

# CableFAX Daily™

Monday — November 1, 2010

What the Industry Reads First

Volume 21 / No. 211

## 1 Down, 1 To Go: Fox Strikes Distribution Deal with DISH

Ahead of a looming Mon morning deadline, **DISH** and **Fox** reached a carriage deal Fri evening, keeping any subs from losing their Fox broadcast stations. It also restores the 19 Fox RSNs, **FX** and **Nat Geo**, which have been dark since Oct 1. The pact comes before Sun's contract expiration, ensuring that subs won't miss any World Series games or NFL contests and brings myriad sports content back through the RSNs, including pro basketball, hockey and college football. "We thank our customers, our retail and channel partners, and our employees for their support through these negotiations, which we believe resulted in a fair deal that reinforces DISH Network's position as the best value in television," said DISH svp, programming *Dave Shull* in a statement. Added **Fox Networks** pres, affiliate sales and marketing *Mike Hopkins*: "I want to thank our partners at DISH Network who worked tirelessly to help us reach a successful conclusion." Praising the DISH-Fox deal, **FCC** chmn *Julius Genachowski* late Fri again urged **Cablevision** and Fox to resolve their impasse and separately appeared to endorse Sen *John Kerry's* (D-MA) legislative approach, stating in a response letter to Kerry that "I agree that it is time for Congress to revisit the current retransmission law and assess whether changes in the marketplace call for new tools to strike the appropriate balance of private negotiations and consumer protection." Cablevision and Fox's standoff hit the Day 14 mark on Fri. The DISH agreement may put more pressure on Cablevision, whose subs face missing Fox's Sun coverage of the streaking Jets. Earlier this week, Jets owner *Woody Johnson* reached out to both sides to urge airing of Sun's game against the Packers even if there's no resolution by kickoff. Meanwhile, Kerry took to the opinion pages of *Politico* Fri to make his case for govt changes to retrans rules, saying new market forces have outpaced regulation. "Unfortunately, the current law allows intransigent parties to deadlock and put consumers in a terrible situation. And because they can, they do," he wrote.

**Game Over?** Poor **G4**. So much attention on **Fox** these days, few have taken notice that the **Comcast** net might disappear from **DirectTV's** Choice Extra lineup at 6amET on Mon. DirecTV said discussions continue, but if a deal is not reached, the channel will come down Mon. "We have been trying to engage DirecTV in fair and reasonable discussions to continue to carry G4," a net rep said. "G4 offered DirecTV the same basic deal we have had for the past 3 years." G4 says its on pace for its most-watched year ever with total viewers, and is fresh off its most-watched Q in 3Q (118K).

**CableFAX**  
THE MAGAZINE

**100**  
CableFAX

The annual CableFAX 100 issue salutes cable's leaders, pioneers, influencers and rainmakers. The Regional Top Players will also be profiled.

**Publication Date:** December 9

**Ad Close:** November 9

**Ad Materials:** November 17

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**Bonus Event Distribution:** The CableFAX 100 Awards Luncheon, December 9

Sponsor the CableFAX 100 Awards Luncheon, December 9, 12-2:30pm in NYC. Go to [www.cablefaxmag.com](http://www.cablefaxmag.com) for details on registration and sponsorship opportunities.



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*Congratulate the 2010*

# Top Women in Cable Tech

The Top Women in Cable Tech will be honored as part of the celebration for CableFAX's Most Powerful Women in Cable.

CableFAX and association partner WICT are proud to present this year's class of distinguished women working in cable technology.

**Susan Adams** - Comcast  
**Pam Arment** - Pam Arment Consulting  
**Cathy Avgiris** - Comcast  
**Nomi Bergman** - Bright House Networks  
**Sabrina Calhoun** - Bright House Networks  
**Sherita Ceasar** - Comcast Corp  
**Laurie Dean Baird** -  
Turner Broadcasting System  
**Grace Egan** - Time Warner Cable  
**Teresa Elder** - Clearwire  
**Cyndee Everman** - Time Warner Cable  
**Kristine Faulkner** - Cox Communications  
**Charlotte Field** - Comcast Corp  
**Yvette Gordon-Kanouff** -  
Sea Change International  
**Susan Grant** - Turner Broadcasting System  
**Vicki Hamilton** - Turner Broadcasting System  
**Sherisse Hawkins** - Time Warner Cable

