

CableFAX Daily™

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What the Industry Reads First

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Meaningful Goodbye: Cable Mourns the Loss of Bill Bresnan

Business acumen, visionary leadership, compassion. Cable pioneer *Bill Bresnan*, who passed away Fri night at age 75 after valiantly battling cancer, had it all and more. He was the rare individual who transcended cable boardrooms and conferences to fill many an industry heart with warm feelings. "I lost a great friend on Friday," said **Insight** CEO *Michael Willner*. "In that, I have a lot of company." Included in that company is **Suddenlink** CEO *Jerry Kent*. "He was an icon of our industry, the epitome of integrity and loyalty. He was a friend and mentor to many successful cable executives," said Kent, adding that Bresnan was "the nicest person anyone could ever meet." The spate of additional reflections on Bresnan from the cable industry over the last few days testifies to those sentiments. "Bill was my mentor and friend," said former **CableLabs** pres/CEO *Dick Green* in a statement. "As a fledgling CEO, he taught me the importance of perseverance and he was there to guide me when daunting and difficult decisions had to be made. We have lost a great human being, entrepreneur and friend." Bresnan's 21 years of advocacy and leadership on the CableLabs board is but 1 small piece of his abundant legacy. First involved with the cable system of his hometown Mankato, MN, in the '50s, Bresnan joined the late *Jack Kent Cooke's* co that purchased it and 2 other area systems, serving in various capacities under Cooke including CEO of **Group W Cable**. He then founded **Bresnan Comm** in '84 with financial help from *John Malone*, and the MSO now serves more than 300K subs in CO, MT, WY and UT. As a small cable operator, Bresnan became an asset to **ACA**. "Bill was an extraordinary man who... recognized the contributions of independent operators to the ongoing growth of the industry," said ACA pres/CEO *Matt Polka* in a statement. "Bill's leadership greatly enriched those of us who were fortunate enough to know him and learn from his example." Bresnan also served on **NCTA's** board, for a time with **Charter** pres/CEO *Neil Smit*. "He was not only a thoughtful student of the cable business, but also a great teacher who was always willing to share his knowledge," said Smit. "I appreciated his upbeat manner and the way he was able to connect with people. Bill leaves behind an incredible legacy of service to the cable industry, but the fruit of his labor will live on." It may be his personal labors that find the greatest endurance. Bresnan "achieved great things in his lifetime but it was not his accomplishments that defined him as a man, it was his character," said Willner. "He forever was humble, gentle, and caring—a regular guy with extraordinary compassion and

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commitment to doing the right thing in everything he touched. I will miss him terribly." As will many others. For more on Bill Bresnan and his life in cable, visit www.cablefax.com/cfp/just_in/Bill-Bresnan-A-Life-in-Cable_38820.html.

Emergence: Following 8 months of negotiations and court proceedings, **Charter** said it has successfully emerged from Chapter 11 with restructured financials highlighted by an approx \$8bln reduction in debt. "Charter will remain focused on further enhancing the customer experience and is positioned to generate free cash flow," said pres/CEO *Neil Smit* in a release, referencing the MSO's expectation of positive free cash flow generation through the reduction of more than \$830mln in annual interest expense. Charter's existing common shares have been canceled, and plans call for the MSO to apply for **NASDAQ** listing of its new common stock. *Paul Allen* remains an investor and retains the largest voting interest.

Competition: **Verizon's** residential blog states that sales goals for its quad play offering "have either been exceeded or are on the way to being surpassed." As 6 weeks remain in the offer's trial period, the telco said the trending points to a nationwide rollout of its quad play beyond the Northeast and Mid-Atlantic regions. -- **Sitel** renewed its contract to provide customer care and tech support to **DirectTV** customers. -- **CSG Systems** will continue to provide **DISH** subs with customer care and billing services.

In the States: **ACA** is throwing its support behind **Time Warner Cable's** "Rollover or Get Tough" campaign, which is aimed at educating the public about programming disputes (*Cfax*, 11/30). "Small cable operators and their customers, who cannot afford to engage in hand-to-hand combat with price-gouging media conglomerates, applaud Time Warner Cable's efforts to 'Get Tough' with programmers in hopes that some modicum of reasonableness will return to the market as a result," ACA pres/CEO *Matt Polka* said. ACA has long sought regulations to ensure that programmers and broadcast stations can't charge small and medium-sized cable ops higher fees than those paid by larger ops in the same market. -- According to local reports, the **Knoxville City Council** contends that **Knology** has not met the build-out commitments agreed upon in Apr '08, with 1 member claiming Knology is "cherry-picking" its service areas. The Council's pushing for an annual update report from the provider. **Comcast** is the dominant Knoxville player.

TV Everywhere: The initiative is now available even in Canada. **Rogers** announced widespread availability of its On Demand Online service, the Beta version of which offers 30 channels and more than 1,000 hours of content to Rogers subs from any streaming Internet connection within Canada through authentication. Content partners include **BIO**, **Big Ten Net** and **Food Net Canada**.

