

CableFAX's

Celebration of Leadership

Two great events to recognize the leaders in cable.

100

CableFAX

Dec. 10, 2009
12:00-2:30pm
Grand Hyatt, NYC

www.cablefax.com/cablefax100

CableFAX's
Most Powerful Women
in Cable

Dec. 11, 2009
8:00-10:30am
Grand Hyatt, NYC

www.cablefax.com/women2009

Two Great Events — Attend One or Both!

CableFAX 100 Awards Luncheon

The annual who's who of the cable business... Be sure to participate in this year's CableFAX 100 annual luncheon honoring cable's leaders, pioneers, influencers, and rainmakers! We will also be honoring the Top Regional Players.

Sponsored by :   Your life... naturally

CableFAX's Most Powerful Women in Cable Breakfast

Joining us...

- Melinda Witmer of Time Warner Cable will participate in a Q&A about hot topics in the industry.
- **Emcee:** Liz Claman, from Fox Business News

Join us as we salute the women who have made their mark on the industry with leadership, innovation and community. We will also be honoring the Top Women in Cable Tech and the Top 10 Places to Work in Cable.

These two great CableFAX Events are bookending The Holiday Rock and Roll Bash benefiting The Lustgarten Foundation. Come mingle and join the celebration!

Association Partner:



16631

Special pricing available for attending both CableFAX events. Contact Saun Sayamongkhun at saun@accessintel.com to register.

PRESENTED BY 

Holiday
ROCK & ROLL
Bash 9



DECEMBER 10, 2009
B.B. King Blues Club, NYC

TO BENEFIT
THE LUSTGARTEN FOUNDATION

For reservations or to make a donation, please call 516.803.2354 or visit www.lustgarten.org/Bash9.

With Cablevision's support of the Foundation, 100% of every donation goes to pancreatic cancer research.

Visit curePC.org

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.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, 301/354-1695, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212.621.4612 ● Marketing Director: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Paul Maxwell/Columnist ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

Merry Dish-mas: First it's holiday trees, now it's Christmas satellites. **DISH** says it got an "outpouring" of comments (good and bad) for its new commercial "We Dish You a Merry Christmas" that began running Mon on DISH Network. The spot (<http://bit.ly/7K2sSL>) gained notoriety after **Fox News'** "The O'Reilly Factor" dubbed the DBS company a "patriot" for using the words "Merry Christmas" vs "Happy Holidays." "DISH Network acknowledges and respects the diversity of faith in our country, but at the same time recognizes the overwhelming majority that celebrate Christmas," the company said Wed. "We cannot imagine that Americans of all faiths would not want to embrace the spirit of the holiday and join us in wishing Christian Americans a very Merry Christmas." A spokesperson would only say that a "significant number" of people had contacted the company, with about 75% expressing support and the remaining quarter displeasure. Not surprisingly, Mon night's mention from *Bill O'Reilly* ratcheted up the number of emails and calls.

At the Portals: **Comcast** is seeking **FCC** approval on its purchase of **CIMCO's** telecom assets. CIMCO provides local exchange telephone services to business customers in approximately 298 local service areas throughout IL, IN, MI, OH and WI, in which Comcast or one of its affiliates holds a franchise to offer cable TV service.

Beta: **Discovery Channel, History** and **ESPN** were again the top 3 favorite basic nets according to **Beta's** cable sub survey, but this year Discovery and History tied for the top spot whereas Discovery emerged victorious a year ago. **Lifetime, Food Net** and **TNT** followed ESPN. Discovery did, however, pace **History** and **The Weather Channel** as the basic net deemed most important to subs' enjoyment of cable, with **USA** and **TNT** completing the top 5 in the category. **ESPN** and **ESPN2** led in avg perceived value.

Research: **Nielsen** said it will launch in 7500 TV homes by Aug 31 **TVandPC**, which will provide integrated linear and online program ratings. The service is testing in approx 400 homes. -- **SNL Kagan** will distribute **MediaBiz's** market-level video sub data via its online information service, making it available to SNL Kagan Unlimited clients. Future plans include the development of interactive online services around this data as well as expansion into other metrics beyond video.

iTV: **icueTV** and **HITS Advanced Interactive Services** joined to offer cable MSOs t-commerce interactive apps, including click to email, click to purchase, voting, polling. -- **Comcast** and **HSN** announced a nationwide rollout of the net's interactive TV app **Shop by Remote**, which allows the MSO's digital subs to purchase HSN products by using their remote control.

