

CableFAX Daily™

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What the Industry Reads First

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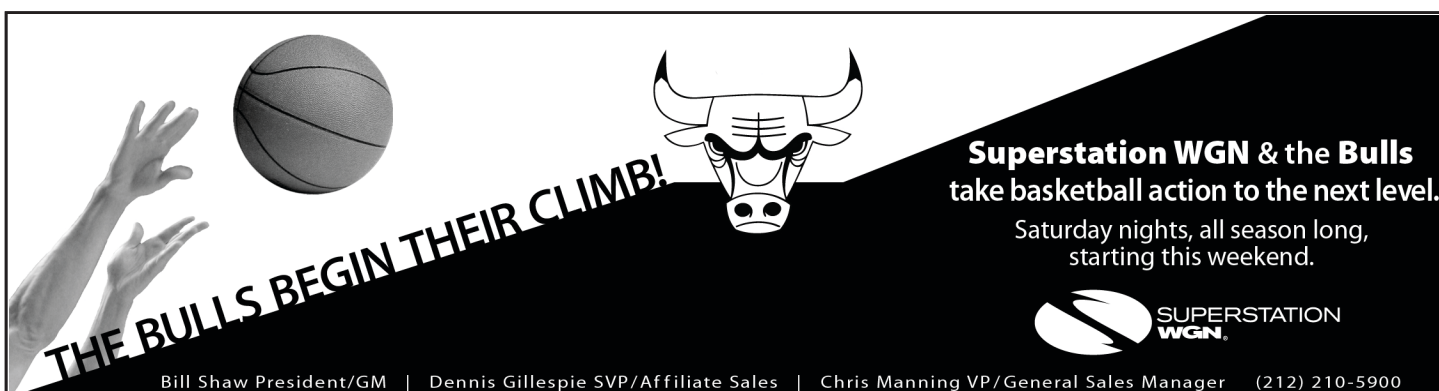
ITV Winds: Time Warner Cable Hires Cablevision, AOL Execs

Cablevision lost one of its ITV superstars last week with *Patrick Donoghue*, vp, digital TV and broadband, jumping over to **Time Warner Cable**. Donoghue will serve as vp, ITV, helping to fill the interactive gap left in Sept when *Joan Gillman* moved over to head media sales. Donoghue has made quite a name for himself in the interactive space, winning 4 Emmys for his work at Cablevision. "He's been in this field as a leader basically as long as it has existed," said *Peter Stern*, Time Warner's evp, product management. It was especially important that Time Warner not lose any ITV momentum as it's in the process of rolling out its "Navigator" digital platform to all divisions (*Cfax*, 10/23). Navigator will allow the MSO to introduce more markets to its ITV applications, such as voting/polling (which recently moved to an ad-supported model), "eBay on TV," "Start Over" and ITV customer care. While Stern was admiring of some of Cablevision's ITV apps (such as classifieds on TV), he said TW doesn't intend to replicate those services. In fact, TW and its **BIAP** apps are up for 3 ITV Emmys of their own this year. Stern also made another new hire in his group, bringing former **AOL** and **AT&T Broadband** exec *Jeff Hines* over as vp, broadband services. He'll oversee the business plan and strategy for all HSD products, including the premium service TW has rolled out to L.A. and plans to deploy elsewhere in the coming months. -- **User-Generated Content:** With **Verizon** supposedly in advanced discussions with **YouTube** to bring the site's videos to cell phones and TVs and **Comcast** launching Ziddio.com, what's Stern's take on cable's role in user-generated content? He points to **Oceanic Time Warner's** "Photo Show," which gives subs the ability to self publish video/photos to VOD almost immediately. He thinks it's a winner because "what drives the YouTubes of the world is self-publishing." Stern noted that Time Warner plans to deploy Photo Show VOD to other divisions in the coming months. "It has fantastic usage," he said. "It's in the top 10 of our On Demand programs on an ongoing basis."

Speed Way: **Insight** has upped its standard speed for HSD to 10Mbps down/1Mbps up, with CEO *Michael Willner* stopping by **BroadbandReports.com** to deliver the news to the site's speed junkies. "We're so excited about being able to offer this new speed configuration that we decided to rename our new standard level of service 'Broadband 10.0,'" Willner wrote. The MSO is also upping its premium tier to 15Mps/1.5Mbps. Subs will get letters this week, with the upgrades rolling out district-by-district. **Insight** also launched a Website: www.InsightFree10MegUpgrade.com.

Game Gamers: **Microsoft** announced pacts with **MTVN**, **CBS**, **TBS** and others to provide users of its Xbox 360 gaming console with TV and film content available for download (to rent or own). Included beginning Nov 22 will be eps of **Comedy Central's** "South Park" and **MTV's** "Pimp My Ride."

