

CableFAX Daily™

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What the Industry Reads First

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Wider Field: NFL Invites More Local Viewers to NFL Net

Owing to a goodwill (and likely strategic) gesture from the NFL, more Pennsylvanians will be able to feast on NFL Net's Thanksgiving Day game between the Eagles and Cardinals. After receiving a letter last month from 14 senators concerned about the NFL's definition of a home city (*Cfax*, 10/30), the league has broadened that definition this season to include any home that receives a feed of the broadcast affil charged with carrying NFL Net game telecasts in local markets. Before the change, which was instituted in Pittsburgh last week, the NFL allowed only HHs within mandated DMAs to receive local broadcasts of NFL Net's exclusive contests. Now, for example, viewers in Scranton and Wilkes-Barre, PA, will receive access to the net's Thurs telecast even though the cities lie outside the Philly DMA. "We decided that people who get the local affiliate 24 hours, 7 days per week should be able to get the game," said an NFL Net spokesperson. In a Fri letter to NFL commish *Roger Goodell*, Sen *Arlen Specter* (R-PA) expressed pleasure with the NFL's local market change in Pittsburgh and urged Goodell to apply it to the remaining NFL Net games this season. The decision "appears to represent a step toward a reasonable policy that will benefit the NFL and respect the bond between teams and their regional fan bases," wrote Specter, who also signed the Oct letter and 1st broached the local market rule and NFL Net's related distribution in Dec. The NFL's rule alteration also comes after Goodell's written retort to that Oct missive, in which he blames cable for limiting fan exposure to NFL programming and said the league doesn't limit the output of pro football.

Pink Slips: Another day, more layoffs. **LodgeNet** revealed in an SEC filing Mon that it will trim 180 full time positions (13% of its total workforce) by Dec 31. It expects to incur a charge of about \$1.375mIn for the reduction in 4Q08. The hotel video provider said it began an expense reduction program last Thurs that also includes the indefinite deferral of compensation adjustments for all officers and employees, the suspension of a 401K corporate matching contribution and the suspension of its '09 bonus program. It's also investigating and planning for other operational expense savings for '09.

Competition: **Verizon** has completed the digitization of **FIOS TV**, and no longer offers duplicate signals in analog. During the transition, the telco offered free digital adapters to customers. Separately, Verizon inked a deal with **Aimco** to offer FIOS services by year-end to residents of 27K apartments in housing complexes in 11 states. Broadband services will be available in all the units, and those within areas in which Verizon owns video franchises will have access to FIOS TV. -- **DISH** and **Rentrak** have agreed to report the measurement of click-stream data from millions of DISH set tops. DISH will use Rentrak's TV Essentials reporting system together with other tools to analyze anonymous audience viewing of programming and advertising for linear TV, and generate detailed viewer measurement info. -- **AT&T** has launched **U-verse TV** in Toledo and Charlotte.

PEG Moves: Cable ops continue to move PEG channels to digital, with **Cox's** Fairfax system among the latest to do



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so. Cox moved the gov't/local access channels last Tues, offering 1 free digital receiver for a year to analog customers for a limited time. **Comcast** was sued when it tried to move PEG channels in MI earlier this year. A court ruled that it can't move the channels until the **FCC** addresses the issue (*Cfax*, 10/7).

Research: 3 out of 4 US broadband subs would be willing to leave their provider, according to **Strategy Analytics**. The analyst firm broke out its findings, declaring that **Time Warner Cable** is most susceptible to defections if a price war breaks out, while **AT&T** and **Verizon** are most vulnerable to rival offers of faster broadband speeds (see their DSL results for 3Q). **Cox** has the most secure customer base, Strategy said. The survey polled 1003 broadband decision makers in Sept and Oct and includes data from **Comcast**, AT&T, Verizon, Time Warner Cable, **Cox**, **Charter**, **Qwest**, **Cablevision** and **Embarq**. -- **Nielsen's** 2nd "A2/M2 Three Screen Report" shows that, as of 3Q, the avg American watches 142 hours of TV/month (+4% YOY), surfs the net 27 hours/month (+6%) and spent 3 hours/month viewing mobile video. Americans spend more than 6 hours/month watching time-shifted TV, which is more than double the amount of time they watch video online. Also, the avg time a US home used a TV set during the '07-'08 TV season was up to 8 hours and 18 minutes/day, a record high since Nielsen started measuring TV in the '50's. Adults 65+ lead all demos in monthly TV viewing, 25-34s lead in time-shifted viewing, 35-44s are online most often, 18-24s watch the most online video, and 12-17s and 25-34s tied for the lead in mobile video views.