**Rhonda Holt** - Turner Broadcasting System  
**Sandy Howe** - Arris  
**Lisa Hsia** - Bravo Media  
**Marsha Humphreys Gee** -  
Suddenlink Communications  
**Barbara Jaffe** - HBO  
**Marva Johnson** - Bright House Networks  
**Trish Jones** - Turner Broadcasting System  
**Mari Katsunuma** - Bravo Media  
**Jennifer Kavanagh** - Oxygen Media  
**Charlene Keys** - Time Warner Cable  
**Sally Kinsman** - Kinsman Design Associates  
**Tia Lee** - Suddenlink Communications  
**Selina Lo** - Ruckus Wireless  
**Rhonda Lowry** - Turner Broadcasting System  
**Tara Maitra** - TiVo  
**Christy Martin** - iBox  
**Vicki Marts** - Cox Communications

**Susan McLaughlin** - TOA Technologies  
**Stephanie Mitchko** - Cablevision Systems  
**Vikki Neil** - Scripps Networks  
**Emily Nikoo** - Blonder Tongue Labs  
**Pam Nobles** - SCTE  
**Carol Pandiscia** - ESPN  
**Rebecca Rusk Lim** - Starz  
**Margret Schmidt** - TiVo  
**Sandy Sexton** - Scripps Networks  
**Veronica Sheehan** -  
Turner Broadcasting System  
**Carolyn Terry** - Time Warner Cable  
**Mimi Thigpen** - Cox Communications  
**Donna Thomas** - Ascent Media  
**Aimee Viles** - Bravo Media  
**Sue Wante** - Comcast

## Celebration Opportunities:

Full List of CableFAX Most Powerful Women  
announced: **11/11/10!**

Most Powerful Women in Cable Breakfast:  
December 10 • 8:30 -10:30 a.m. • Grand Hyatt in NYC

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**On the Hill:** Ranking House Commerce member *Joe Barton* (R-TX) tells **CNBC** that he expects to be nominated to chair the cmte if Republicans win the House. That's notable because he's reached the end of his 6-year term limit as the Committee's top Republican. He's campaigning for an exception. Otherwise, expect *Fred Upton* (R-MI) to step up to the role.

**Comcast-NBCU:** Comcast answered critics of its proposed **NBCU** jv recently at the **FCC**, urging among other things that the Commission reject **ACA's** proposed conditions (like licensing O&Os and RSNs on a standalone basis). Calling them neither narrowly tailored on transaction specific, Comcast wrote that the conditions "merely rehash a per-existing agenda that ACA has long been pursuing on an industry wide basis before this transaction." The **Natl Telecom Coop Assoc**, **OPASTCO**, **NRTC**, **RICA** and **WTA** recently endorsed ACA's conditions. Comcast also responded to allegations from **Avail-TVN** and others, saying that neither **Comcast Media Center** nor **In Demand** can act as a distribution bottleneck.

**On The Circuit:** Our best to **CableFAX: The Magazine** contributor and **Cfax Daily** alum *Daisy Whitney* as her teen novel "The Mockingbirds" is released Mon. *Publishers Weekly* gave it a star and called it "bold, intense and timely."

**Competition:** **FiOSTV** announced its feature of 10 on demand 3D movies through Dec, beginning Nov 16 with the premiere of "Cats & Dogs: Revenge of Kitty Galore." -- **NBA TV** is now available for free on **U-verse TV's** U300 package, increasing the net's footprint to approx 55mln homes. Separately, AT&T will launch U-verse services in Decatur, AL, on Mon.

**Pass the Advil:** With **Netflix** already giving cable ops acute headaches due to its burgeoning online streaming play, now **Redbox** parent **Coinstar** is prepping a digital play for '11. "We are currently in detailed discussions with a number of highly interested partners," said Coinstar CEO *Paul Davis* during a conference call, adding that the service would most likely carry the Redbox brand. Davis said Redbox customers "are robust users of entertainment technology," and that 91% of them have a home broadband connection. The co's kiosk DVD business continues to grow, delivering a 54.2% rev surge in 3Q while counting 143mln rentals. Meanwhile, stock analysis firm **Trefis** expects Netflix to have more than 19mln subs by Jan, or approx 17% of TV homes, and more than 40mln by '17.

**Earnings:** **Rovi** reported a 21% rise in 3Q rev to \$138mln and net income of \$36.4mln, compared to an \$11.9mln net loss a year ago. "Despite a slowdown in growth in basic video cable subscribers in the US, our fundamentals remain positive as digital subscriptions continue to grow," said CEO *Fred Amoroso* during a conference call. "And we benefit from robust growth outside of cable such as **DirecTV** and **Verizon**."

