

CableFAX Daily™

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What the Industry Reads First

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Lace 'Em Up: NBA's Planned Return to Court Bolsters Cable Nets

If everything goes according to plan, a 66-game **NBA** season will tip off Christmas Day after league owners and players reached a tentative agreement Sat to end the parties' collective bargaining dispute. That's welcome news for **ESPN**, **TNT** and a host of RSNs that can soon reschedule popular league games and avoid any major ad rev shortfalls. While many of the cable players said they're encouraged by the agreement that would, if ratified, see teams miss 16 games each, **MSG** appears to have earned the greatest near-term assist due to its portfolio's outsize NBA exposure through the **NY Knicks**, **MSG Nets** and Knicks home **Madison Square Garden**. As **Miller Tabak** upgraded the company to "buy" from "neutral" and bumped the short-term price target to \$30 from \$27 on the league's breakthrough, investors employed a high-octane offense to send MSG shares soaring 10.13% Mon. An expected resumption of franchise rev was likely the principle catalyst because the NY Rangers, another MSG property, also air on MSG Nets and play at the Garden. Miller Tabak's *David Joyce* may have cut by 50% his current-quarter ad rev forecast for MSG Media because of the NBA's lockout, but he said the Rangers franchise has probably helped ease the pain by attracting some previously-allocated NBA spending. Meanwhile, whether high-def viewing of Knicks star *Carmelo Anthony* and company on MSG will expand remains to be seen. On Wed, the 2nd Circuit Court of Appeals set Dec 13 as the date a motions panel will consider **Cablevision** and MSG's appeal of the **FCC** order requiring they make the RSN HD feed available to **Verizon FiOS** and **AT&T U-Verse** subs. In the interim, the orders of the FCC are stayed pending a decision by the panel. Fortunately, decisions by nets about what programming to use to fill NBA scheduling holes may soon be unnecessary. ESPN has largely filled the void with college football and eps of "SportsCenter," for example, and **TNT** with "CSI: New York" and other existing Thurs prime fare. **YES** went further to replace its NJ Nets games. The net launched weekday show "Yankees Baseball Daily" on Nov 14 and beefed up its college basketball coverage to include approx 50 games this season, compared to fewer than 20 a year ago, and premieres "Yankees Access" Tues night. Going forward, YES and certain other RSNs such as **Fox Sports** and **CSN** may receive longer-term benefits from the NBA deal if, as San Antonio Spurs owner *Peter Holt* said Sat, it better promotes league parity. For every NBA TV partner such as **Time Warner Cable** tied to a perennial winner like the L.A. Lakers there's an RSN saddled with a chronically underperforming franchise. Younger male demos drive many advertisers to stay in the

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Deadline: December 2, 2011 • Enter Online: www.CableFAX.com/BOW11 • Event: Spring 2012

Enter as many categories as you like, but please tailor your entry to the category you are entering.

Campaign Categories:

- General and Campaign Categories
 Ad/Series of Ads
 App (for Smartphone)
 App (for Tablet)
 Authenticated Content Marketing Campaign
 Blog or Series of Blogs
 Community/Social Networking
 Contest/Online Games
 Corporate Social Responsibility/Education
 Digital Marketing Campaign
 Digital PR Campaign
 Editorial Excellence

- Email Marketing Campaign
 Online Newsroom
 Online Store/Merchandizing
 Original Content
 Podcast or Videocast
 Social Media Campaign
 Supplemental Web Content
 Use of Facebook
 Use of Twitter
 Use of Geo-Location (FourSquare, Gowalla, etc)
 Use of Video/Moving Image
 Virtual Tradeshow or Online Event
 Web Site Design
 Web Site Redesign

People Awards

- Blogger / Tweeter / Social Networking Facilitator
 Digital Hot List
 Video Editor/Producer
 Web Content Director
 Other (please enter an executive who is successfully leading your organization's digital initiatives)

- Cable Operator
 Official Show Website
 Regional/Local Programmers
 Technology and other Vendors
 Web Show

