

CableFAX Daily™

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What the Industry Reads First

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NFL Replay: Suddenlink Says Net Giveth & Taketh Away

When NFL Net kicks off its 8-game package Thurs, Suddenlink subs won't be among those watching the Bears-49ers match-up in their homes. But the MSO says that almost wasn't the case. Suddenlink says it had "verbally accepted" an NFL Net offer in late Sept, started exchanging contract drafts and was ready to move forward with adding the channel to its lineup. "Then, the NFL Network withdrew the offer we had accepted. A few weeks later, the NFL returned with a new proposal that included unacceptable costs and conditions," Suddenlink tells fans on its blog. Said NFL Net vp, affil relations *John Malkin*: "We don't really comment on specifics of our negotiations, but we weren't able to reach an agreement with them that was a fair deal for both of us. But we're still open to negotiations with them for both NFL Network and Red Zone." A Suddenlink spokesman declined comment beyond the blog statement, which does say the MSO remains open to continued discussions. The MSO has pushed for carriage of the net on a sports tier for years. NFL Net, thanks largely to its re-jiggered Comcast deal, now reaches about 53mln HHs—up from about 32mln in Mar. Time Warner Cable, Cablevision and Charter still are not among its distributors, but Malkin says talks continue. New to this year's live game package are 30-sec taggable, tune-in spots that affiliates can sell locally. Comcast Spotlight, Cox Media and Insight have opted in, with the 1st spots debuting this week. On the national level, NFL Net says ad sales are pacing ahead of last year. "Reaching the 50mln mark on a Nielsen basis is very beneficial on Madison Ave," Malkin says. "I think the ad community has always been engaged with the network, but it's a big benchmark on Madison Ave." Also on tap for '09 are new technology gizmos—such as a high-speed camera. Following the success of NFL Red Zone, there's talk of creating a Spanish version of the channel.

Current Changes: *Al Gore's Current TV* is shifting away from short-form programming and daily in-house prod to focus on 30-60min formats, a move that necessitated the elimination of 80 global positions. The net will axe shows "Current Tonight," "Current Takeover" and "Current Exposed," and consolidate TV prod and programming dev in new facilities at LA Center Studios. Current said the changes weren't driven by a need to cut costs and that '09 will become its most profitable year ever. Rather, they allow the company "to re-allocate resources in order to put further emphasis on areas of the business believed to best position Current Media for continued long-term growth." Planned

#16 UTAH AT #4 TCU SATURDAY 7:30ET

ONLY ON CBS COLLEGE SPORTS NETWORK
GO TO CBSCOLLEGESPORTS.COM FOR MORE INFORMATION.

MOUNTAIN WEST

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is creation of new exec posts and teams in multiple areas including program dev, affil relations and ad sales.

At the Portals: The FCC issued notice Wed that it wants comments on measuring broadband adoption, identifying barriers to adoption and remedying those hurdles. The Commission believes the primary barriers non-adopters face include: affordability of service and hardware, insufficient digital and technical literacy, unawareness of the personal relevance of broadband and an inability to use existing tech due to physical or mental disabilities. Comments are due Dec 2.

MCCC-Sinclair: Nearly 3 years ago, **Pali Capital** issued a sell rating on **Mediacom** premised on a tough retrans fight with **Sinclair**. But things have changed this time around. Pali's *Rich Greenfield* has a "buy" rating on MCCC now, saying its compelling FCF (he expects \$1.38/share in '09) and solid balance sheet are overlooked by investors. And this time he's not too worried over another retrans battle with Sinclair when the current pact expires at year-end. "We believe MCCC's negotiating position is far better today, given the growth in EBITDA and dramatic positive swing in free cash flow, not to mention an FCC that appears to have a more balanced view toward the cable MSOs (versus the prior administration)," Greenfield wrote in a note to clients Tues. However, he still expects a difficult negotiation and has modeled in reduced EBITDA growth expectations for 2010, in part due to retrans costs.

Online: Offering more than 700K videos, **TVGuide.com** added DVR-like functionality allowing users to organize content into 1 location and watch it when convenient and receive notifications when new show eps are available to view. -- **NBA.com** bowed Wed a service designed to augment fans' TV viewership of games by providing real-time stats, play-by-play coverage, a 3D shot chart and highlight packages. -- In prod at **FearNet** is original Web series "Post Mortem with Mick Garris," featuring interviews with *Wes Craven* and *Robert Englund*.

Green Is: For the 3rd straight year, 40 **NBCU** brands will feature environmentally themed programming across the company's TV and digital platforms for next week's "Green Week." The centerpiece is the "Green Counts Here" campaign, a cross-platform initiative inviting viewers to pledge to make small green changes in their lives. Additionally, NBCU volunteers will host community service projects in several cities. In NY, employees will work with artist *Tom Deininger* to create a 3D eco-trash art installation from recycled materials for NBCU's HQ.

