

CableFAX Daily™

Thursday — November 19, 2009

What the Industry Reads First

Volume 20 / No. 223

Mr White: The Choice of DirecTV's New Generation

DirecTV's decision to tap **PepsiCo** vice chmn/ **PepsiCo Intl** CEO *Michael White* was a bit of a surprise, but it makes sense when you consider his branding and intl expertise. He played a role in negotiations for PepsiCo's acquisition of its 2 largest independent bottlers (nice, given the upcoming spin off from parent **Liberty Media**) and he's credited with transforming the beverage company's intl operations. *Beverage Digest* editor *John Sicher* told us he wasn't taken aback by White moving over to the media business. "Mike's very smart, very operationally oriented. And he also understands and has a good feel for marketing," the trade pub editor said. "There would almost be no company that he could go to that I would characterize as a surprise because I think his leadership would be an asset to any company." Shares of DirecTV closed up 0.36% Wed. Investors won't get much of a feel for him until he joins the company in Jan. "While we are somewhat surprised with the announcement given that Mr. White's experience is outside the TV distribution business, we believe his strategic and financial experience is a good fit for DTV and a suitable replacement for Chase Carey," **Wells Fargo** said in a research note Wed, reiterating that it believes a telco takeover is still possible but unlikely in the near-term because of the regulatory environment. White announced in Sept that he would retire from PepsiCo this year. He replaces *Chase Carey*, who became pres/COO of **News Corp** in July. News of White's appointment came out of left field, with Liberty's *Greg Maffei* and **DirecTV Latin America** head *Bruce Churchill* long thought to be potential candidates. "After a very thorough search, we have found an exceptional leader with a sustained track record of success, profitably growing businesses and a reputation for making the impossible possible," DirecTV chmn *John Malone* said, in making the announcement. "Mike also brings the highest degree of leadership, innovation and passion to the table—all qualities that will help drive DIRECTV's performance in the coming years." For his part, White said in a statement that he's looking forward to "working with the talented management team and employees as we continue to grow the business, delight the customer and further distance DirecTV's leadership position."

NFL Scrimmage: Unlike some years past, Thurs night football kicked off on **NFL Net** last week without much fuss over its lack of carriage by some cable operators. But the channel took the gloves off Wed, running an ad in DC pub *Politico* targeting **Time Warner Cable**. Obviously aimed at getting the attention of Washington lawmakers, the ad states that TWC is the only TV provider among the top 5 in the US that doesn't carry NFL Net. It lists **Comcast, DirecTV, DISH, TWC** and **Cox** with a line through TWC. "Actually, NFLN still hasn't reached an agreement with the majority of the top-10 cable operators. We don't dislike the product, and we certainly don't dislike the NFL; we just think that it's really a lot of money for at most 8 out-of-market games," a TWC spokesperson said. This week's Thurs match-up features the Carolina Panthers and Miami Dolphins. While the game will be carried live on over-the-air broadcast in Charlotte, TWC markets of Raleigh-Durham and Greensboro (which NFL Net estimates contains about 1.1m in TWC subs) won't have the games. In FL, the game will be on the Miami affiliate, but most of the areas surrounding Miami are predominantly

The CableFAXIES awards

DEADLINE: FEBRUARY 5, 2010

ENTER AT: www.CableFaxiesAwards.com

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

Entry Questions: Saun Sayamongkhun at 301-354-1610;
ssayamongkhun@accessintel.com

The CableFaxies Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic Cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing.

The Winners of the CableFAXIES Awards are from networks, operators, PR firms, vendors, corporations, agencies and other entertainment companies who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry. The winners and honorable mentions will be saluted during an awards event in April 2010 in New York City.

16795

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301/738-8453 ● Editor-in-Chief: Amy Maclean, 301/354-1760, amaclean@accessintel.com ● Exec Editor, Michael Grebb, 301/354-1790, mgrebb@accessintel.com ● Assoc Editor, Chad Heiges, 301/354-1828, cheiges@accessintel.com ● Asst VP, Ed Director, Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, 301/354-1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist ● Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs: Carol Bray, 301/354-1763, cbray@accessintel.com

Comcast markets. "We have 53mln homes and more than 300 distributors. Time Warner is denying customers the opportunity to see the network," NFL commish *Roger Goodell* said while in Charlotte Mon. "And it's not just the network; it's also the **NFL RedZone**, which we've had an incredible reaction to from fans and the partners who are carrying it." TWC's rep said the MSO has had some discussions with the channel in the last few months but still no agreement. An NFL Net spokesman declined to comment on the potential of more ads.

