.

• **Trucks:** Went to a Monday Night Football game and toured the **ESPN** set-ups, booths, etc. The trucks from *Sweet Lou's NEP* are really something... like moving a city from city to city – wiring must be a nightmare! Among the best of the best were the

announcers for *ESPN-Deportes*... had a great chat with the personable pair in their announcers' booth at *Invesco Field*: *Alvaro Martin*, the play-by-play announcer and Super Bowl-winning kicker *Raul Allegre* on analysis. Oh, and some guy named *Bodenheimer* was along, too. (Catch his act on cable360.net).

• **Educate Me?** A Mister *Brian Sullivan* of *Education Showcase* is a persistent guy... with a good product. So, at the risk of others bombarding me, take a look at www.education-connection.tv for details and FAQs. The 30-minute monthly show is a great anchor for local "O" or On Demand and can highlight Cable in the Classroom activities as well.

• **Positively Cable:** Fun coming again... *Erica Stull* and *Paul Braun* have done it again with a witty script (a takeoff of *A Christmas Carol* this year called *Cable Gets Scrooged: A Thanksgiving Carol*). Time to get your tickets for the event at the **Cable Center** Wed evening the 8th of November: log on positivelycable.org or call *Jane Shanley* at 303-246-6284. Maybe *Tom Feige* won't sing this year; we can but hope.

Paul Maxwell

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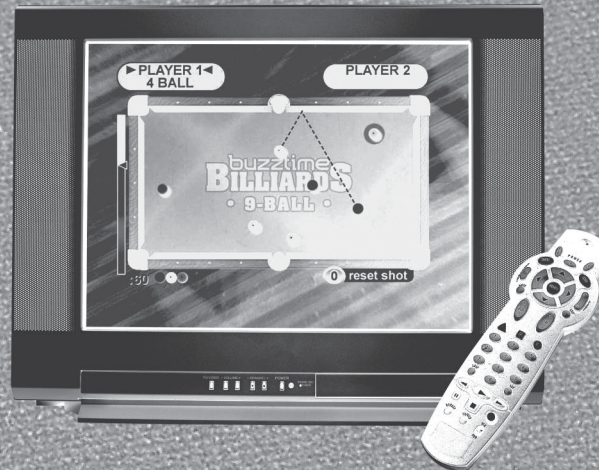
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