In the Courts: An administrative law judge of the **National Labor Relations Board** ruled that **CNN** engaged in unfair labor practices as argued in a complaint filed in Apr '07 by the **Natl Assoc of Broadcast Employees & Technicians**. The case stems from CNN's decision to end its relationship with **Team Video Services**, an outside vendor to its NY and DC bureaus, and reconfigure its operations and staff its bureaus with CNN employees. TVS's employees were represented by NABET. CNN said it disagrees with the recommended decision and denies violating the Natl Labor Relations Act. It plans to appeal to the full NLRB. Because an appeal will be filed, the Judge's recommended decision is not enforceable and is not binding, CNN said.

At the Portals: The administrative law judge hearing program access complaints involving **Comcast**, **Cox**, **Bright House**, **Time Warner Cable**, **NFL Net**, **MASN** and **Wealth TV** subscribes to Comcast—and he has a sense of humor. In a transcript of a pre-hearing conference last month, Judge *Arthur Steinberg* disclosed that he receives service from Comcast and asked if there were any objections. "I don't think my getting my home cable from Comcast is going to affect anything undue in this case. And **FiOS** isn't available in my area, so I can't switch for the duration of this case," he told the attorneys. "So that was a joke. You can all laugh." Steinberg also made us giggle when asked about hearing oral arguments during one part of the case. He declared that he hates them, saying their sole purpose is to allow judges to "embarrass the hell out of you and make you look like a fool and make them look tremendously smart."

Carriage: **Gospel Music Channel** launched in **CableFAX's** back yard of Montgomery County, MD on **Comcast**. The launch boosts GMC's subs by about 100K. -- **Time Warner Cable** and **Cablevision** signed on to carry **NET** in NY. The new channel will launch Dec 8 in prime as a replacement for **The Prayer Channel**, offering content ranging from music videos to explorations of local parishes and neighborhoods to investigations into the mysteries of faith.

In the States: The **NFL** has joined with **3ality Digital** and **RealD** to test a 3-D broadcast of **NFL Net's** Dec 4 game, which

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Online: Suddenlink and Synacor have partnered to upgrade the MSO's customer portal at **Suddenlink.net**. More than 650K Suddenlink subs may now access videos, e-mail, Google search, the latest news and entertainment, customized TV listings, weather forecasts and other localized content.

Programming: Fine Living's original series "Wingman" (Feb 10) follows date-challenged men and women in their search for love as stand-up comedian and relationship columnist *Michael Somerville* offers guidance.

-- **Sundance Channel** plans the world TV premiere of "Christmas on Mars" (Dec 24), a feature sci-fi film by the psychedelic art-rock group *The Flaming Lips*. -- **Science Channel** is partnering with **Overbrook Ent** for "Young Scientist Challenge" (Jan 18), featuring middle-schoolers competing in the Discovery Education 3M Young Scientist Challenge for a \$50K savings bond.

People: *Gena McCarthy* was promoted to svp, development and production, **Discovery Channel**. She replaces *Jeff Hasler*, who left the company Fri. -- *Jessica Fang* was upped to vp, natl accounts for **Fox Cable Nets**.

-- **Comcast Sports Group** appointed *Stephanie Lafair Smith* svp, strategic marketing. -- **Oxygen** named *Gerry Logue* vp/creative dir and *Barbara Shornick* vp, sales and marketing.