Talking Broadband: Providing more set tops at retail could get increased attention soon. During a presentation at the FCC's open meeting Wed, a task force gathering data for Commission's National Broadband plan identified the "Television Set-Top Box Innovation Gap" as a key gap on the road to universal broadband. The idea here is that the convergence of video, TV and IP-based tech is creating a new broadband medium that could drive adoption, but the retail set-top market has not really emerged. The FCC noted that 879 certified mobile devices are at retail vs only 14 models of retail set-tops. Meanwhile, there are 42x more operator-leased boxes than retail boxes in consumers homes. Other gaps identified include the lack of broadband deployment/adoption support by USF, the need for more spectrum for mobile broadband growth and more transparency (consumers need info about actual performance vs advertised speeds). Over the coming weeks, the task force will begin to develop a range of options for consideration by the FCC for bridging the gaps.

TV Everywhere: Comcast's **thePlatform**, which is involved the back-end of the MSO's **OnDemand Online** trial, announced new features for nets to provide **TV Everywhere** capabilities on their own Websites. Included are an authentication adaptor, video playback authorization and adaptive content discovery and monetization. Also, the co noted more than 20 nets as clients for online video publishing, including **Fox Sports Nets**, **Travel Channel** and **Big Ten Net**.

Advertising/Marketing: Infiniti extended to a 2nd season its sponsorship of **Sundance Channel's** "Spectacle: Elvis Costello with..." (Dec 9). The multi-platform partnership is highlighted by the Infiniti-branded short-form original series "Inspiration Sessions," 14 eps of which will feature conversations between artists and producers.

Online: As **BET's** 1st Web series, "Buppies" (Tues) spotlights the relationship dramas of a group of friends navigating the terrain of L.A.'s young black power elite.

Ratings: **NFL Net's** 1st of 8 games this season ranked 2nd among cable programs with a 5.2/2.75mln, and its pre- and post-game coverage delivered a 2.7/1.44mln and 4.2/2.21mln, respectively. **ESPN's** MNF football again led the week, this time with an 11.5/11.36mln, and drove the net to a prime victory among nets with a 2.7/2.71mln. **USA** (2.2/2.22mln) notched 2nd with the help of new original "White Collar" (3.2/3.17mln), and **Fox News** (1.8/1.72mln) scored 3rd. **Disney Channel** (1.7/1.70mln) took 4th and **Nick at Nite** (1.5/1.45) 5th. Nick enjoyed a good week across time slots, with content ranging from "iCarly" (3.5/3.44mln) to "SpongeBob Truth or Square" (3.4/3.41mln) securing 5 top-10 slots.

Programming: **HBO** renewed "Real Time with Bill Maher" for an 8th season, launching Feb 19. -- **MGM HD** has a Thanksgiving movie marathon lined up with "A Fistful of Dollars," "For a Few Dollars More" and "The Good, The Bad and the Ugly" (starts at 9am ET). During the film fest, the net will run an original mini-doc called "Craft: Clint Eastwood." -- *Jason Lee* will play the lead in **TNT** pilot "Delta Blues," featuring a Memphis police officer who lives with his mother and moonlights as an *Elvis* impersonator. -- **Comedy Central** ordered 6 eps of "John Oliver's

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.

Deadline: December 4, 2009

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com
Entry Questions: Saun Sayamongkhun at 301-354-1610; ssayamongkhun@accessintel.com

BUSINESS & FINANCE

New York Stand-Up Show” (Jan 8).

-- **GMC's** competition show “How Sweet the Sound: A Verizon Wireless Experience” (Sun) comes to the air after an 11-city tour to find the best church choir in America.

Honors: As part of its Editorial & Design Awards, **CableFAX** sister publication awarded *Food Net Magazine* the honor for Best Launch.

On the Circuit: Count **Lifetime's** *Meredith Wagner* as one of the just north of 100 execs leaving as part of the combining of **Lifetime** and **AETN**. The evp of communications, public affairs and advocacy has been with Lifetime for 22 years. She'll bid adieu next month, adding she's not yet sure what's next. In an email to her staff Wed, Wagner wrote, “This, as you can imagine, is one of the hardest decisions I have ever had to make and certainly puts all my angst-ing over the six inch stilettos vs the four inch pumps at the Barney's shoe sale WAY in perspective.”

People: **EchoStar** appointed current board member *Michael Dugan* pres/CEO, positions formerly held by *Charlie Ergan*, who will remain chmn.

Business/Finance: **Knology** completed its acquisition of the assets of **Private Cable** for \$7.5mln in cash, gaining residential and business customers in Athens and Decatur, AL.