TV Everywhere Awards

- Best Content Marketing/PR
 Best App
 Best Portal Site (Operator)
 Best Portal Site (Programmer)
 Best TV Everywhere Technology (Vendor)

Best Overall Websites

- Cable Network - Small and Mid-Size (Fewer than 50mln subs)
 Cable Network - Large (More than 50mln subs)

Category definitions, FAQs, a list of last year's winners, and to enter online at www.CableFAX.com/BOW

Compiling Your Entry (Visit www.CableFAX.com/BOW11 for full details)

What to Send

At the beginning of your 2-3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

Supporting Materials

- URL/Web address(es) • Clippings • Photographs • Magazines • E-letters • Newsletters • Testimonials • Print-outs of Web Pages

How To Enter: Use this form or visit www.CableFAX.com/BOW11 for additional category information and to enter online.

Mary Lou French
CableFAX's Best of the Web Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Fl
Rockville, MD 20850

Deadline: December 2, 2011
Late Deadline: December 14, 2011
Event: Spring 2012

Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected):

Company and/or Client:

Contact Name of person submitting entry Job Title:

Address:

City: State: Zip:

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Email Address (Required):

Entry Fees

- Primary entry: \$300 each \$300 each \$
 Secondary entry of same campaign** into one or more categories: \$175 each \$175 each \$
 Late entry fee: \$175 per entry \$175 each \$
(for entries sent between Nov. 11, 2011 and Nov. 18, 2011)
Total \$

The late entry fee must be applied to each individual entry postmarked after Nov. 11, 2011.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

- Check (payable to Access Intelligence/CableFAX) Money Order
 Mastercard Visa Discover American Express

Credit Card #

Exp.

Print name of card holder

Signature

Entry fees are not refundable.
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The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

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NBA game regardless, of course, but better teams often garner greater viewership numbers and eventually higher ad rev.

At the Portals: NCTA filed comments Mon supporting the FCC's proposal to permit encryption of the basic tier in all-digital systems and urging it to act expeditiously in amending the rules (*Cfax*, 10/17). The FCC issued an NPRM last month, tentatively concluding that allowing ops to encrypt the tier in all-digital systems will not substantially affect compatibility between cable service and CE equipment for most subs. It did recommend that operators provide certain consumer protections to subs who had access to the unencrypted basic service without a digital set-top before the system went all-digital. One advantage of amending the rules, according to NCTA, is that without encryption ops could activate and deactivate service remotely without the need for a service call. It cited the dramatic drop-off in truck rolls that **Cablevision** found in a pilot area, which reported that truckless disconnects comprised approx 80% or more of all disconnects between Oct '10 and Aug '11. NCTA also said encryption would largely eliminate theft of service. -- As **ACA** continues the crusade against broadcasters' shared service agreements, it's taking solace in a recent **FCC** Media Bureau ruling involving **Raycom's** control of 3 Honolulu stations per a shared services agreement with **MCG Capital**. The Bureau denied a challenge to Raycom's combination of a duopoly and shared service agreement but agreed that the net effect conflicted with the duopoly rule's intent. It plans to revisit the issue in its ongoing quadrennial review and said it could consider this or similar transactions within the context of individual licensing proceedings. Given the Bureau's decision, ACA said it will encourage members to take "detailed notes" about their dealings with station owners in markets where separately owned broadcast stations coordinate their retrans consent negotiations. ACA CEO *Matt Polka* said that when appropriate, "ACA and its members will not hesitate to raise concerns about these deals when the stations seek FCC approval to renew their licenses."

Still Wishing and Hoping: AT&T may have withdrew its application with the **FCC** to acquire **T-Mobile**, but it ain't over yet. Instead, AT&T is focusing on winning the **DOJ** court case slated for Feb. It will take a \$4bln pre-tax charge in 4Q to reflect a potential break-up fee if the deal fails to receive regulatory approval. The move didn't sit well with merger opponents. "This type of litigation gamesmanship wastes the resources of both the Commission and the federal court system. The Commission's application dismissal rules are not designed to indulge this kind of behavior, and the Commission is well within its authority to protect the integrity of its procedures, deny the request, and move forward with its evidentiary investigation," **Public Knowledge** and **Media Access Project** said in a filing with the Commission Mon.