Research: 46% of US homes own at least 1 HDTV, according to **Leichtman Research**, approx double the respective percentage from '07. 64% of HDTV owners receive HD service from a multichannel provider, up from 58% a year ago, although 14% believe they are watching HD programming but are not. 6% switched providers based on HD programming choices. -- According to **NTCA's** Broadband/Internet Availability Survey, more than half of its member co's offer broadband speeds of 3-6Mbps, and 39% offer speeds greater than 6Mbps, compared to a respective 46% and 25% a year ago. Nearly three-quarters of the co's with a fiber deployment strategy plan to offer fiber to the node to more than 75% of their customers by '11, and 55% plan to offer fiber to the home to more than half their customers in that same time frame.

Online: In partnership with **Facebook**, **MTV.com** is hosting Fri (3pm ET) a live online show allowing viewers to ask questions of director *James Cameron* and 2 stars of Cameron's upcoming film "Avatar." -- **Oxygen** partnered with **Personal Shopper** to launch **ShopOHolic.com**, offering sales of Oxygen-branded merchandise while integrating net content and interactive gaming.

Programming: **Syfy** ordered 13 eps of "Haven" ('10), based on the *Stephen King* novella "The Colorado Kid." -- **Planet Green's** 5 acquired series from Canada and the UK include "Blood, Sweat and Takeaways" (Jan 4), in which 6 fast food junkies seek the truth about their favorite fare, and "The Woman Who Stopped Traffic" (Feb 3), featuring a pro trouble-shooter attempting to relieve traffic congestion in 3 English locales. -- **WWE** renewed its distribution pact with **BSkyB** for another 5 years, beginning in Jan. -- **Comcast SportsNet** and **The Comcast Network** will together feature more than 200 men's and women's college basketball games this season. -- Based on *Dr. Michio Kaku's* best-selling book, **Science Channel's** "Sci-Fi Science: Physics of the Impossible" (Tues, 10pm) explores the feasibility of time travel, invisibility and teleportation.

On the Circuit: **Comcast** chief *Brian Roberts*, **Disney** CEO *Bob Iger* and **AT&T** CEO *Randall Stephenson* are among a group of execs slated to attend a jobs summit at the White House Thurs. -- **Cox Business** vp *Ken Meeks*

BUSINESS & FINANCE

and Time Warner Cable Business Class vp, marketing and training *Denisse Goldberg* will deliver separate keynotes at Thurs' Future of Cable Business conference in NYC. -- *Ted Turner* will speak at **The Cable Center** on Dec 9 as part of the center's Cable Mavericks lecture series.

Public Affairs: Comcast and One Economy launched an initiative in MA that teaches young people about broadband technologies and how to put that knowledge to work through volunteerism. Participants will receive mentoring from Comcast employees. -- **BET** is spotlighting the HIV/AIDS epidemic and World AIDS Day (Tues) with special programming and a pro-social initiative in DC with partners The Magic Johnson Foundation and The National Medical Assoc.

People: Fox National Cable Nets evp *David Sternberg*, also COO of **Fox Emerging Networks Group**, is leaving the co later this month. **Fuel TV** gm *CJ Oliveras* will now report directly to Fox National Cable Nets pres *Rich Battista*, with changes to the management structures of **Fox Soccer** and **Fox Sports en Espanol** expected at a later date. -- **Playboy** promoted *Jimmy Jellinek* to chief content officer.

Business/Finance: Collins Stewart raised its price target on **Time Warner** shares to \$38 from \$33.50, citing more favorable ad rev assumption and cost savings.