Carriage: **Comcast** has reportedly inked a deal to carry **News Corp's** planned business news channel on its digital tier, available to 12mln subs—if the channel comes to fruition, which is unclear at this point. *The New York Times* broke



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the story Tues. **Rupert Murdoch** has said previously that the new net will begin early next year. The pact is independent of a carriage agreement for **Fox News Channel**, discussions for which are ongoing between the 2 parties. -- **The Weather Channel** gained carriage for its local traffic component last week in Cleveland (**Time Warner Cable, Cox, WOW!**) and Hartford, CT (**Comcast, Cox**), bringing its total to nearly 40 markets. The net's "Weatherscan" local weather service also launched in the 2 areas, on Cox' digital tier in Cleveland and on Comcast's digital tier in Hartford. -- **CNBC's** "dLifeTV," a weekly show striving to better the lives of diabetics, was named the 1st health-based content provider for **TiVo's** "TiVoCast" broadband-to-TV service. The show is now available 24 hours/day via a TiVo remote.

Dishheads: **EchoStar** shares hit a new 52-week high Tues after the DBS company reported solid 3Q growth, adding 958K subs—a new high for gross additions. (Net adds totaled 295K net). Revenue grew 16% to \$2.47bln, also beating Wall St expectations. Subscriber acquisition coast dipped to \$688 from \$697 last year, though rose slightly from 2Q's \$683. One area that caused some pause was DISH's monthly churn of 1.76%. **Sanford Bernstein's Craig Moffett** called it troubling inasmuch as it "directly increases total acquisition spending/activity levels without contributing to growth or value creation." Moffett called churn a key issue going forward, especially in light of the pending distant signal shut-downs and increasing pressure from cable's triple-play. CEO **Charlie Ergen** downplayed the concern, saying churn has been fairly consistent over the last 4-5 years. As for cable's triple-play, "I haven't seen perhaps as much impact from the triple play that we read about every day yet. Obviously, that's a factor and obviously it's something we've got to keep our eye on." No new details on broadband, with pres **Carl Vogel** promising that DISH will make an announcement when it finds something that makes sense. Ergen did touch on a court ruling requiring EchoStar to shut off distant broadcast signals by Dec 1, saying he hopes Congress will intervene. And he acknowledged that EchoStar could lose some customers if the shutoff isn't stopped but said that wasn't an excuse for lower sub growth. "If somebody gets a customer from us in one of those markets, then we've got to go and get 2 of their customers from a different market," Ergen said.

Competition: As part of a new strategy to garner more national ad revenue, **DirectTV** announced it will bring its ad sales division in-house by combining existing DirecTV reps with others from the satcaster's former ad sales vendor, **Twentieth TV**. Former TTV employee **Bob Riordan** will serve as svp, ad sales, and **Alison Pascola** was named vp, ad sales. Also jumping from TTV are **Rich Forester**, vp, new business development; **Jamie Calandruccio**, vp, planning and ops; **Steve Fish**, vp, Midwest region; and **JC Kawalec**, vp, western region.

Intl: **MySpace.com** and **Softbank** announced a jv to launch **MySpace Japan**, the site's 1st foray into Asia.

Mobile: **Anime Network** forged a deal with **Sprint** to provide video content for Sprint's "Power Vision" subs. Access to content from 5 series including "Divergence Eve" and "Mezzo" will run \$4.95/month.

Ratings: "MNF" and a Thurs college football tilt, the week's top 2 prime telecasts, pushed **ESPN** (3.0HH rating/2.77mln HH delivery) to the prime ratings peak. **Disney** (2.2/2.01mln) rode **Tim Allen's** sleigh in "The Santa Clause" (3.9/3.5mln) to 2nd position, followed by **USA** (2.1/1.87mln) and **TNT** (1.7/1.56mln). **Fox News** (1.3/1.19mln) overtook **TBS** for 5th.

Programming: Billed as a hipper version of "Murder, She Wrote," the popular series that starred **Angela Lansbury**, **LMN's** "Inspector Mom" (Nov 18, 8pm) features **Danica Keller** as a mother of 2 who hunts down criminals in her spare time. The launch also includes 8 webisodes, which are slated to air at lmntv.com immediately following the film's linear

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debut, and will run through the Apr premiere of a 2nd "Inspector Mom" movie. -- **The Gospel Music** channel presents the Annual Inspirational Country Music Awards Thurs. It's the net's 1st live awards show.

Skin Earnings: New Frontier Media's pay TV group reported a 14% Y-over-Y increase in 2Q07 rev to \$12.2mln, as rev from PPV services jumped 25% to \$7.5mln and VOD rev inched up 5% to \$4.2mln—although all the metrics were lower vs last Q. -- Meanwhile, **Playboy** cited lower cable and satellite PPV revenues as chief reasons for an 18% decline in 3Q06 income at its entertainment group to \$5.8mln. On the plus side, the income number represents an 18% increase vs 2Q, and segment rev grew 5% to \$50.2mln (+6% vs 2Q).