In the Courts: A US District Court judge issued an injunction against **Verizon** last week ordering the telco to "cease and desist" from the continued unlawful use of certain intellectual property of **ActiveVideo Networks** related to interactive TV tech. The injunction follows an Aug jury award of \$115mln to ActiveVideo and is effective May 23. Until then, VZ must make sunset royalty payments of \$2.74/sub/month beginning Thurs. "We are confident that the finding of a patent violation will be overturned on appeal," said VZ svp/deputy gen counsel *John Thorne*.

Show Business: When the **Cable Show** heads to Boston next year, **Turner** chmn/CEO **Phil Kent** and **Comcast Cable** pres *Neil Smit* will serve as convention co-chairs. More info: www.thecableshow.com.

Shop 'til You Drop: **CEA** wasn't the only one crowing Mon over a healthy start to the holiday shopping season. **Broadband for America**—an organization that advocates marketplace solutions for broadband adoption (**NCTA** chief *Michael Powell* is former honorary co-chair of the group)—pointed to Cyber Monday as evidence of broadband's integral role in business. The online shopping day has taken off, BfA said, because from '00 to '10 the percentage of homes with broadband access to the Internet grew from 4.4% to more than 68%.

RATINGS: **NFL Net** was no turkey on Thurs night, scoring with the Thursday Night Football matchup between the Ravens and 49ers (10.7mln avg viewers), its most-watched program ever and cable's most-watched Turkey day telecast in history. -- "Jeff Dunham: Birth of a Dummy" marked **BIO's** most-watched telecast ever among total viewers (714K), 18-49s (321K) and 25-54s (425K). -- **TBS'** premiere of "Tyler Perry's For Better or Worse" attracted more than 3.3mln viewers and 1.8mln 18-49s Fri night, while a subsequent ep drew a respective 3.4mln and 1.8mln. -- **E!'s** "Kourtney & Kim Take New York" delivered nearly 3.2mln total viewers and more than 2.3mln 18-49s to mark the series' most-watched season opener ever.

Programming: **TNT** greenlit a movie adaptation of *Patricia Cornwell's* "Hornet's Nest," which will debut in the spring as part of "TNT Mystery Movie Night." The movie block is set to launch Tues with *Scott Turow's* "Innocent" and will feature 6 movies in Nov and Dec before returning in the spring. -- **Sportsman Channel** opened voting Mon for

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the Sportsman Choice Awards, which lets viewers decide the best in outdoor programming and gives 1 lucky viewer a trip for 2 to the awards party held annually in Vegas during S.H.O.T. (Shooting, Hunting, Outdoor Trade). -- **3net** said its 4-part original "Fields of Valor: The Civil War" (Dec 3) reps the world's 1st native 3D doc series. Sister nets **Velocity** and **Military Channel** will offer a 3D/2D simulcast of the premiere ep on Dec 4.

On the Circuit: **Motorola** is giving 1 **NAMIC** member a trip for 2 to Hawaii for the All-Star Football Game. Enter the sweeps by joining **NAMIC** between Nov 16-Dec 14. You can also enter by renewing or referring new members during that time.

People: *Lydia Murphy-Stephans* was named evp/GM, **Pac-12 Nets**, and will oversee the development, launch and management of the venture that includes a national channel and 6 RSNs in conjunction with **Comcast**, **Time Warner Cable**, **Cox** and **Bright House**. -- *Ignacio Meyer* joined **Univision** as vp, biz dev. -- Sad to hear **Nat Geo** svp, comm *Russell Howard* is part of the recently announced shake-up over there that sees *Howard Owens* replace *Steve Schiffman* as pres. Wed is Howard's last day with the net. Given Howard's background, including a stint as a marketing exec/creative dir for news and PPV, we don't expect his shingle to be out for long. Best wishes!