CableFAX Daily Stockwatch

Company	11/30 Close	1-Day Ch	Company	11/30 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	35.02	0.11	AMPHENOL:	41.20	(0.15)
DIRECTV:	31.63	0.03	APPLE:	199.91	(0.68)
DISH:	20.71	0.06	ARRIS GROUP:	9.99	0.01
DISNEY:	30.22	(0.13)	AVID TECH:	11.90	(0.03)
GE:	16.02	0.08	BIGBAND:	3.59	(0.06)
NEWS CORP:	13.69	0.00	BLNDER TONGUE:	1.04	0.05
MSOS					
CABLEVISION:	25.02	(0.03)	BROADCOM:	29.20	0.23
COMCAST:	14.66	(0.22)	CISCO:	23.40	0.02
COMCAST SPCL:	13.81	(0.35)	CLEARWIRE:	5.66	(0.01)
GCI:	6.04	0.06	COMMSCOPE:	25.13	(1.22)
KNOWLOGY:	9.86	(0.13)	CONCURRENT:	3.49	-0.00
LIBERTY CAPITAL:	22.09	(0.17)	CONVERGYS:	11.18	0.06
LIBERTY GLOBAL:	19.29	(0.49)	CSG SYSTEMS:	19.36	3.01
LIBERTY INT:	10.64	0.32	ECHOSTAR:	19.43	(0.13)
MEDIACOM:	4.04	0.04	GOOGLE:	583.00	3.24
RCN:	8.57	(0.06)	HARMONIC:	5.06	(0.18)
SHAW COMM:	19.32	0.06	INTEL:	19.20	0.09
TIME WARNER CABLE:	41.89	(0.53)	JDSU:	7.39	(0.04)
VIRGIN MEDIA:	16.46	(0.23)	LEVEL 3:	1.25	0.05
WASH POST:	413.61	3.19	MICROSOFT:	29.41	0.19
PROGRAMMING					
CBS:	12.81	(0.36)	MOTOROLA:	8.01	(0.19)
CROWN:	1.54	0.08	OPENTV:	1.57	0.02
DISCOVERY:	31.95	0.38	PHILIPS:	27.46	(0.04)
GRUPO TELEVISIA:	20.57	0.03	RENTRAK:	14.95	0.15
HSN:	17.92	(0.01)	SEACHANGE:	5.58	0.08
INTERACTIVE CORP:	19.45	0.02	SONY:	26.69	0.01
LIBERTY:	35.42	0.42	SPRINT NEXTEL:	3.71	(0.04)
LIBERTY STARZ:	47.85	(0.71)	THOMAS & BETTS:	36.50	0.53
LIONSGATE:	4.99	0.10	TIVO:	9.90	(0.08)
LODGENET:	4.49	(0.19)	TOLLGRADE:	5.90	(0.11)
NEW FRONTIER:	1.84	0.00	UNIVERSAL ELEC:	21.51	(0.34)
OUTDOOR:	5.87	0.35	VONAGE:	1.28	0.03
PLAYBOY:	3.93	0.13	YAHOO:	14.97	(0.03)
RHI:	0.64	0.01	TELCOS		
SCRIPPS INT:	39.55	(0.39)	AT&T:	26.94	(0.05)
TIME WARNER:	30.72	(0.13)	QWEST:	3.65	(0.15)
VALUEVISION:	3.53	0.12	VERIZON:	31.46	(0.17)
VIACOM:	31.32	(0.3)	MARKET INDICES		
WWE:	16.07	0.26	DOW:	10344.84	34.92
TECHNOLOGY					
3COM:	7.37	(0.05)	NASDAQ:	2144.60	6.16
ADC:	6.13	0.29			
ADVANTAGE:	2.12	(0.03)			
ALCATEL LUCENT:	3.34	(0.02)			
AMDOCS:	26.43	0.09			



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EYE ON ADVERTISING

360 World

This week **CableFAX** editor Amy Maclean chatted with **Sprint** entertainment media manager Stephanie Kelly about the carrier's advertising efforts in the linear, online and mobile spaces. **Sprint** recently signed on as the first-ever multiplatform 360 sponsor of **Bravo's** "The Real Housewives."

You have this 360 sponsorship with Bravo for "Real Housewives." One of the things it includes is a weekly, online Webisode series. Sprint also had an original series that played out in commercials during ABC's "Desperate Housewives." Should we expect to see more of this short-from programming from you?

We hope so. The "Desperate Housewives" was our 1st foray into that kind of medium. They have just recently ended their run, so at this point we're gauging the success of those and from there making the determination of whether it's something we want to continue with in the future. For the most part, what we really were happy with was how it was innovative. It was something that brought us to a new element within our sponsorship, so we were happy with it at that level. We look forward to hopefully doing similar innovative executions around our TV properties.

And with "Real Housewives," have these "Day In the Life" Webisodes started running?

They have. The difference is that the "Desperate Housewives" was actually new creative content that was created by *Mark Terry* and developed by the production for *Desperate Housewives*. That was brand new, written content, whereas the "Real Housewives" is content you don't see in the show—so incremental content, instead of newly created content.

Can you tell me about why you chose a 360 spon-

sorship with "Real Housewives?"

We actually do it with all of our properties. It's something we consider for most of our properties because we want to create deeper extensions for viewers to get more entertainment out of the properties. When it's not on air, you can watch it online. If you can't get online or watch it on TV, then you have it right there in the palm of your hand by being able to watch it on your phone.



Has it become easier to do these type of deals?

I would say easier to the extent that I believe the networks are just as savvy as the carriers in wanting to create interest and deeper investment for viewers for their properties. I would say the networks are more interested in providing these opportunities to the carriers. The carriers are definitely more interested because the more you can integrate yourselves with a TV show brand that viewers know and love... then hopefully that investment will carry over to increased brand recognition and favorability.

Are you spending more with cable or broadcast?

More with broadcast, but definitely have an investment in cable because cable has more and more rich properties and strong properties that a lot of viewers are enjoying. In cable, we find a highly engaged audience. For instance, we have some product placements in "Top Chef," and for "Top Chef Masters," we'll sponsor the \$100K grand prize. The viewers who watch "Top Chef" are truly engaged in that show and love that show, therefore you're reaching an audience that cares about the property.

Are you interested in interactive advertising?

We are. We've been discussing it and looking for opportunities. It's definitely something I would see us implementing down the road.

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