Honors: The Philly chapter of **WICT** will hand out its annual Liberty Awards Wed. Picking up the leadership honors: **Rainbow's Lisa Schwartz**, **Comcast's Tina Waters** and **Jennifer Gaiski** and **Comcast Spotlight's Kim Woodworth**. Spotlight's **Grace Killelea** will receive the lifetime achievement award.

People: **Peter Risafi** was promoted to svp, brand marketing/exec creative dir for **Comedy Central**. -- **Harmonic** appointed **Charles Bonasera** vp, operations, replacing the retiring **Israel Levi**. -- **Gary McCarthy** was promoted to vp, finance and accounting for **TBS'** animation division.

CableFAX Daily Stockwatch

Company	11/07 Close	1-Day Ch	Company	11/07 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	42.67	0.03	AVID TECH:	36.27	(0.13)
DIRECTV:	22.45	0.76	BLNDER TONGUE:	1.42	0.01
DISNEY:	32.46	0.57	BROADCOM:	31.98	1.73
ECHOSTAR:	35.98	0.67	C-COR:	9.95	(0.02)
GE:	35.54	0.27	CISCO:	24.84	0.16
HEARST-ARGYLE:	25.59	(0.31)	COMMSCOPE:	31.29	0.18
ION MEDIA:	0.77	(0.02)	CONCURRENT:	2.02	0.04
NEWS CORP:	21.73	0.38	CONVERGYS:	21.94	(0.04)
TRIBUNE:	32.24	(0.03)	CSG SYSTEMS:	27.51	0.19
MSOS					
CABLEVISION:	27.93	0.05	GEMSTAR TVG:	3.26	(0.03)
CHARTER:	2.75	0.12	GOOGLE:	472.57	(4.38)
COMCAST:	40.64	(0.21)	HARMONIC:	8.32	(0.06)
COMCAST SPCL:	40.25	(0.41)	JDSU:	15.06	(0.69)
GCI:	14.31	0.28	LEVEL 3:	5.53	0.18
KNOLOGY:	10.86	0.23	LUCENT:	2.49	0.03
LIBERTY CAPITAL:	89.74	0.40	MICROSOFT:	28.95	0.11
LIBERTY GLOBAL:	26.66	0.32	MOTOROLA:	21.92	(0.91)
LIBERTY INTERACTIVE:	22.71	0.11	NDS:	49.63	1.59
MEDIACOM:	8.23	0.01	NORTEL:	2.13	(0.26)
NTL:	27.00	(0.33)	OPENTV:	2.75	(0.17)
ROGERS COMM:	59.73	(0.63)	PHILIPS:	35.97	0.37
SHAW COMM:	31.45	0.02	RENTRAK:	12.99	(0.26)
TIME WARNER:	19.95	0.11	SEACHANGE:	8.80	(0.09)
WASH POST:	735.00	(1.38)	SONY:	40.81	0.05
PROGRAMMING					
CBS:	29.40	0.25	SPRINT NEXTEL:	19.54	0.49
CROWN:	3.56	(0.01)	THOMAS & BETTS:	49.95	0.67
DISCOVERY:	14.97	0.13	TIVO:	6.06	(0.01)
EW SCRIPPS:	50.35	1.05	TOLLGRADE:	8.35	0.24
GRUPO TELEVISIA:	24.79	(0.33)	UNIVERSAL ELEC:	21.83	0.03
INTERACTIVE CORP:	32.69	0.40	VONAGE:	6.73	0.17
LODGENET:	22.64	0.65	VYYO:	3.70	(0.05)
NEW FRONTIER:	9.43	0.27	WEBB SYS:	0.07	0.00
OUTDOOR:	13.60	(0.06)	WORLDGATE:	1.22	0.04
PLAYBOY:	11.35	0.89	YAHOO:	26.59	0.41
UNIVISION:	35.10	0.12	TELCOS		
VALUEVISION:	12.97	0.07	AT&T:	34.30	0.00
VIACOM:	39.40	0.51	BELLSOUTH:	44.97	0.10
WWE:	16.31	0.11	QWEST:	8.84	0.11
TECHNOLOGY					
3COM:	4.72	0.01	VERIZON:	36.98	0.28
ADC:	13.79	0.03	MARKET INDICES		
ADDVANTAGE:	4.06	0.06	DOW:	12156.77	51.22
AMDOCS:	38.75	(0.39)	NASDAQ:	2375.88	9.93
AMPHENOL:	67.37	0.57			
ARRIS GROUP:	11.47	(0.02)			

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