**Editor's Note:** The nom deadline for **CableFAX's** "Best of the Web" awards is Nov 5! Go to <http://www.cablefax.com/cfp/bow/>.

**Ratings:** **Syfy** original "Hollywood Treasure" premiered to 1.5mln total viewers, 973K 25-54s and 897K 18-49s to become the net's best new reality franchise bow since the original "Ghost Hunters" debuted in Oct '04.

**Programming:** Not even the high-profile ado surrounding show host *Jenn Sterger* and *Brett Favre*—the Vikings QB's accused of sending Sterger lewd photos and crude messages—could prevent the cancellation of **Versus'** daily sports talk show "The Daily Line." First reported by *SBJ's John Ourand*, the net confirmed it's axing the show, which has averaged approx 53K viewers since its Apr launch and will end its run Nov 4. -- Confident in its resonance among men 18-34, **Spike's** turning its attention to 25-49s through a new slate of scripted originals that the demo "can relate to—especially workplace and family humor," said net pres *Kevin Kay* in a release. The future lineup includes comedies "Powerball," about a 30-something loser who wins the lottery, and "Thunderballs," following 3 life-long friends who comprise a beer league bowling team, plus a drama titled "F.T.W." focused on an Atlanta police officer recruited by the Department of Homeland Security to return to his hometown and infiltrate a militia org linked to domestic terrorism with which he has familial ties.

**People:** **Nick** made several changes: *Nelson Boyce* was named svp, ad sales strategy & biz dev; *Katy Loria* was named svp, Nick digital ad sales; *Sharon Cohen* was named svp, integrated marketing and retail marketing; and *Samantha Maltin* was named svp, Nick Global Partnerships. -- **Charter** named **Unitymedia** vet *Christopher Winfrey* evp/CFO. Charter svp/comptroller/chief accounting officer *Kevin Howard* had been interim CFO since the Jul departure of *Eloise Schmitz*.

**Business/Finance:** The saga involving **Lionsgate** and *Carl Icahn* continues. The company sued Icahn Thurs for allegedly violating securities laws and misleading investors by bashing its earlier attempts to buy **MGM**, saying his only intention was to subsequently invest heavily in both Lionsgate and MGM so as to reap increased profits should a deal materialize. Icahn's response? To extend until Nov 15 his offer to purchase up to all of LGF's outstanding common shares for \$7.50 each.



**CableFAX Week in Review**

Company	Ticker	10/29 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	43.45	1.71%	30.28%
DISH:	DISH	19.87	2.37%	(4.33%)
DISNEY:	DIS	36.12	3.30%	12.02%
GE:	GE	16.02	0.19%	5.88%
NEWS CORP:	NWS	16.09	0.19%	1.07%
<b>MSOS</b>				
CABLEVISION:	CVC	26.74	0.94%	3.56%
CHARTER:	CHTR	32.48	(1.93%)	0.00%
COMCAST:	CMCSA	20.63	5.99%	22.33%
COMCAST SPCL:	CMCSK	19.36	6.08%	20.92%
GCI:	GNCMA	10.45	0.19%	63.79%
KNOLOGY:	KNOL	14.55	0.90%	33.24%
LIBERTY CAPITAL:	LCAPA	57.54	2.08%	140.95%
LIBERTY GLOBAL:	LBTYA	37.77	8.52%	72.52%
LIBERTY INT:	LINTA	14.76	0.89%	36.16%
MEDIACOM:	MCCC	6.90	0.00%	54.36%
SHAW COMM:	SJR	21.38	(0.79%)	3.94%
TIME WARNER CABLE:	TWC	57.87	0.84%	39.82%
VIRGIN MEDIA:	VMED	25.43	4.69%	51.10%
WASH POST:	WPO	402.15	7.92%	(8.52%)

