

# CableFAX Daily™

Friday — December 1, 2006

What the Industry Reads First

Volume 17 / No. 232

## Watch & Wait: Sinclair Might Offer Mediacom Last-Minute Extension

It was unclear at press time whether or not **Sinclair** stations would go dark for about 700K **Mediacom** subs at 12:01am. Thurs morning Sinclair gen counsel *Barry Faber* told a conference call that the broadcaster might offer a "short-term" extension as a "show of good faith." But as of 4pm, the broadcaster had not contacted Mediacom, according to an MSO exec. Even if an extension is offered, it's not certain that Mediacom would take it since Faber said there would be "parameters" to such a deal. He noted that Sinclair was considering the move because there have been more substantive conversations recently, but nothing to really increase optimism. "As we've been thinking about it ... maybe we should give this one last chance," he said. With Mediacom CEO *Rocco Commisso* having held court the day before with his own conference call, Faber used Thurs' call as a chance to present his case, criticizing the MSO for portraying the negotiations as "a battle between good and evil." "Sinclair does not even view this situation as involving right or wrong," he said. "Sinclair believes this entire process is nothing more than a simple commercial negotiation." Faber declined to get into specifics terms (he did opine that "we think we are worth far more than **ESPN**). A **Jefferies & Co** analyst note Thurs speculated that Sinclair is seeking 50-70 cents/month per sub, suggesting that the broadcaster is trying to set the market for future negotiations with other cable ops. **Cox** and **Time Warner Cable** are among the MSOs who do not have long-term deals with Sinclair. Faber wouldn't discuss other MSOs' status, saying that "we are constantly in negotiations with cable companies."

**More Retrans Doings:** **Time Warner Cable** reached an extension with **Mountain Broadcasting** for carriage of **Fox** affil **KAYU** late Thurs. A previous 2-month extension was set to expire at 12:01 today. KAYU serves TW's Coeur d' Alene, ID, system and a few surrounding systems. No word at press time how long the latest extension is for. Meanwhile, TW's agreements with several **Sinclair** stations, including 1 in Buffalo, are set to expire at year-end. The MSO has started notifying subs of the expiring agreements, a practice it says it does everywhere. Sinclair downplayed the lack of a deal during a conference call Thurs, saying it believes TW is being particularly "cautious" following its run in at the **FCC** over notification of the removal of **NFL Net** from recently acquired **Adelphia** and **Time Warner** systems. -- **Pappas** and **DISH** reached a multi-year agreement that expires Nov 2011. Pappas had threatened to pull its signals Fri.

**In the Courts:** **EchoStar**'s last-ditch appeal to continue broadcasting distant network signals through Dec 1 was struck down Thurs by a US appeals court in FL. Even so, the **NAB** and network affils believe the satcaster is attempting through a new deal to circumvent the prescribed law. EchoStar and the **National Programming Service** inked a pact Wed that, in effect, could allow NPS to sell distant signals to **DISH** subs as a separate service, broad-

www.TheTennisChannel.com

**IT'S A 100-YEAR-OLD TRADITION**  
AND IT'S ONLY ON THE TENNIS CHANNEL.

**The Davis Cup.** The oldest international team sports rivalry, comes to the U.S. live from Russia starting December 1st.

**RUSSIA VS. ARGENTINA LIVE:**  
FRI - SUN / 5 AM EST



**TENNIS**  
CHANNEL

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: Dave Dekker, 301/354-1750, ddekker@accessintel.com ● 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 ● Scott Gentry/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

caster's said. Network affils responded Thurs by filing a cease and desist order in US District Court in FL, saying that "EchoStar is engaging in the transparent sham of arranging for a third party...to do, with enormous technical and other assistance from EchoStar, precisely what the permanent injunction prohibits." The NAB's *Dennis Wharton* called the deal "a serial copyright abuser's refusal to comply with numerous court verdicts and federal statutes." Sources within NPS told staffers of *The Evening Bridge* Thurs that the agreement is entirely legal.

**Wireless:** Cable's wireless snowball has really started rolling. **Time Warner Cable** is already offering the service in Raleigh, NC, and Austin, TX, as expected, but the MSO dropped a bit of new news this week: It plans to offer wireless in every division next year.

