

CableFAX Daily™

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What the Industry Reads First

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MyLife: MSOs Going After Health & Wellness Category

Cable operators are gearing up to launch their latest free VOD collaboration next month, **MyLife on Demand**. It is a soft launch, with various operators, including **Time Warner Cable**, **Cox** and **Comcast**, rolling out the health and wellness channel around Nov 17. A hard launch is planned for Jan. Spot cable receiving only a very small portion of the billions of ad dollars being spent by pharmaceutical and health companies, so spot cable firm **NCC** was tasked with creating a unified effort allowing allow national ads to be placed across all MSOs as well as insertion of local spots. MyLife is in the same vein as the **Elections '08** VOD channel (*Cfax*, 9/25), but it's also different. "The idea behind Election '08 was to put interesting content up there for citizens to view and also lure in candidates [for ad buys]," said NCC svp, marketing & biz dev **Andrew Capone**. But unlike MyLife, much of the Election '08 content was not sponsorable. Health and wellness has "hundreds and hundreds of different advertisers and agencies," Capone said. No advertisers are on board yet, with Capone expecting it to be a slow build as the launch ramps up. By Jan, he expects MyLife to be available to 30mln HHs. And while the Elections channel received content from established linear nets such as **History** and **C-SPAN**, MyLife will aggregate much of its programming from alternative providers, such as VOD channels **HealthiNation** and **ExerciseTV** as well as online properties, like **NBC Digital Health Network**. Advertisers can also sponsor long-form programming. Content providers won't be paid but get exposure. Presumably, they'll get a cut of advertising, but Capone declined to discuss specifics. **Chris Mansolillo**, gm of ExerciseTV, said he looks forward to the publicity. His VOD net is in 30mln homes, including some Comcast, TWC, Cox and **Bresnan** systems, but "when it comes to marketing for a free VOD channel, there are very few avenues," he said. "We're not out there buying billboards or full-page ads. It's the marketing power behind MyLife on Demand that we're really excited about. It gets us in front of more people than we can do on our own." Plus, it opens up the chance for new carriage deals for Exercise TV, which is a jv between Comcast, TWC, **New Balance** and **Body by Jake**. This project started before **Canoe Ventures**, but NCC is working hand-in-hand with Canoe. "It's a prototype of how Canoe might operate in the future," Capone said, noting that Canoe is a technology enabler, not a sales organization. What about launching MyLife in the midst of an advertising crunch? "You have to trust that eventually the economy will turn... and this provides the combination of digital cable homes—the wealthiest cable homes in the country—with health and wellness, which attracts motivated consumers," Capone said. "Even if the advertising category is soft now, there are a lot of things we haven't done yet—entire categories where we get very little money." No word on what might be next, but travel/tourism is viewed as a promising category for a similar initiative.

Bullsheets! When it comes to sheet rock, the **FCC** can require that cable competitors not be forced to cut through it to connect cable wiring. The US Court of Appeals for the DC Circuit on Thurs denied **NCTA's** petition for review of the FCC's ruling last May that cable must provider alternative ways of accessing wiring in MDUs. NCTA had sought review of the



BINGO AMERICA

CASH GIVEN AWAY DAILY!

WEEKNIGHTS 6:30pm/5:30c

Print your free game cards at GSN.com/bingo

See official rules at GSN.com/bingo for complete details.

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GSN

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ruling, arguing that the wires behind sheet rock are accessible to competitors. The court said the FCC's decision "was not 'arbitrary, capricious, an abuse of discretion, or otherwise not in accordance with the law.'" NCTA declined comment.

At the Portals: A prehearing conference is slated for Mon at the **FCC** between Administrative Law Judge *Arthur Steinberg* and the cable ops and programmers involved in several program access complaints. The FCC Media Bureau ruled earlier this month that an ALJ is to issue an opinion in 60 days on program access complaints **NFL** and **MASN** filed against **Comcast**, as well complaints **Wealth TV** filed against Comcast, **Cox**, **Time Warner Cable** and **Bright House** (*Cfax*, 10/13). The ALJ's decisions have to be approved by a majority of the 5 FCC commissioners. Meanwhile, the MSOs have argued to the FCC that requiring the judge to issue a decision in 60 days does not give him enough time.

Competition: **DISH** has expanded its delivery of MPEG-4 content to include 21 additional markets in the Eastern US and 52 markets overall. Also, the DBS op launched local HD channels in 6 markets including Des Moines and Lincoln, NE. -- **DirectTV** has added Central American Spanish-language net **Telecentro** to its Mas programming service.

Carriage: **Comcast** will move **Outdoor Channel** from a sports/ent tier to digital basic in CO. The upgrade occurs Nov 4.