CableFAX Daily Stockwatch

Company	11/18 Close	1-Day Ch	Company	11/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	36.89	0.13	AMPHENOL:	43.11	(0.21)
DIRECTV:	31.04	0.11	APPLE:	205.96	(1.04)
DISH:	19.91	(2.24)	ARRIS GROUP:	10.61	(0.48)
DISNEY:	30.67	(0.2)	AVID TECH:	12.24	(0.16)
GE:	16.09	0.07	BIGBAND:	3.66	(0.09)
NEWS CORP:	14.80	(0.15)	BLNDER TONGUE:	0.96	(0.01)
MSOS					
CABLEVISION:	26.06	(0.1)	BROADCOM:	30.04	(0.11)
COMCAST:	15.13	(0.38)	CISCO:	24.00	(0.09)
COMCAST SPCL:	14.48	(0.32)	CLEARWIRE:	6.16	(0.07)
GCI:	6.15	(0.07)	COMMSCOPE:	28.72	(0.62)
KNOLOGY:	10.03	0.03	CONCURRENT:	3.73	(0.03)
LIBERTY CAPITAL:	24.65	(0.2)	CONVERGYS:	11.73	(0.2)
LIBERTY ENT:	35.79	(0.01)	CSG SYSTEMS:	17.30	0.00
LIBERTY GLOBAL:	21.46	(0.07)	EHOSTAR:	20.38	0.16
LIBERTY INT:	11.04	(0.02)	GOOGLE:	576.65	(0.84)
MEDIACOM:	4.45	(0.08)	HARMONIC:	5.27	(0.17)
RCN:	8.88	(0.05)	INTEL:	20.12	(0.2)
SHAW COMM:	18.93	(0.06)	JDSU:	7.65	(0.08)
TIME WARNER CABLE:	42.37	(0.57)	LEVEL 3:	1.22	(0.01)
VIRGIN MEDIA:	16.62	(0.1)	MICROSOFT:	30.11	0.11
WASH POST:	430.79	(5.17)	MOTOROLA:	8.67	(0.18)
PROGRAMMING					
CBS:	13.73	(0.12)	OPENTV:	1.53	(0.02)
CROWN:	1.78	0.09	PHILIPS:	27.64	(0.04)
DISCOVERY:	31.46	(0.42)	RENTRAK:	15.86	0.01
EW SCRIPPS:	6.76	(0.17)	SEACHANGE:	5.70	(0.05)
GRUPO TELEVISA:	21.00	(0.19)	SONY:	28.25	(0.2)
HSN:	18.45	0.06	SPRINT NEXTEL:	3.95	0.25
INTERACTIVE CORP:	19.78	(0.28)	THOMAS & BETTS:	37.99	0.01
LIBERTY:	36.21	0.14	TIVO:	11.20	0.14
LODGENET:	5.43	(0.06)	TOLLGRADE:	6.00	(0.19)
NEW FRONTIER:	1.93	0.01	UNIVERSAL ELEC:	22.56	0.16
OUTDOOR:	6.23	0.04	VONAGE:	1.24	(0.04)
PLAYBOY:	3.95	(0.15)	YAHOO:	15.98	(0.07)
RHI:	0.78	0.00	TELCOS		
SCRIPPS INT:	40.51	(0.27)	AT&T:	26.31	0.03
TIME WARNER:	32.82	0.27	QWEST:	3.72	(0.01)
VALUEVISION:	3.28	(0.42)	VERIZON:	30.66	0.01
VIACOM:	32.47	(0.43)	MARKET INDICES		
WWE:	16.26	0.31	DOW:	10426.31	(11.11)
TECHNOLOGY					
3COM:	7.49	(0.01)	NASDAQ:	2193.14	(10.64)
ADC:	6.90	(0.17)			
ADVANTAGE:	2.25	0.04			
ALCATEL LUCENT:	3.84	(0.07)			
AMDOCS:	26.78	(0.23)			

TRUE OR FALSE: MORE PEOPLE WHO TRAVEL WATCH CABLE THAN YOU THINK

WANT THE ANSWER? JUST ASK NIELSEN.™

TRUE: 63% of people who travel* within the U.S. are watching cable, while over 75% of travel companies' ad dollars are spent on broadcast. With expertise in media measurement, consumer behavior, program engagement and advertising measurement Nielsen will help you identify opportunities to maximize profit.

*Travel is defined as people who travel by air, rental car or cruise.

For more info, visit www.nielsen.com/media

Just ask
nielsen