

CableFAX Daily™

Tuesday — November 27, 2007

What the Industry Reads First

Volume 18 / No. 229

Here We Go Again: Looks Like Another Long Day at FCC

Things are bad at the **FCC**. Having received little advanced notice, tired staffers spent their Thanksgiving holiday preparing for a full docket of controversial items for a Tues meeting that's supposed to start at 9:30 am (yeah, we've heard that before). FCC commissioners are starting to revolt, with *Robert McDowell* and *Jonathan Adelstein* calling for more public comment and transparency before items such as the 70/70 rule and multicast must-carry through leased broadcast spectrum get a vote. Even Republican *Deborah Taylor Tate*, who often votes with chmn *Kevin Martin*, appears to be pushing back somewhat on the chmn. Dem *Michael Copps* seems to be the wild card, though most likely to vote with consumer interest groups. Tues' meeting is shaping up to resemble that Sept 11 meeting that resulted in a lot of compromising and didn't get underway until 8:30pm, 11 hours late. The end result of Sept's wrangling was to cable's advantage (though the actual order still hasn't been released), but can the industry do it again? Cable has been on a mega lobbying push since word leaked that Martin is pushing a video competition report that concludes cable has met the 70/70 rule. The fear is that he'll use the benchmark to try and enact sweeping regulation, including mandated a la carte. Cable's message that there's no way the 70/70 threshold has been met (70% penetration of the 70%+ homes able to receive cable) appears to be resonating. In a letter to Martin, GOP leader *John Boehner* (OH) noted that with "more competition now than ever before," it's not the time to embark on regulatory proposals that run contrary to Congress' intent. He has asked ranking House Commerce member *Joe Barton* (R-TX) to keep him apprised of Martin's agenda "and the manner in which you treat all industries before the Commission." 4 Republican Sen Commerce members, including Sen *Jim DeMint* (R-SC), echoed Boehner Mon in their own letter. A dozen House Commerce Dems slammed Martin's plan to allow minorities and others to lease broadcast spectrum and receive must carry rights. They called on the chmn to focus on preparing Americans for the DTV transition, "rather than continuing to advocate a plan that would threaten program diversity and undermine a smooth seamless DTV transition." A Mon *WSJ* editorial slammed Martin, saying he's essentially "cooking the books" to get to the 70% figure. "He has cherry-picked data and single-handedly changed the methodology for determining penetration rates," the paper wrote. The FCC's jam-packed meeting also includes proposals to slash leased access programmers fees by as much as 75% and settle carriage disputes via arbitration. **On the Tube: C-SPAN 2** has pledged to carry the hearing live—whenever it starts... **Bloomberg TV's** "Money & Politics" was slated to feature **Media Access Project's** *Andrew Schwartzman* (who believes the 70/70 rule has been met) and **Cato Institute's** *Adam Thierer* Mon (11/26) at 7pm ET (repeats nightly at 9pm ET). **NCTA's** *Kyle McStarrow* is scheduled to appear on Tues night's ep.

Technology: CableLabs has developed a solution that allows certain Unidirectional Digital Cable Ready Products that use CableCARDS—including **TiVo** HD DVRs—to access previously unavailable switched digital video without a set top. In partnership with **TiVo**, **Motorola**, **S-A**, **BigBand** and **C-COR**, specs were developed for an external

MURDER BY THE BOOK

America's top crime fiction writers reveal their favorite true crime stories.

REAL STORIES. REAL OPPORTUNITY.

- Real-life shows your customers crave.
- A best-selling environment for your advertisers.
- Available ON DEMAND. Enhance your multi-platform offering.

NEW EPISODES MONDAYS@10PM

TM & © 2007 Court TV. A Time Warner Company. All Rights Reserved.

courtTV™
TurnerResources.com

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.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, 301/602-5729, dvodenos@accessintel.com ● Acct Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Doreen Price, 301/354-1793, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@accessintel.com ● Prod: Joann Fato, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Online Publisher, Alison Johns, 212/621.4642 ● Paul Maxwell/Columnist. Subs/Client Services: 301/354-2101, fax 301/309-3847 ● Group Subs : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

interface that enables UDCPs (TVs, PCs) equipped with a USB connector and necessary firmware to access switched digital cable channels. Cable ops are expected to make the new adapters available for TiVo customers in 2Q, although logistics are still being worked out. **Time Warner Cable** said the solution will be a welcome option for certain subs, but that those subs represent a small portion of its overall customer base.