Ratings: ESPN's **MMF** is averaging 14.6mln total viewers this season, an 18% jump over last season. Across media outlets, an avg of more than 17mln viewers is catching each game, the highest **NFL** viewership at this point in a season in 20 years. -- **Fox Soccer Channel's** telecast of the Chelsea-Manchester United match notched a 0.7 HH coverage rating and 319K total viewers, the net's 2nd-best ever performance in each metric, and an all-time high in coverage rating among 18-34s (1.1) and 18-49s (0.9). -- The season premiere of **truTV's** "Operation Repo" garnered 2.2mln total viewers and 1.6mln HHs to establish a series telecast record for the net.

Programming: Premiering Sun (9pm ET) on **History Channel** is "WWII in HD," a 10-hr series that spotlights the war through the eyes of 12 Americans who lived it and marks the 1st related doc ever to be presented in full HD color.

Affiliate Relations: As part of **USA's** "Characters Unite" initiative focused on combating prejudice, **NBCU** is teaming with **Comcast** and **Charter** to offer a community affairs program for high schools and students across the country. An essay contest will let selected winners attend the first-ever Characters Unite National Town Hall, moderated by *Tom Brokaw* in DC, Dec 2. Additionally, a companion curriculum will be offered to all schools nationwide, and the Town Hall will be Webcast.

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CableFAX



2008 Issue

ADVERTISE IN THE CABLEFAX 100 ISSUE

The CableFAX 100 issue represents the definite "Who's Who" in cable, profiling the CableFAX 100 and the Top Regional Executives.

CableFAX: The Magazine

Publication Date: **December 10, 2009**
Space Deadline: **November 13**
Artwork Deadline: **November 16**
Print/ Online Distribution: 10,000+ print, 40,000+ online at www.CableFAX.com
Event Distribution: The CableFAX 100 Luncheon, **December 10**

Sponsor The CableFAX 100 Awards Luncheon, December 10, from 12-2:30pm in New York City. Go to www.cablefax.com/cablefax100 for details on registration and sponsorship opportunities.

BUSINESS & FINANCE

Intl: Sundance Channel and WE will be made available for the 1st time throughout Asia through deals with MEASAT and Ascent Media.

People: Former Joost exec Ben Hurst was named vp, strategy and biz dev for MTV Nets' Ent Group. -- Epix appointed Laverne McKinnon evp, original programming and dev. -- Discovery Comm upped Todd Zander to vp, digital media distribution.

Honors: Cablevision's Optimum Lightpath earned the Metro Ethernet Forum the '09 Carrier Ethernet Service Provider Award for Best Marketing Americas.

Business/Finance: Motorola is looking to unload its cable set top segment, according to the WSJ, and has enlisted JP Morgan and Goldman Sachs for guidance. -- According to TheStreet.com, former DirecTV boss Chase Carey sold 333K shares on the DBS op valued at \$9.5mln. Carey remains a dir.

CableJobs

Armstrong has positions open for maintenance technician in the South Point, Ohio and Harrisville, WV systems. Experience in various aspects of CATV system that includes: digital, internet and CATV telephony technology applications including: troubleshooting and repair (forward and reverse), system sweep and CLI. Some headend and hub experience beneficial but not required; desire to learn headend and hubs preferred. SCTE and NCTI certifications a plus. Minimum 5 years CATV operations experience. Must possess positive attitude good work ethic and be a team player. Persons interested should apply at www.agoc.com/careers. Armstrong is an equal opportunity employer.