CableFAX Daily Stockwatch

Company	11/28 Close	1-Day Ch	Company	11/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCOM:	30.17	0.59	BROADCOM:	30.17	0.59
DIRECTV:	45.70	0.62	CISCO:	18.01	0.51
DISH:	24.03	0.19	CLEARWIRE:	1.59	0.05
DISNEY:	34.07	0.56	CONCURRENT:	3.39	(0.21)
GE:	14.80	0.10	CONVERGYS:	12.13	0.61
NEWS CORP:	16.81	0.54	CSG SYSTEMS:	14.22	0.35
MSOS					
CABLEVISION:	14.75	0.27	ECHOSTAR:	21.37	0.88
CHARTER:	52.75	0.90	GOOGLE:	588.19	25.19
COMCAST:	21.75	0.75	HARMONIC:	5.01	0.38
COMCAST SPCL:	21.49	0.68	INTEL:	23.46	0.73
GCI:	9.17	0.52	JDSU:	10.25	0.69
KNOLGY:	13.97	0.77	LEVEL 3:	18.75	(0.03)
LIBERTY CAPITAL:	75.85	1.26	MICROSOFT:	24.87	0.57
LIBERTY GLOBAL:	39.04	(0.01)	MOTOROLA MOBILITY:	38.70	0.10
LIBERTY INT:	15.61	0.45	RENTRAK:	13.43	0.85
SHAW COMM:	19.86	0.38	SEACHANGE:	7.69	0.51
TIME WARNER CABLE:	57.41	0.25	SONY:	17.52	0.56
VIRGIN MEDIA:	21.98	(0.26)	SPRINT NEXTEL:	2.45	0.07
WASH POST:	344.04	0.28	THOMAS & BETTS:	50.18	1.85
PROGRAMMING					
AMC NETWORKS:	35.20	1.60	TIVO:	9.63	0.50
CBS:	24.39	0.84	UNIVERSAL ELEC:	15.33	1.03
CROWN:	1.43	0.19	VONAGE:	2.38	0.18
DISCOVERY:	40.23	1.01	YAHOO:	15.35	0.25
GRUPO TELEVISA:	19.31	0.61	TELCOS		
HSN:	34.10	1.14	AT&T:	27.95	0.54
INTERACTIVE CORP:	40.67	1.69	VERIZON:	36.25	0.90
LIBERTY STARZ:	66.84	1.13	MARKET INDICES		
LIONSGATE:	8.53	0.13	DOW:	11523.01	291.23
LODGENET:	2.10	0.05	NASDAQ:	2527.34	85.83
NEW FRONTIER:	1.05	(0.02)	S&P 500:	1192.55	33.88
OUTDOOR:	6.38	0.49	TECHNOLOGY		
SCRIPPS INT:	38.89	1.11	ADDVANTAGE:	2.02	0.01
TIME WARNER:	33.31	1.19	ALCATEL LUCENT:	1.61	0.07
VALUEVISION:	1.70	0.01	AMDOCS:	27.89	0.35
VIACOM:	50.71	1.05	AMPHENOL:	42.89	1.31
WWE:	9.25	0.11	AOL:	13.79	0.21
TECHNOLOGY					
ADDVANTAGE:	2.02	0.01	APPLE:	376.12	12.55
ALCATEL LUCENT:	1.61	0.07	ARRIS GROUP:	10.40	0.39
AMDOCS:	27.89	0.35	AVID TECH:	7.05	0.34
AMPHENOL:	42.89	1.31	BLNDER TONGUE:	1.10	(0.04)
AOL:	13.79	0.21			
APPLE:	376.12	12.55			
ARRIS GROUP:	10.40	0.39			
AVID TECH:	7.05	0.34			
BLNDER TONGUE:	1.10	(0.04)			

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