CableFAX Daily Stockwatch

Company	11/24 Close	1-Day Ch	Company	11/24 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AMDOCS:	19.12	1.40
BRITISH SKY:	25.00	2.35	AMPHENOL:	21.38	1.64
DIRECTV:	21.94	1.93	APPLE:	92.95	10.37
DISHNEY:	22.20	1.08	ARRIS GROUP:	6.41	0.79
ECHOSTAR:	9.80	0.79	AVID TECH:	12.14	0.45
GE:	15.26	1.23	BIGBAND:	3.34	0.06
HEARST-ARGYLE:	7.58	0.73	BLNDER TONGUE:	0.80	(0.05)
NEWS CORP:	7.08	0.70	BROADCOM:	15.40	1.31
MSOS					
CABLEVISION:	13.66	1.41	CISCO:	16.40	1.23
CHARTER:	0.21	(0.01)	COMMSCOPE:	9.53	0.98
COMCAST:	15.28	1.21	CONCURRENT:	3.12	(0.15)
COMCAST SPCL:	14.54	1.33	CONVERGYS:	4.66	0.27
GCI:	6.54	0.57	CSG SYSTEMS:	15.36	1.17
KNOLOGY:	5.31	1.18	ECHOSTAR HOLDING:	14.72	0.79
LIBERTY CAPITAL:	3.27	0.37	GOOGLE:	257.44	(4.99)
LIBERTY ENT:	10.76	(0.24)	HARMONIC:	4.78	0.32
LIBERTY GLOBAL:	12.63	1.69	JDSU:	2.53	0.31
LIBERTY INT:	2.51	0.32	LEVEL 3:	0.86	0.07
MEDIACOM:	2.47	0.47	MICROSOFT:	20.69	1.01
SHAW COMM:	16.71	1.03	MOTOROLA:	3.55	0.27
TIME WARNER CABLE:	18.76	1.40	NDS:	47.91	3.41
VIRGIN MEDIA:	4.00	0.74	NORTELV:	0.43	0.01
WASH POST:	348.00	8.50	OPENTV:	1.09	0.15
PROGRAMMING					
CBS:	5.99	1.01	PHILIPS:	17.58	1.57
CROWN:	1.90	0.02	RENTRAK:	9.75	0.11
DISCOVERY:	13.63	0.78	SEACHANGE:	7.00	0.44
EW SCRIPPS:	3.03	0.34	SONY:	20.94	1.05
GRUPO TELEVISA:	14.85	0.70	SPRINT NEXTEL:	2.20	0.49
HSN:	4.37	(0.12)	THOMAS & BETTS:	19.05	1.66
INTERACTIVE CORP:	15.01	0.08	TIVO:	4.65	0.05
LIBERTY:	25.58	3.24	TOLLGRADE:	4.93	(0.09)
LODGENET:	0.56	(0.02)	UNIVERSAL ELEC:	14.84	0.86
NEW FRONTIER:	1.39	(0.06)	VONAGE:	0.92	0.01
OUTDOOR:	4.93	(0.12)	YAHOO:	10.21	0.82
PLAYBOY:	1.24	0.07	TELCOS		
RHI:	5.00	0.23	AT&T:	26.94	1.75
SCRIPPS INT:	25.46	0.79	QWEST:	2.57	0.27
TIME WARNER:	7.72	(0.4)	VERIZON:	29.73	1.26
VALUEVISION:	0.43	(0.08)	MARKET INDICES		
VIACOM:	15.78	1.12	DOW:	8443.39	396.97
WWE:	10.25	0.66	NASDAQ:	1472.02	87.67
TECHNOLOGY					
3COM:	1.79	0.26			
ADC:	6.48	0.55			
ADVANTAGE:	1.30	(0.19)			
ALCATEL LUCENT:	2.06	0.20			



CableFAX's Best of the Web Awards

is the industry's top honor in digital space, recognizing outstanding Web sites and digital initiatives among cable programmers (networks and independents), operators, vendors and associations.

To View Categories and Enter: Go to CableFAX.com/cfp/BOW

Awards Timeline

Entry Deadline: December 3, 2008
 Late Entry Deadline: December 10, 2008
 Award Event: February 26, 2009

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Join us for the CableFAX Magazine Event on December 2, 2008 as we salute the cable leaders, pioneers, influencers, out of the box thinkers and rainmakers. This must-attend industry event showcases the who's who of the cable business and will honor the CableFAX 100, The Regional Top Players, The Top Women, Rising Stars, the "Above It All" Inductees and the 2008 CableFAX Magazine Awards. The luncheon will be filled with excitement from the award winners, great food and entertainment; all while you mingle with top cable executives.

CableFAX Magazine Awards

Community Service Award
Rosa Gatti, ESPN

Diversity Award
Comcast Cable

Gatekeeper of the Year Award
Melinda Witmer, Time Warner Cable

Re-Branding of the Year Award
USA Networks

Re-Invention of the Year Award
Discovery Communications

Event Details

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National Press Club, Washington, DC

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