VOD: **Comcast** has exclusively partnered with *Taylor Swift* for an HD VOD collection featuring the singer's music, videos and special content. -- **Cox** upgraded its on-screen VOD interface to offer subs faster and simpler navigation.

Programming: **VH1** has joined with DoSomething.org to televise the "Do Something Awards" July 27, live from L.A. Since 1996, **Do Something** has honored the nation's best young world-changers, like *Maggie Doyne* who created an orphanage in Nepal at age 17 and now at 22 is the legal guardian to 27 children. -- The Thurs ep of **TLC's** "American Chopper" finds the *Teutuls* building a bike for the **Iraq Star Foundation**, whose goal is to provide US soldiers injured in Iraq and Afghanistan with free reconstructive surgery. Featured are *Jon Voight, Gary Sinese* and *Kristy Swanson*. -- **FX's** forthcoming schedule includes the final season of "Nip/Tuck" (Jan 6), the return of "Damages" (Jan 25), the premiere of animated comedy "Archer" (Jan 14) and fresh original drama "Justified" (Mar), inspired by *Elmore Leonard*.

Building Character: Kudos to all the good folks at **USA** for pulling off a thought-provoking event Wed in D.C. about how to foster unity despite divisions among Americans over hot-button issues. Holding its first Characters Unite National Town Hall at the Newseum just blocks from the White House and Capitol Hill, **USA** put topics like immigration, racism, class, economic disparity and attitudes toward war on the front burner. Former **NBC News** anchor and moderator *Tom Brokaw* kept it moving while panelists ranging from rocker *Jon Bon Jovi* to Georgetown sociology prof *Michael Eric Dyson* offered myriad perspectives. After Brokaw previewed his upcoming **USA** doc "American Character Along Highway 50" in which he travels the country talking to regular folks, he recalled a uniquely American resilience. "There was almost no whining no matter how great the pain," he said. The panel's ultimate takeaway: America has many problems, but its people remain optimistic and hopeful they can tackle them. Said Dyson: "We've got the hope down. We need the audacity."

Honors: **Discovery Channel Global Education Partnership** and **Chevron** were awarded the '09 Partnership Award by the **US Chamber of Commerce Business Civic Leadership Center** for their collaboration to help educate students around the world. The 2 have developed 65 Learning Centers in underserved communities across Angola, Nigeria, South Africa, Venezuela and Brazil.

BUSINESS & FINANCE

On the Circuit: Lifetime Nets and Hyperion's VOICE imprint have partnered to publish "Secrets of Powerful Women: Leading Change for a New Generation," a collection of essays from 24 top women leaders, including Rep *Marsha Blackburn* (R-TN) and DNC vice chair *Susan Wolf Turnbull*. It's a project resulting from Lifetime's Every Woman Counts public service campaign. 100% of Lifetime's proceeds will be donated to **The White House Project**, which is working to advance a diverse, critical mass of women into leadership positions.

People: *Beth Lawrence* is leaving **Yahoo!** to become evp, ad sales and media solutions for **The Weather Channel Companies**, effective Jan 4. She will be based in NY and report to CEO *Michael Kelly*. Lawrence will lead Weather's '10 upfront efforts, which will focus on cross-platform attributes and the reach of Weather Channel. -- **MSG Media** tapped **Joost.com** founding member *David Clark* as evp, sales. He will oversee all ad sales initiatives, including sponsorships, co-promotions and partnership opportunities for MSG Media.

Business/Finance: **Marvel Ent** set Dec 31 as the date of a special meeting at which shareholders will vote on the proposed merger with **Disney**. Marvel expects to complete the deal on that date. The deal was announced over the summer (*Cfax, Sept 1*).