In the States: **Cox** added to its sports & info tier in New Orleans **HRTV**, which Thurs kicked off coverage of Fair Grounds' (LA) 136th season of thoroughbred racing. -- **Ascent Media** has completed for **Discovery** the design and construction of a VA facility that supports the origination of HD programming for **Discovery Channel, Animal Planet, TLC** and **The Science Channel**.

In the Courts: **SCOTUS** refused Mon to consider an appeal by **M2 Software** alleging that **MTVN** had infringed on its "M2" trademark by originally titling its 2nd music net "M2: Music Television." M2 sued **Viacom** and **MTVN** in '98, and continued to seek monetary damages even though **MTVN** changed the net's name to **MTV2** in '99.

VOD: **IFC** expanded its day-and-date distribution of films to include **LodgeNet's** "On Command" platform for hotel rooms. The newly created category "Special Premieres" will offer titles such as "Black Sheep" and "You Kill Me."

Programming: It's "Battle of 'The Nutcrackers'" over at **Ovation TV**. Beginning Sun, the net will air 4 different versions of the holiday classic, with viewers voting online for their favorite. The winner will get a special Christmas Eve screening. -- **TV Guide Net** renewed "Making News" (June) for a 2nd season, which will feature a pair of TV affils in Savannah, GA. -- The 4th season of **A&E's** "Intervention" premieres Mon (9pm) with a portrait of an anorexic. -- **Discovery Channel's** putting its own spin on the MMA phenomenon with "Warrior Quest" (Dec 7, 10pm), in which a pair of fighters travel around the world learning MMA techniques and fighting locals. -- **WE tv** picked up original series "Party Mamas" (Dec 12, 10pm ET), spotlighting mothers that obsessively plan outrageous parties for their children.

ITV: **Weather Channel** enhanced its ITV offering on **DISH Network**, giving viewers access to current conditions, Doppler radar and 24-hour and 5-day forecasts. Previously, viewers could only access the feature via channel 100. Now they can just click "Select" on their remotes when they see the interactive icon in the upper left corner of their screen.

Marketing: **MOJO** and **Esquire** are partnering to produce "Take it from Esquire," a set of branded on-air interstitials covering topics from grilling to sartorial choices. The interstitials will also become video content on each company's Website, and the partnership extends across platforms.

Mobile: **TV Guide Mobile's** new service for **Helio** customers delivers TV guidance, editorial commentary and entertainment news directly to hand sets.

Carriage: **Charter** added **WealthTV** in HD in 11 LA communities.

Honors: **Oxygen's** "Tori & Dean: Inn Love" earned the **TV Guide** award for best TV reality Webisode, and **Bravo** took home the award for best online behind-the-scenes video. Nice wins in TV Guide's inaugural "Online Video Awards," to be sure, but much of the more than 1.75mln fan votes for 18 honors were cast for broadcasters. **NBC** notched 6 wins and **CBS** scooped up 1 while **USA-related sites** and **Turner's** comedic site **SuperDeluxe.com** failed to capitalize on a respective 3 and 4 nominations.

An Ovation TV Special Event

See four radically different
Nutcrackers fight it out
on-air, then vote online.
Watch the winner on Dec 24.

Dec 2-5, 16-19, and 24
at 8PM ET/PT

MORE INFO AT
OvationTV.com



Ovation TV, connecting you to local audiences through unique programming, local VOD and Broadband content.



MAKE LIFE CREATIVE..

BUSINESS & FINANCE

Public Affairs: E! teams with **Children's Miracle Network** for its 2nd annual "Cards for Kids" campaign to raise money for children's hospitals. -- **Hallmark Channel** will be a sponsor of the 60th annual Toys for Tots event (Dec 6), presented by thinkLA and *Parade* for the USMC at the Raleigh Film and TV Studios in Hollywood.

People: **Time Warner Cable** upped *Joan Gillman* to EVP/pres, media sales. -- **Sundance Channel** tapped **Rainbow's Andrew Hunn** as vp, affil sales. -- The **International Academy of Television Arts & Sciences'** board re-elected *Bruce Paisner* pres/CEO. Paisner, also pres of **Hearst Ent**, begins his new term Jan 1. -- The **Broadcast Cable Financial Management Association** elected **Belo** svp/chief accounting officer *Carey Hendrickson* a board member. -- **CSG** pres/CEO *Edward Nafus* retires at year-end. CSG vet *Peter Kalan* will succeed him. -- **SeaChange** named *Simon McGrath* chief marketing officer. -- **Discovery** upped *Patrick Gates* to pres/gm of **Discovery Commerce**. -- Re-elected or elected to the **SCTE Foundation** board: **Charter's Keith Hayes**, pres; **SCTE's John Clark**, vp; *Mike Phebus*, secretary; and **Comcast's Greg Allshouse**, treasurer.