Movie Screenings: Could movie downloads get any more ubiquitous? Yes. Adding again to the trend are **Netflix** and **TiVo**. Netflix, which already counts **Starz** as a partner, partnered with **Samsung** to offer customers instant streaming of movies and TV shows from **NetFlix.com** directly to a pair of Samsung Blu-ray disc players. Meanwhile, TiVo has consummated a pair of previously-announced deals to now offer its subs downloads of foreign and indie films from **Jaman** and **Disney** movies including "Pirates of the Caribbean: Dead Man's Chest." TiVo also has a similar pact with **Amazon VOD**.

Research: After overtaking standard-def TVs as the leading TV shipped globally this year, HDTVs will continue their torrid pace over the next 5 years, according to **iSuppli**. Shipments are expected to grow to 241mln units/yr by '12, up from 97.1mln in '07, while SD sets are expected to fall to 23.1mln units over the same time period, down from 114.8mln last year. Also, the firm said HD set tops represent less than 20% of the overall set top market but will represent 50% by '12, helped by declining costs of HD video stream processing.

Oink, Oink: FCC chmn *Kevin Martin* was named "October Porker of the Month" by **Citizens Against Government Waste** for using FCC funds to sponsor a **NASCAR** driver from his home state. The FCC is shelling out \$355K to put DTV transition messaging on *David Gilliland's* #38 car for 3 races. The group said it seems "absurd" to spend taxpayer money 4 months before the switch following months of alternative advertising. It also asked whether the sponsorship could be tied to Martin possibly running for political office in NC (home to Gilliland and to 4 NASCAR offices). "Considering Martin's ability to sequester taxpayer money for his prospective constituents, he is well on his way to becoming a successful legis-

DECISION 2008

WHICH WANNA-BE DO YOU WANNA SEE?

"GIMME
MY
REALITY
SHOW!"

A Fox Reality
Channel Original

ALL NEW!
SATURDAYS 11p/10c

WINNER/ANNOUNCED
ON ELECTION DAY

VIDEO ON DEMAND
COMING OCTOBER

foxreality.com



NBC UNIVERSAL RECORD-BREAKING 3Q 2008



characters welcome.

#1 in Key Demos



Best 3rd Qtr. Ever



Fastest Growing Cable Network



#5 Cable Entertainment Network in A25-54



Highest Qtr. in Network History in Prime



Highest Qtr. in Network History in TD & Prime

Source: Nielsen Media Research, 3Q08 (6/30/08-9/28/08): All statements subject to qualifications available on request. USA: 3Q08 (6/30/08-9/28/08), L+7, HH, P2+, A25-54 & A18-49, (000), M-Su 8p-11p. vs. All Cable. MSNBC: 3Q08 (6/30/08-9/28/08) vs. 3Q07 (7/2/07-9/30/07), L+SD, P2+, (000), M-Su 6a-6a, % Change vs. All Cable. CNBC: 3Q08 (6/30/08-9/28/08) vs. all 3rd quarters back to 3Q95, L+SD, P2+, (000), M-F 5a-7p. SCI FI: 3Q08 (6/30/08-9/28/08), MC, A25-54, (000) M-Su 8p-11p, vs. All Ad-Supported General Entertainment Cable Networks that program in the majority of the daypart. Bravo: 3Q08 (6/30/08-9/28/08) vs. all quarters back to 2Q98, MC, P2+, A18-49, A25-54, (000), M-Su 8p-11p. Oxygen: 3Q08 (6/30/08-9/28/08) vs. all quarters back to 1Q03, MC, HH COV Rtg, P2+, A/W18-49, W18-34, (000) M-Su 8a-3a. M-Su 8p-11p.

BUSINESS & FINANCE

lative porker," CAGW said.

Programming: E! upped late night talker "Chelsea Lately" for new eps through '09. -- **Hallmark Channel** has picked up from **Twentieth TV** the rights to 80 movies such as "Big" and "Cocoon." **Hallmark Movie Channel** will also feature the acquired films.

Honors: During its annual luncheon in NYC (Tues), the **Center for Comm** will honor **BETN** chmn/CEO **Debra Lee** with its Frank Stanton Communications Award outstanding leadership in the media industry.

People: **TLC** named **Howard Lee**, vp, production & dev, East Coast, and **Denise Contis** was named vp, production & dev, West Coast. -- **Nickelodeon** promoted **Tanya Van Court** to svp/GM of **Noggin**, **ParentsConnect** and **Nick Jr.com**.