CableFAX Daily Stockwatch

Company	12/02 Close	1-Day Ch	Company	12/02 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
BRITISH SKY:	36.61	0.42	APPLE:	196.23	(0.74)			
DIRECTV:	31.56	0.06	ARRIS GROUP:	10.58	0.62			
DISH:	20.92	(0.04)	AVID TECH:	11.93	(0.21)			
DISNEY:	30.79	0.06	BIGBAND:	3.45	(0.16)			
GE:	16.07	(0.1)	BLNDER TONGUE:	1.05	0.06			
NEWS CORP:	14.00	0.05	BROADCOM:	30.44	0.26			
MSOS								
CABLEVISION:	24.81	(0.36)	CISCO:	23.87	(0.05)			
COMCAST:	14.94	(0.02)	CLEARWIRE:	6.11	0.04			
COMCAST SPCL:	14.18	0.06	COMMSCOPE:	25.58	(0.12)			
GCI:	6.33	0.10	CONCURRENT:	3.64	0.08			
KNOLGY:	10.29	0.57	CONVERGYS:	10.94	(0.32)			
LIBERTY CAPITAL:	22.99	0.05	CSG SYSTEMS:	18.54	(0.31)			
LIBERTY GLOBAL:	19.77	0.46	ECHOSTAR:	19.68	0.31			
LIBERTY INT:	10.88	(0.11)	GOOGLE:	587.51	(2.36)			
MEDIACOM:	3.95	(0.06)	HARMONIC:	5.21	0.11			
RCN:	8.60	(0.11)	INTEL:	19.72	0.06			
SHAW COMM:	19.93	0.14	JDSU:	7.61	0.01			
TIME WARNER CABLE:	42.45	0.27	LEVEL 3:	1.36	0.12			
VIRGIN MEDIA:	16.44	0.31	MICROSOFT:	29.78	(0.23)			
WASH POST:	410.95	1.30	MOTOROLA:	8.24	0.02			
PROGRAMMING								
CBS:	13.02	(0.13)	OPENTV:	1.53	(0.04)			
DISCOVERY:	32.39	0.00	PHILIPS:	28.92	0.06			
GRUPO TELEVISA:	21.00	(0.07)	RENTRAK:	14.96	0.01			
HSN:	18.49	0.26	SEACHANGE:	5.83	0.03			
INTERACTIVE CORP:	19.22	(0.2)	SONY:	27.00	(0.44)			
LIBERTY:	35.58	(0.13)	SPRINT NEXTEL:	3.75	(0.03)			
LIBERTY STARZ:	49.08	0.30	THOMAS & BETTS:	37.43	0.06			
LIONSGATE:	5.59	0.37	TIVO:	10.03	0.03			
LODGENET:	4.51	0.04	TOLLGRADE:	6.00	0.03			
NEW FRONTIER:	1.85	0.01	UNIVERSAL ELEC:	21.13	(0.32)			
OUTDOOR:	5.89	(0.14)	VONAGE:	1.30	0.01			
PLAYBOY:	3.91	(0.07)	YAHOO:	15.31	0.18			
RHI:	0.70	0.13	TELCOS					
SCRIPPS INT:	39.50	0.06	AT&T:	27.35	0.17			
TIME WARNER:	30.90	(0.31)	QWEST:	3.93	0.08			
VALUEVISION:	3.61	(0.05)	VERIZON:	32.65	0.31			
VIACOM:	31.75	0.10	MARKET INDICES					
WWE:	16.07	0.21	DOW:	10452.68	(18.9)			
TECHNOLOGY								
3COM:	7.36	0.00	NASDAQ:	2185.03	9.22			
ADC:	6.00	0.01						
ADDVANTAGE:	2.12	0.10						
ALCATEL LUCENT:	3.43	(0.01)						
AMDOCS:	27.97	0.71						
AMPHENOL:	44.12	1.86						



Deadline: December 4, 2009 • Enter At: www.CableFAX.com/BOW

CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

The CableFAX Best of the Web Awards will also salute the cable executives behind the scenes who make these digital initiatives shine. The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine. The winners and honorable mentions will be saluted during an awards event in April 2010 in New York City.

Deadline: December 4, 2009

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com
 Entry Questions: Saun Sayamongkhun at 301-354-1610; ssayamongkhun@accessintel.com