**TiVo & Cable:** Don't look for any public trials this year of **TiVo** and **Comcast's** heavily anticipated offering. The MSO says it expects some market trials in the first half of '07. On TiVo's earnings call Wed, *Tom Rogers* was upbeat about the partnership and said TiVo plans to showcase the product at **CES** in Jan. "The excitement level with Comcast, I think it is fair to say, has only grown as we get near to the point of being able to get this out to the public," he said. Cox has a similar deal in place and is expected to deploy TiVo software in some markets during the 1st half of '07 (*Cfax*, 8/25). "Specific to Cox, we have engaged with them in very productive meetings, as we are making progress toward refining the scope of the product for that MSO, and we continue to have conversations with other cable operators..." Rogers said.

**Competition:** **AT&T** expanded the availability of its **U-verse TV** service northward in TX to Houston. Building on the tepid video success in San Antonio (*Cfax*, 10/24), the telco will roll out the service on a limited basis in Houston, the 2nd of an expected 15 U-verse markets by year's end. AT&T is offering new video customers through Mar 31 free **HBO** and **Cinemax** for 2 months, and is also offering new subs a 60-day money-back guarantee. -- **DISH** added **EuroNews** to its channel lineup, and will carry the net in 6 languages as part of 7 intl programming tiers. - **NFL Net** and **Verizon** have huddled to call a broadband play, which the pair will run beginning next week. It calls for NFL Net's live game telecasts starting Dec 7 – plus certain college football bowl games and other net content – to be available online to Verizon broadband customers. The new relationship reportedly was to be tested during NFL Net's telecast last night.

**In the States:** **BIAP** and **Time Warner Cable** inked an affiliation deal for a suite of interactive services, signaling the MSO's continued to commitment to BIAP. BIAP's apps include "eBay on TV," "Fantasy Football Tracker" and "PITV," which powers a TWC service that provides personalized news, sports, weather, stocks and hyper-local community information.

**Singing for Sling:** **Sling Media** landed former **MTVN** execs *Jason Hirschhorn* and *Benjamin White* to head **Sling Media Ent Group**. The new division was formed to create new entertainment experiences for Slingbox customers and is also charged with managing Sling Media's existing and future collaborative efforts with content creators, distributors and advertisers. Hirschhorn was a former chief digital officer at MTVN, which he left in May to reportedly start his own digital media firm. White's previous post was vp, digital media for MTVN.

**Integration Ban:** **CEA** responded Thurs to chairmen *Ted Stevens* (R-AK), *Joe Barton* (R-TX) and *Fred Upton's*

# WANT SOME PERSPECTIVE?

CABLE  NET

# BUSINESS & FINANCE

(R-MI) call for the FCC to extend the July 1, 2007, deadline for deploying set-tops with only separate security. The CEA urged dedication to consumer choice for cable devices, saying 10 years have passed since this part of the Communications Act was signed into law and consumers still have not “reaped the benefits of competition.”

**Programming:** **Lifetime** is sending 13 eps of new original series “Army Wives” (Mar ’07) to production boot camp. The net hopes the drama about military life will command more viewers than previous originals “Lovespring” and “Angela’s Eyes,” which were both cancelled because of weak ratings. -- **C-SPAN** will air same-day audio recordings of the Supreme Court oral arguments for 2 affirmative action cases, Mon, 11:15 am. The audio will be available on C-SPAN, **C-SPAN Radio** and **C-SPAN.org** 15-30 mins after the conclusion of each 1-hour argument. -- **A&E** greenlit a 20-ep, 2nd season of “Gene Simmons Family Jewels.” -- Inspired by a true story, **Lifetime’s** original movie “To Be Fat Like Me” (Jan 8, 9pm) spotlights a NY high school student who experiences extreme prejudice when she attends class undercover in a fat suit and prosthetics as part of a state-wide film competition. The movie is a component of the net’s “Living Healthy” social campaign.