Business/Finance: **Sanford Bernstein** upgraded **DirecTV** to "market perform" from "underperform" and raised its 12-month price target to \$26 from \$19.

CableFAX Daily Stockwatch

Company	11/26 Close	1-Day Ch	Company	11/26 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			AMPHENOL:	40.70	(0.5)
BRITISH SKY:	51.73	(0.45)	APPLE:	172.54	1.00
DIRECTV:	23.41	(0.76)	ARRIS GROUP:	9.89	(0.32)
DISNEY:	31.24	(0.6)	AVID TECH:	25.33	(0.35)
ECHOSTAR:	42.18	0.33	BIGBAND:	5.91	(0.11)
GE:	36.73	(0.94)	BLNDER TONGUE:	1.50	0.07
HEARST-ARGYLE:	17.85	(1.5)	BROADCOM:	26.30	(1.53)
ION MEDIA:	1.38	0.03	C-COR:	11.63	(0.26)
NEWS CORP:	20.49	(0.71)	CISCO:	27.50	(1.19)
TRIBUNE:	28.60	(0.25)	COMMSCOPE:	37.61	(0.42)
MSOS					
CABLEVISION:	26.44	0.09	CONCURRENT:	0.98	(0.01)
CHARTER:	1.23	(0.01)	CONVERGYS:	16.29	(0.76)
COMCAST:	19.10	(0.44)	CSG SYSTEMS:	16.18	(0.44)
COMCAST SPCL:	19.03	(0.31)	GEMSTAR TVG:	5.17	(0.25)
GCI:	8.83	(0.16)	GOOGLE:	666.00	(10.7)
KNOLOGY:	12.20	(0.64)	HARMONIC:	10.10	(0.42)
LIBERTY CAPITAL:	110.66	(0.56)	JDSU:	12.80	(0.15)
LIBERTY GLOBAL:	38.01	0.89	LEVEL 3:	3.08	(0.14)
LIBERTY INTERACTIVE:	19.49	(0.04)	MICROSOFT:	32.97	(1.14)
MEDIACOM:	4.06	(0.27)	MOTOROLA:	15.26	(0.45)
NTL:	28.22	0.00	NDS:	55.12	(0.57)
ROGERS COMM:	42.97	0.00	NORTELV:	16.92	(0.15)
SHAW COMM:	23.83	0.37	OPENTV:	1.09	(0.02)
TIME WARNER CABLE:	24.39	(0.27)	PHILIPS:	41.38	(0.84)
WASH POST:	786.61	(2.97)	RENTRAK:	14.38	(0.02)
PROGRAMMING					
CBS:	26.12	(0.46)	SEACHANGE:	5.74	0.04
CROWN:	7.10	(0.33)	SONY:	50.01	0.93
DISCOVERY:	22.61	(0.62)	SPRINT NEXTEL:	14.65	(0.43)
EW SCRIPPS:	43.60	(0.86)	THOMAS & BETTS:	52.15	0.19
GRUPO TELEVISA:	22.70	(0.3)	TIVO:	5.60	(0.3)
INTERACTIVE CORP:	26.51	(0.84)	TOLLGRADE:	7.42	0.19
LODGENET:	18.48	0.74	UNIVERSAL ELEC:	35.03	(1.04)
NEW FRONTIER:	5.00	(0.11)	VONAGE:	2.10	(0.02)
OUTDOOR:	7.02	(0.03)	VYYO:	4.65	(0.01)
PLAYBOY:	9.08	(0.42)	WEBB SYS:	0.07	0.00
TIME WARNER:	16.27	(0.45)	YAHOO:	25.22	(0.91)
UNIVISION:	36.23	0.00	TELCOS		
VALUEVISION:	6.40	(0.01)	AT&T:	36.25	(1.38)
VIACOM:	39.93	(0.71)	QWEST:	6.39	(0.19)
WWE:	15.31	0.13	VERIZON:	41.23	(1.41)
TECHNOLOGY					
3COM:	4.45	(0.21)	MARKET INDICES		
ADC:	15.69	(0.12)	DOW:	12743.44	(237.44)
ADVANTAGE:	5.53	(0.28)	NASDAQ:	2540.99	(55.61)
ALCATEL LUCENT:	7.40	(0.16)			
AMDOCS:	31.38	(0.62)			

H
is for happy hour



The Top 10 network now happily at home in nearly 85 million households.