Business/Finance: **Collins Stewart** lowered DISH's sub estimates to 30K for 3Q08 from 20K. In 4Q, the firm expects DISH to post net sub adds of 30K, revised down from its previous estimate of 90K. Analyst **Thomas Eagan** cited AT&T's lost of 53K satellite subs in 3Q as a reason for the changes. -- **Vision Acquisition** has extended until Thurs (midnight) the expiration date for its tender offer to purchase all outstanding shares of **Vyvo** common stock. As of COB Oct 22, 53.7% of outstanding Vyvo shares not held by Vision or its affils as of Sept 15 have been tendered and not withdrawn pursuant to the tender offer.

CableFAX Daily Stockwatch

Company	10/23 Close	1-Day Ch	Company	10/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	2.10	(0.23)	AMDOCS:	22.35	(0.59)
BRITISH SKY:	23.88	1.04	AMPHENOL:	24.45	(0.72)
DIRECTV:	19.97	(0.19)	APPLE:	98.23	1.36
DISNEY:	23.40	0.35	ARRIS GROUP:	4.98	(0.27)
ECHOSTAR:	16.97	1.00	AVID TECH:	16.11	(0.89)
GE:	18.80	(0.16)	BIGBAND:	3.35	(0.05)
HEARST-ARGYLE:	15.89	0.00	BLNDER TONGUE:	0.75	(0.05)
ION MEDIA:	1.44	0.00	BROADCOM:	15.41	0.71
NEWS CORP:	9.06	0.38	C-COR:	11.00	0.00
MSOS					
CABLEVISION:	14.80	(1.53)	CISCO:	17.24	(0.17)
CHARTER:	0.40	(0.02)	COMMScope:	19.44	(0.94)
COMCAST:	14.22	0.02	CONCURRENT:	3.96	(0.13)
COMCAST SPCL:	13.76	(0.07)	CONVERGYS:	10.71	(0.56)
GCI:	6.19	0.28	CSG SYSTEMS:	14.99	(0.13)
KNOLGY:	4.49	(0.23)	ECHOSTAR HOLDING:	19.80	(0.54)
LIBERTY CAPITAL:	8.33	0.22	GOOGLE:	352.32	(3.35)
LIBERTY ENT:	17.52	(0.21)	HARMONIC:	7.23	(0.4)
LIBERTY GLOBAL:	15.37	(1.71)	JDSU:	5.75	(0.14)
LIBERTY INT:	6.90	0.30	LEVEL 3:	0.75	(0.48)
MEDIACOM:	3.75	0.06	MICROSOFT:	22.32	0.79
SHAW COMM:	15.74	(0.08)	MOTOROLA:	5.09	0.05
TIME WARNER CABLE:	18.90	(0.36)	NDS:	48.25	(1.75)
VIRGIN MEDIA:	4.60	0.04	NORTEL:	1.19	(0.33)
WASH POST:	356.50	15.15	OPENTV:	1.14	(0.05)
PROGRAMMING					
PHILIPS:	18.10	0.58	RENTRAK:	11.69	0.12
CBS:	8.42	0.33	SEACHANGE:	6.94	(0.18)
CROWN:	2.71	(0.35)	SONY:	21.46	(1.92)
DISCOVERY:	12.03	(0.58)	SPRINT NEXTEL:	3.48	0.01
EW SCRIPPS:	4.61	(0.13)	THOMAS & BETTS:	21.67	(0.15)
GRUPO TELEVISA:	14.19	(0.52)	TIVO:	5.68	(0.05)
HSN:	4.59	0.41	TOLLGRADE:	3.63	0.48
INTERACTIVE CORP:	16.04	(0.11)	UNIVERSAL ELEC:	17.50	0.27
LIBERTY:	32.18	2.13	VONAGE:	0.78	0.03
LODGENET:	1.15	(0.07)	YAHOO:	12.65	0.26
NEW FRONTIER:	1.73	(0.02)	TELCOS		
OUTDOOR:	7.09	0.13	AT&T:	25.30	1.52
PLAYBOY:	1.20	(0.3)	QWEST:	2.44	(0.17)
RHI:	12.09	0.09	VERIZON:	26.24	0.49
SCRIPPS INT:	24.49	(2.17)	MARKET INDICES		
TIME WARNER:	9.49	(0.12)	DOW:	8691.25	172.04
VALUEVISION:	0.68	(0.03)	NASDAQ:	1603.91	(11.84)
VIACOM:	19.54	0.78	TECHNOLOGY		
WWE:	14.20	(0.31)	3COM:	2.33	0.07
TECHNOLOGY					
ADC:	4.66	(0.53)			
ADDVANTAGE:	1.80	0.00			

Introducing the All-New



ReelzChannel is putting its money where its mouth is. Our new on-air promotion recommends a specially selected VOD/PPV movie every few weeks.

We're so confident that your subscribers will like it that if they don't, we'll pay them back for it!



PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Cacophonous Post Time

More than 100 thoroughbreds offer myriad subplots for this year's 2-day (Fri-Sat) **Breeders' Cup**, and there's no shortage of ancillary storylines off the track either. The sport of thoroughbred racing has endured a very difficult year, owing to a prominent horse death in the KY Derby and outcries over the sport's steroid use. The 2 issues have coalesced to alienate even more people from a venerable pastime struggling to maintain currency. The economy hasn't helped, wielding a heavy blow to the gaming industry wholly. Betting handle has been down this year across most horse tracks and wagering platforms—even before the recent crisis flowered with thorns. And don't forget, Americans will soon vote in a historic US Presidential election. Amid this eddy is horse racing net **TVG**, on the sale block and set to continue its sponsorship role in the Cup, held this year and next in the net's home state of CA. "We have our challenges as it is," said TVG pres *David Nathanson* of horse racing, "and it's even harder to get the spotlight now." TVG is combating the shadow (and wooing prospective buyers) with promotions across cable nets, an expanded Cup-related programming lineup and, of course, outreach and exposure initiatives like its aegis of Sat's Dirt Mile, a race ironically headlined by a horse named Well Armed. Nathanson said the net is weathering the economic storm as well as can be expected, and drawing interest from a broad mix of sectors. The Cup is nearly tailor-made for TVG, as the intl event's draw of horses from multiple countries enhances the net's healthy non-US base. Plus, it's horse racing's 2nd biggest annual event behind the KY Derby. And this year in particular, the Cup's 14 races are loaded with talent. Recession-busting, don't-call-me-if they-fail picks: Nathanson's touting *Albertus Maximus* in his net's race and offers *Winchester* as a "long-shot play." Me: bank on *Curlin* and go for a big score with *Dancing Forever*. *CH*

Highlights: "Primal Fear," Mon, 9pm, **History**. Good way to prepare for Halloween. The special begins slowly, but 15 min in we get to premature burial. Even *George Washington* feared it. *SA*

Worth a Look: "Sex and Lies in Sin City," Sat, 9pm, **Lifetime**. The best parts of this Lifetime film is watching pros *Matthew Modine* and *Marcia Gay Harden* efficiently stretch their acting chops. Usually a good-guy, Modine is rakish, drug-addled casino heir *Ted Binion*. It takes Harden a bit longer to convince as Binion's nasty sister. As Binion's gold-digging squeeze, *Mena Suvari's* beauty is her most effective tool, although it's not enough to propel this disjointed film beyond "Worth-A-Look" territory. — "Redemption Song," Wed, 11pm ET, **fuse**. What a concept. Have young, female singer wannabes live together as they compete for a record deal. Oh, yeah... they're all bad girls whose addictions have hurt their careers, and none is tough on the eye. **WWE** singing wrestler *Chris Jericho* hosts. Any doubt this will work on fuse? -- "Splinter," Wed, 8pm ET, **HDNet Movies**. Everyone else has made blood-soaked, monster movies for Halloween, so why not *Mark Cuban*, who'll preview "Splinter" before it hits theaters. The 'star' is a porcupine-like parasite that's attracted to heat and feeds on its victims' flesh. Hands-down, it's scary. *SA*

Basic Cable Rankings (10/13/08-10/19/08) Mon-Sun Prime			
1	TBSC	3.7	3613
2	FOXN	2.6	2479
3	ESPN	2.2	2163
4	USA	2.1	2047
5	DSNY	1.9	1792
6	CNN	1.7	1674
7	NAN	1.5	1513
8	MSNB	1.3	1167
9	LIFE	1.2	1159
9	TNT	1.2	1146
9	TOON	1.2	1142
12	HALL	1.1	929
13	A&E	1	1023
13	SCIF	1	956
15	FX	0.9	890
15	TLC	0.9	876
15	CMDY	0.9	849
15	HIST	0.9	844
15	SPK	0.9	830
15	AMC	0.9	830
21	DISC	0.8	816
21	HGTV	0.8	806
21	BRAV	0.8	735
21	TRU	0.8	682
25	FAM	0.7	688
25	MTV	0.7	687
27	FOOD	0.6	625
27	HLN	0.6	566
27	LMN	0.6	395
30	VH1	0.5	519
30	TVLD	0.5	473
30	EN	0.5	462
30	APL	0.5	432
30	BET	0.5	402
30	NOGG	0.5	364
30	SOAP	0.5	320
37	TRAV	0.4	372
37	NGC	0.4	293
37	GSN	0.4	277
37	OXYG	0.4	277
41	ESP2	0.3	317
41	SPD	0.3	241
41	CMT	0.3	238
41	DHLT	0.3	209
41	WE	0.3	199
41	VS	0.3	192

*Nielsen data supplied by ABC/Disney

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