CableFAX Daily Stockwatch

Company	11/11 Close	1-Day Ch	Company	11/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	35.81	(0.87)	AMPHENOL:	43.16	0.02
DIRECTV:	29.44	0.33	APPLE:	203.25	0.27
DISH:	20.69	0.25	ARRIS GROUP:	10.87	0.22
DISNEY:	29.29	0.17	AVID TECH:	12.34	0.16
GE:	15.83	0.05	BIGBAND:	3.71	0.20
NEWS CORP:	14.75	0.09	BLNDER TONGUE:	1.02	(0.23)
MSOS					
CABLEVISION:	24.81	(0.4)	BROADCOM:	28.67	(0.06)
COMCAST:	15.10	0.25	CISCO:	23.92	0.27
COMCAST SPCL:	14.57	0.13	CLEARWIRE:	6.14	(1.11)
GCI:	6.21	(0.02)	COMMSCOPE:	28.87	(0.22)
KNOLGY:	10.77	0.18	CONCURRENT:	3.80	(0.03)
LIBERTY CAPITAL:	24.68	0.67	CONVERGYS:	11.67	(0.09)
LIBERTY ENT:	34.07	0.11	CSG SYSTEMS:	16.99	0.03
LIBERTY GLOBAL:	23.54	0.51	ECHOSTAR:	20.31	0.74
LIBERTY INT:	11.17	(0.19)	GOOGLE:	570.56	3.80
MEDIACOM:	4.50	(0.06)	HARMONIC:	5.04	0.24
RCN:	8.15	0.02	INTEL:	19.84	0.34
SHAW COMM:	19.10	0.13	JDSU:	7.20	0.32
TIME WARNER CABLE:	41.88	(0.71)	LEVEL 3:	1.25	0.01
VIRGIN MEDIA:	16.12	0.15	MICROSOFT:	29.12	0.11
WASH POST:	424.52	1.08	MOTOROLA:	8.77	(0.08)
PROGRAMMING					
CBS:	13.21	0.16	OPENTV:	1.55	0.00
CROWN:	1.84	0.14	PHILIPS:	27.61	0.48
DISCOVERY:	30.34	(0.07)	RENTRAK:	16.25	0.30
EW SCRIPPS:	6.72	0.01	SEACHANGE:	6.80	(0.04)
GRUPO TELEVISA:	21.60	0.45	SONY:	29.00	(0.23)
HSN:	15.52	(0.09)	SPRINT NEXTEL:	3.19	(0.05)
INTERACTIVE CORP:	19.72	0.07	THOMAS & BETTS:	37.81	0.57
LIBERTY:	35.91	0.37	TIVO:	10.94	(0.02)
LODGENET:	5.50	0.15	TOLLGRADE:	5.96	(0.07)
NEW FRONTIER:	2.00	0.00	UNIVERSAL ELEC:	23.06	(0.02)
OUTDOOR:	6.50	0.07	VONAGE:	1.37	0.03
PLAYBOY:	2.86	0.08	YAHOO:	16.09	0.05
RHI:	0.89	(0.2)	TELCOS		
SCRIPPS INT:	40.17	0.04	AT&T:	26.44	0.08
TIME WARNER:	31.91	0.21	QWEST:	3.82	0.03
VALUEVISION:	3.60	0.11	VERIZON:	30.36	0.05
VIACOM:	32.52	0.12	MARKET INDICES		
WWE:	15.68	0.38	DOW:	10291.26	44.29
TECHNOLOGY					
3COM:	5.69	0.28	NASDAQ:	2166.90	15.82
ADC:	6.68	0.23			
ADVANTAGE:	2.27	0.02			
ALCATEL LUCENT:	3.76	0.12			
AMDOCS:	26.54	0.29			

shh... Secret Industry Stats
 No One Is Telling You
 MediaCensus has your answers
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Think about that for a minute...

“TV Everywhere” is VOD!

A little side-show was just triggered by Charlie Ergen with the decision by Echostar to try to trademark the term “TV Everywhere.” Presumably the argument will be that those words were used by the makers of the Slingbox (which Echo now owns) a while ago, so they should have the rights. I really don't care. I think we should reconsider the whole idea of distinguishing the programs we deliver by whether they come over “cable” or “broadband.” The viewer doesn't care. All they want is



Steve Effros

to be able to see what they want to see when they want to see it. That, it seems to me, is already covered by a term we have used for years, but not promoted very well: video on demand.

The notion, apparently, behind the current buzz over “TV Everywhere” is that the provider of subscription video,

the “MVPD” as the FCC would say, is now going to also make that programming available over the Internet. That way, folks who subscribe to a cable service that delivers, for instance, ESPN or HBO could see those channels, wherever they are, on a laptop computer, or maybe a smartphone. All the studies show that folks, even young folks, still prefer to watch on a big television set. But for those on the move, in an airport or on a trip or whatever, they could view them wherever they are.

Great. I'm not convinced this is going to be an overwhelming sea-change in the way most people watch video, but it will be an incremental addition to the service we already offer. That's an important point; we already offer, on many systems, the ability to see lots of programming “on demand.” The rapid uptake of DVRs, and the imminent rollout of network DVRs proves the point that consumers want to do their own scheduling, wherever they are. Eventually even the broadcast

networks will understand this truth, and they, too, will allow archiving and “video on demand” of their programs. It's happening now on an individual DVR basis. There doesn't seem to be any logic to trying to make it hard for the consumer. The opposite should be true, and with VOD you could even get some marginal control over ad-skipping. Why broadcasters haven't figured this out by now is beyond me, but it will happen.

So when I see the industry trying to coin yet another new term, this time “TV Everywhere,” I cringe. We're falling into the trap of distinguishing what we do with regard to video delivery by the format of the digital bits we are sending, and by the availability of viewing devices, be they television sets, smartphones or computers.

Instead, we should be getting folks used to the idea that we are providing more and more video that they can “call up” anytime, and eventually anywhere they want it. That control is already available on many of their television sets, (even though lots of folks don't fully appreciate it yet), and soon we will expand their power to other formats. Comcast is much closer to the mark with their “On Demand Online”

Let's not confuse cable customers with more titles and marketing names. Let's own the VOD moniker. It's starting to show significant growth now that we have a solid base of digital boxes in homes. Consumers are indicating they like it by using it more. Let's encourage that trend by keeping things simple: The future delivery of video available on computers, smartphones or wherever is just an extension of what the cable industry is now already offering... Video On Demand. And we're making it better.

Steve

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Deadline: December 4, 2009

Deadline: December 4, 2009 • Enter At: www.CableFAX.com/BOW

CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

The CableFAX Best of the Web Awards will also salute the cable executives behind the scenes who make these digital initiatives shine. The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine. The winners and honorable mentions will be saluted during an awards event in April 2010 in New York City.

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com
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