Source: Nielsen Galaxy Explorer, 2007-to-date (1/1 - 8/26/07), Prime Time (M-Su 8-11p) Live+SD coverage area HH ratings among all ad-supported cable networks; Nielsen People Meter Sample, Oct '07 Universe Estimate of 84.112 million subscriber households. Further qualifications available upon request.

M.C. Antil's CableFolks

Insight's Come A Long Way, Baby

Last week I got my annual Cable World issue honoring the most powerful women in cable. Now, regardless of the personal blood, sweat and tears I have poured into this industry, and how near and dear it is to my heart, honesty compels me to report this one fact: our history of providing opportunities to women at the highest levels—especially on the operating side—has been spotty at best.

Oh, I know some women have become paragons of leadership at certain MSOs, but they remain exceptions to the rule. This industry still operates with visible traces—some might say scars—of its days as the business equivalent of a stag party.

Fortunately, those scars are fading, and in some instances rather quickly. Fortunately, there are companies like Insight. And fortunately, there are women like Melody Brucker, Wendy Henry, Lanae Juffer, Kathy Douglass and Jeanne Coleman.

Those five ladies, who I had the good fortune to have breakfast with some time back, are all district vice presidents for Insight, which means they operate five of the company's 14 regional cable operations.

Now the fact that more than a third of an MSO's 14 top managers at the district level are women may be moderately interesting, even noteworthy. But couple that with the fact that five of Insight's six most successful districts are run by women, and it's time to stop the presses.

As a matter of background, I should tell you that three years ago, Insight, under new-at-the-time COO Dinni Jain, underwent a major shift in corporate culture. Fueled by Jain's belief that good is the enemy of great, Insight rolled out a new series of internal metrics, based not so much on economics but day-to-day operations. These new measuring sticks drilled down to the very core of Insight's operating practices and focused squarely on, not so much



M.C. Antil

system revenue and expenses, as much as the source of those things.

Now, if any strategic shift would appear right up the alley of a member of cable's old boy network, it would be a reemphasis on field operations. So, who would have ever thought that, in Insight's case, among the operation heads who embraced it, most were five ladies and none had ever installed a power supply or set an anchor by hand?

Given their gender and the fact they had chosen to make careers in such a male-dominated industry as cable, we talked candidly for a while about the sacrifices each had to make, and how, as mothers and wives, most of them had paid a steep personal price for their success.

But don't kid yourself, these five ladies are as mentally tough and competitive as any man you'll want to meet—and at least in terms of this industry, maybe more so. When I asked them about competition—and I used the phrase “dog-eat-dog”—Wendy quickly asked, “You mean internal or external competition?”

After the laughter around the table subsided, she explained that she and, in particular, Mel have a heated competition between themselves to produce the best numbers. “If you can compete like we do internally, externally it becomes automatic,” she said.

For the ladies of Insight, it's all about results; real, see-them, feel-them, touch-them results. Results they can track every day, not just when someone puts a financial statement in front of them. Results that will give Insight an edge over its competition and make it, in the long run, a stronger, better company.

As Lanae told me, “At 6 o'clock this morning I turned on my Blackberry and had in front of me my installs for the day, my disconnects for the day, and how many installs I'd need to have done to show a positive net gain. Now, every day I know exactly what I have to do.”

M.C. Antil can be reached at m.c.antil@att.net.

CABLE GET READY...

SELLING ADVANCED ADVERTISING—MONETIZING CABLE'S CUTTING-EDGE AD SALES PLATFORMS

A drill-down on how to leverage and sell interactive advertising, local VOD and local broadband. New thinking from advertisers, their agencies and the MSOs that serve them.

Join **Mitchell Oscar**, EVP, Carat Digital, Carat North America; **Olivier Wellman**, Director Product Development, OpenTV and **Seth Arenstein** as moderator, for this 90-minute Webinar.

Webinar Access: Invite your whole team to attend at one low price, \$295 per location.

Tuesday, November 27
10 am PST, 1pm EST, 6pm GMT

Visit
Cable360.net/webinars
and Register Now!

12903

CABLE 360 NET