## CableFAX Daily Stockwatch

Company	11/30 Close	1-Day Ch	Company	11/30 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	41.70	0.03	AVID TECH:	38.98	0.78
DIRECTV:	22.75	(0.06)	BLNDER TONGUE:	1.84	0.02
DISNEY:	33.05	0.17	BROADCOM:	32.83	(0.05)
ECHOSTAR:	36.01	(0.07)	C-COR:	10.00	(0.03)
GE:	35.28	(0.07)	CISCO:	26.91	(0.17)
HEARST-ARGYLE:	25.32	(0.13)	COMMSCOPE:	30.17	(0.53)
ION MEDIA:	0.68	0.00	CONCURRENT:	1.87	0.00
NEWS CORP:	21.53	0.17	CONVERGYS:	24.12	0.24
TRIBUNE:	31.80	(0.23)	CSG SYSTEMS:	27.73	(0.13)
<b>MSOS</b>					
CABLEVISION:	27.77	(0.1)	GEMSTAR TVG:	3.09	(0.04)
CHARTER:	2.95	(0.11)	GOOGLE:	484.81	0.16
COMCAST:	40.46	0.19	HARMONIC:	7.93	(0.18)
COMCAST SPCL:	40.28	0.21	JDSU:	18.48	0.38
GCI:	15.26	0.39	LEVEL 3:	5.34	0.29
KNOLOGY:	10.00	(0.05)	LUCENT:	2.55	(0.02)
LIBERTY CAPITAL:	87.92	(0.16)	MICROSOFT:	29.36	(0.21)
LIBERTY GLOBAL:	26.97	(0.39)	MOTOROLA:	22.17	0.22
LIBERTY INTERACTIVE:	22.76	(0.06)	NDS:	47.02	0.04
MEDIACOM:	8.09	(0.05)	NORTEL:	2.15	0.00
NTL:	24.08	(0.07)	OPENTV:	2.47	0.00
ROGERS COMM:	61.21	(0.05)	PHILIPS:	37.32	0.06
SHAW COMM:	31.09	(0.05)	RENTRAK:	14.75	0.02
TIME WARNER:	20.14	(0.19)	SEACHANGE:	8.62	(0.01)
WASH POST:	734.90	4.90	SONY:	39.41	(0.1)
<b>PROGRAMMING</b>					
CBS:	29.75	(0.28)	SPRINT NEXTEL:	19.51	(0.16)
CROWN:	3.23	0.07	THOMAS & BETTS:	51.87	(0.11)
DISCOVERY:	15.34	0.19	TIVO:	5.69	(0.6)
EW SCRIPPS:	48.86	(0.05)	TOLLGRADE:	8.77	0.20
GRUPO TELEVISIA:	26.28	0.91	UNIVERSAL ELEC:	21.00	(0.07)
INTERACTIVE CORP:	36.49	0.47	VONAGE:	6.50	(0.14)
LODGENET:	23.61	(0.12)	VYYO:	4.30	0.34
NEW FRONTIER:	8.97	(0.1)	WEBB SYS:	0.05	(0.01)
OUTDOOR:	12.86	(0.06)	WORLDGATE:	1.39	0.11
PLAYBOY:	11.61	0.15	YAHOO:	27.01	(0.03)
UNIVISION:	35.59	0.05	<b>TELCOS</b>		
VALUEVISION:	13.19	(0.11)	AT&T:	33.91	0.41
VIACOM:	37.60	(0.13)	BELLSOUTH:	44.59	0.93
WWE:	15.94	(0.04)	QWEST:	7.69	(0.14)
<b>TECHNOLOGY</b>					
3COM:	4.18	0.16	VERIZON:	34.94	0.05
ADC:	13.79	0.18	<b>MARKET INDICES</b>		
ADDVANTAGE:	4.23	0.23	DOW:	12221.93	(4.8)
AMDOCS:	38.55	0.53	NASDAQ:	2431.77	(0.46)
AMPHENOL:	68.13	(0.22)			
ARRIS GROUP:	11.92	0.10			

## Attention Public Affairs Executives!

You're invited to get a free trial subscription to **PR News**, the weekly executive level newsletter brought to you by the publishers of CableFAX Daily. From reputation management to crisis communications to media relations, we've got you covered — and then some!

Sign up for your **FREE** trial at [www.prnewsonline.com/freetrial](http://www.prnewsonline.com/freetrial) or call 1-800-777-5006.