Company	Ticker	10/29 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
CBS:	CBS	16.93	(1.46%)	20.50%
CROWN:	CRWN	2.92	(7.3%)	101.38%
DISCOVERY:	DISCA	44.67	2.15%	45.65%
GRUPO TELEVISIA:	TV	22.45	0.85%	8.14%
HSN:	HSNI	29.94	(2.22%)	48.29%
INTERACTIVE CORP:	IACI	27.90	6.90%	36.23%
LIBERTY:	L	39.49	(0.54%)	8.63%
LIBERTY STARZ:	LSTZA	65.60	(2.84%)	42.15%
LIONSGATE:	LGF	7.23	(2.69%)	24.44%
LODGENET:	LNET	2.55	6.25%	(53.89%)
NEW FRONTIER:	NOOF	1.73	(3.89%)	(8.47%)
OUTDOOR:	OUTD	5.28	(8.17%)	(8.97%)
PLAYBOY:	PLA	4.85	(5.09%)	51.56%
SCRIPPS INT:	SNI	50.89	5.41%	22.63%
TIME WARNER:	TWX	32.51	3.14%	11.56%
VALUEVISION:	VVTV	2.34	(8.95%)	(51.25%)
VIACOM:	VIA	42.78	3.36%	35.81%
WWE:	WWE	13.84	(1.21%)	(9.72%)

Company	Ticker	10/29 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADC:	ADCT	12.69	0.24%	104.35%
ADVANTAGE:	AEY	3.20	(1.54%)	62.44%
ALCATEL LUCENT:	ALU	3.48	(4.46%)	4.74%
AMDOS:	DOX	30.68	2.13%	7.54%
AMPHENOL:	APH	50.13	2.06%	8.55%
AOL:	AOL	26.68	5.33%	14.60%
APPLE:	AAPL	300.98	(2.11%)	42.83%
ARRIS GROUP:	ARRS	9.31	(0.43%)	(18.55%)
AVID TECH:	AVID	12.62	(9.53%)	(1.1%)
BIGBAND:	BBND	2.97	2.77%	(13.66%)
BLNDER TONGUE:	BDR	2.33	(0.85%)	104.39%
BROADCOM:	BRCM	40.83	8.74%	29.74%
CISCO:	CSCO	22.86	(2.64%)	(4.51%)
CLEARWIRE:	CLWR	7.09	(1.12%)	4.88%

Company	Ticker	10/29 Close	1-Week % Chg	YTD %Chg
COMMSCOPE:	CTV	31.66	36.94%	19.34%
CONCURRENT:	CCUR	6.34	(0.31%)	60.10%
CONVERGYS:	CVG	11.34	(1.39%)	5.49%
CSG SYSTEMS:	CSGS	19.45	2.86%	1.89%
ECHOSTAR:	SATS	21.20	5.84%	5.26%
GOOGLE:	GOOG	613.70	0.19%	(1.01%)
HARMONIC:	HLIT	6.98	0.72%	10.44%
INTEL:	INTC	20.05	1.06%	(1.72%)
JDSU:	JDSU	10.50	(9.48%)	27.27%
LEVEL 3:	LVLTL	0.97	6.34%	(36.75%)
MICROSOFT:	MSFT	26.66	5.06%	(12.52%)
MOTOROLA:	MOT	8.16	4.21%	5.15%
RENTRAK:	RENT	27.15	2.69%	53.65%
SEACHANGE:	SEAC	8.04	6.77%	22.56%
SONY:	SNE	33.84	1.23%	16.69%
SPRINT NEXTEL:	S	4.12	(14.95%)	12.70%
THOMAS & BETTS:	TNB	43.55	(1.54%)	21.68%
TIVO:	TIVO	11.15	7.94%	9.53%
TOLLGRADE:	TLGD	7.95	8.02%	30.11%
UNIVERSAL ELEC:	UEIC	21.06	0.29%	(9.3%)
VONAGE:	VG	2.55	(3.41%)	82.14%
YAHOO:	YHOO	16.49	1.17%	(1.73%)

Company	Ticker	10/29 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	28.52	0.81%	1.75%
QWEST:	Q	6.61	2.32%	57.01%
VERIZON:	VZ	32.48	1.22%	(1.96%)

Index	Value	% Chg	YTD %Chg
<b>MARKET INDICES</b>			
DOW:	11118.49	(0.13%)	6.62%
NASDAQ:	2507.41	1.13%	10.50%
S&P 500:	1183.26	0.02%	3.37%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. COMMSCOPE:	31.66	36.94%
2. BROADCOM:	40.83	8.74%
3. LIBERTY GLOBAL:	37.77	8.52%
4. TOLLGRADE:	7.95	8.02%
5. TIVO:	11.15	7.94%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SPRINT NEXTEL:	4.12	(14.95%)
2. AVID TECH:	12.62	(9.53%)
3. JDSU:	10.50	(9.48%)
4. VALUEVISION:	2.34	(8.95%)
5. OUTDOOR:	5.28	(8.17%)

**CableFAX's Top Case Studies in Cable Marketing & PR Guidebook**

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