**PR News** Building the Bridge Between PR and the Bottom Line.



**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**The Paw-suit of Greatness**

Don't let *Knotty's* 4-legged stature or droopy face fool you, for under his furry exterior is the makeup of a championship athlete. The bloodhound won innumerable accolades at dog shows during his career—including "best-in-show" honors at the '05 AKC/Eukanuba National Championship—and has been recognized and fawned over by fans at public places. Before retirement he endured a daily regimen that included 20min jogs on his custom treadmill and social comportment training. "Knotty used to play the crowd very well. He had charisma and he strutted his stuff," said owner *Lyn Sherman*. Thousands of canine title aspirants like Knotty will vie Dec 2-3 for this year's national title (and \$50K), which **Animal Planet** will air live (re-airings Dec 10, 14 & 16) and **Discovery Channel** will simulcast. The judging of breeds ranging from Boxers to Poodles will be highlighted with 12 cameras and close-up shots to aid home viewership. In its 3rd year of airing the show, Animal Planet will also allow fans to vote for their favorite pooches at animalplanet.com, the results from which are used to determine the winner of the Eukanuba Viewer's Choice Award. "We try to take some mystery out of dog shows, which are thought by many to be elitist and hoity-toity," said Animal Planet evp/GM *Maureen Smith*. "It's important to show the human said, that these dogs are really like champion [human] athletes." Profiles of past champions such as Knotty will help drive these points home, as will features that spotlight dogs in typical situations. *CH*

**Highlights:** "Godspeed to Jamestown," tomorrow, 8pm, **History**. Sure, a show about building a full-size replica of the ship that brought colonists from London to VA in 1607 sounds dull, but the process and craftsmen are fascinating. -- "America's Game," tonight, 8:30pm, **NFL**. Weekly profiles of every Super Bowl winner; great footage (naturally) and surprisingly honest storytelling. -- "Worst Week of My Life," season II, tonight, 9:40, **BBC A**. "Johnny English" sidekick *Ben Miller's* miscues make *Larry David's* seem trivial. -- "Ithuteng," Sun, 6:30pm, **HBO**. Great insight into S. Africa via doc about a lady helping poor kids.

**Worth a Look:** "Wall St Warriors," Sun, 10pm, **INHD**. Finale of a fascinating look at traders. -- "The Librarian," Sun, 8pm, **TNT**. *Noah Wyle's* 2nd foray into Indiana Jones territory; somehow it works. -- "Trial by Choir," Sun 10pm, **TLC**. 4-pt doc poses interesting question: Can choral music help high schoolers improve their behavior? -- "Campus Ladies," season II, Tues, 11pm, **Oxygen**. No sophomore slump as *Megan Mullally* comesos. -- "The Kinks Christmas Concert," Thurs, 10pm, **VH1 C**. That 70's show. -- "Christmas Card," tomorrow, 9pm, **Hallmark**. A predictable, sappy love story, with "Deadwood's" *Peter Jason* and *Ed Asner* dominating as sly old goats. -- "Bad Girls Club," Tues, 10pm, **Oxygen**. Septet of naughty ladies shack up hoping to reform...on reality TV? Not likely.

**World AIDS Day:** See: cablepositive.org/programming.html for AIDS-related shows (Fri-Sun).

Basic Cable Rankings (11/20/06-11/26/06)			
Mon-Sun Prime			
1	DSNY	2.3	2076
2	ESPN	2.2	2064
3	USA	2	1870
4	TNT	1.7	1591
5	HALL	1.6	1209
6	TBSC	1.3	1200
6	A&E	1.3	1145
8	TOON	1.2	1106
8	NAN	1.2	1062
10	CORT	1.1	986
10	SPK	1.1	985
10	NFLN	1.1	404
13	LIFE	1	942
13	FX	1	898
13	HIST	1	895
16	SCIF	0.9	811
16	CMDY	0.9	796
16	FAM	0.9	776
16	FOXN	0.9	775
20	DISC	0.8	765
20	HGTV	0.8	750
20	MTV	0.8	732
20	AMC	0.8	714
20	TLC	0.8	699
25	TVLD	0.7	652
26	FOOD	0.6	589
26	ESP2	0.6	561
26	CNN	0.6	545
26	BET	0.6	519
26	BRAV	0.6	476
31	VH1	0.5	464
31	APL	0.5	433
31	EN	0.5	402
31	WGNC	0.5	319
31	LMN	0.5	259
36	MSNB	0.4	355
36	GSN	0.4	245
36	SOAP	0.4	225
36	NGC	0.4	220
36	TV1	0.4	141
41	TTC	0.3	305
41	CMT	0.3	284
41	HLN	0.3	245
41	TVGC	0.3	231
41	OXYG	0.3	196
41	SC	0.3	193

\*Nielsen data supplied by ABC/Disney

**CableFAX**  
databriefs



**CableFAX databriefs** is a weekly html newsletter delivered every Monday via email to qualified subscribers. Published by the well-respected **CableFAX Daily** editorial team, **CableFAX databriefs** is an extension of its sister publication and spotlights vital industry metrics for broadband operators.

Register for your FREE subscription today at [www.ameda.com/cfx](http://www.ameda.com/cfx)