

CableFAX Daily™

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What the Industry Reads First

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iPad-apalooza: Controversy Continues as Cablevision Enters Fray

Further proof of consumers' voracious appetite for watching TV on a 3rd screen can be seen in the latest iPad rankings. As of Mon afternoon, **Cablevision** had the top free iPad app in the entertainment category (**Time Warner Cable's** app was 5th) and it was 7th overall among free apps. Not bad for an app that just launched Sat. And as to be expected, it's already rankling programmers. "Cablevision does not have the right to offer the **YES Network** in the manner it is doing so on the iPad, and it has been notified as such," a YES spokesman said. Cablevision did not disclose the total number of downloads Mon afternoon. TWC has said more than 300K have downloaded its iPad app—a fact it touted Mon in full-page ads in the *WSJ*, *L.A. Times* and *NY Times* and *Washington Post*. The ads are part of a TWC publicity campaign, with the MSO declaring that it will continue to fight for the freedom of TV. What are the differences between the 2 offerings? Like TWC, Cablevision's is only available within the home. But it's a full cable service complete with 300 channels and more than 2K VOD titles vs TWC's 42 national nets. Unlike with TWC, Cablevision video customers do not also have to subscribe to the MSO's broadband service to use the iPad app. Cablevision will provide Internet-disabled modems for non-broadband subs who want to access the service. The other big difference is that CVC is offering **Viacom**, **Fox** and **Discovery** programming, which TWC pulled late last week after legal threats. Cablevision is staying mum on the issue of programmers but said it did not need to acquire any new rights for the service. That's interesting because a Discovery statement indicates that it feels there are different rights deals out there. "We don't comment on specific affiliate agreements, but as we've always said we are open to negotiating and we do have deals with distribution partners where similar rights have been recognized and we have received appropriate consideration and value," Discovery said. Viacom and Fox declined comment Mon. **Miller Tabak's David Joyce** summed up the latest iPad launch succinctly Mon: "Good for customer retention and attraction, but perhaps with a few legal headaches at the start." Meanwhile, iPad-wielding **Insight CEO Michael Willner** blogs that he'll be watching these developments closely as Time Warner Cable plans to assert its rights to the programming they have pulled in an attempt to get it back on the app's lineup. "It seems that programming networks simply are trying to define another revenue opportunity to get consumers to pay for rights they already appear to have," he said. It's clear this is far from the end, with Cablevision promising to deploy additional applications that deliver the same experience to other tablets and display devices. By summer, Cablevision plans to have its full VOD library available on the iPad app as well as integrating remote control functionality.

Fearful Again?: They're baaaack... In '09, **FearNet** snagged thousands of signatures protesting the VOD channel's removal from **Time Warner Cable (Cfax, 4/28/09)**. Now the VOD and newly launched linear net are headed back to TWC systems. A new deal is in place, and the MSO said it expects to launch the linear channel on systems throughout the year. Programming notices already have appeared in some areas, such as Charlotte, which plans to roll out the channel May 9. The linear net, which launched Oct 1, also has carriage with **Verizon's FiOS TV**.

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Extra Innings: YES and DirecTV couldn't reach a carriage renewal deal by the Fri midnight deadline, but the net agreed to an extension of talks until Thurs and maintains its spot in the DBS op's lineup. DirecTV has said it intends to keep YES live throughout the negotiation process. Meanwhile, SNY remains dark on DISH after parties couldn't ink a deal late last week.

In the Courts: The DC Appeals Court dismissed Verizon and MetroPCS' lawsuits over the FCC's Net Neutrality order, ruling that it can't be challenged until it appears in the Federal Register.

In the States: FCC commish Mignon Clyburn is speaking out against proposals in some states, including NC, to restrict towns and cities offering broadband. The NC measure, which has passed the state House, would require voter approval before a muni could borrow money for capital costs. Citing similar pending bills in SC and AZ, Clyburn said such bills undermine the National Broadband Plan. -- Cox officially launched its wireless services ad campaign in RI, CT and Cleveland.

Carriage: Charter will add WFN: World Fishing Net to its sports tier in 9 additional states. -- Sportsman Channel, in 27mln homes and growing, picked up carriage on Charter systems in Fort Worth, TX, S CA, NE and Carson City, NV.

Net Branding: ESPN and the University of TX unveiled Longhorn Network as the moniker for their joint 24/7 RSN slated to cover several of the school's sports programs in Aug. More than 200 exclusive events from 20 sports will be featured annually. The net's logo features UT's school colors and the iconic longhorn silhouette featured on its football helmets. Also, GetLonghornNetwork.com launched Mon to provide fans with info about where and how to gain access to the net, and will serve as the net's broadband adjunct. -- CBS College Sports Net officially rebrands as CBS Sports Net Mon night with the airing of "Bracket Breakdown" right after the March Madness title game. As previously announced, the net will continue to report on college sports, including hundreds of live games annually, and is preparing for future content expansion to more closely align and expand a portfolio including Showtime Sports, CBSsports.com and MaxPreps.com.

Demo Drill Down: Fox Nets and Nat Geo Nets are set to roll out Nat Geo Mundo on July 1. The Spanish-language non-fiction ent net will target US Hispanics with original content centered on nature, science, culture and history, including some shows from the Nat Geo Channel in Latin America that have never been seen in the US. Nat Geo Mundo owns commitments to launch in more than 4mln homes this year through U-verse, Cox, DISH, and FiOS. Fox Global Nets manages the affil sales for the net, along with Fox Deportes, Baby TV and Utilisima. As part of the news, Fox Global and Fox Intl Channels formed in Fox Hispanic Media a specialized group dedicated to help marketers reach the US Hispanic market more effectively. FHM includes Nat Geo Mundo, Fox Deportes and Utilisima and the trio's digital extensions.

Help Wanted: NCTC is using Carlsen Resources to help it find a sr exec to lead the co-op. NCTC pres/CEO Jeff Abbas resigned last month. Former chmn Tom Gleason of NewWave is NCTC's interim CEO. The goal is to have a new chief in place by the Independent Show, July 24-27, San Fran.

Minority View: Comcast is taking the 1st steps to meet its Comcast-NBCU commitment to launch 10 new independent channels over the next 8 years, including 8 that are Hispanic and African American owned and operated. The MSO is accepting proposals for the first 3 channels, with Comcast intending to launch one American Latino net (operated and programmed in English) by July 28, '12. The other 2 nets will be African American owned and launch by Jan 28, '13.

Bounce TV: Its founding group led by Ambassador Andrew Young and Martin Luther King III, Bounce TV will launch this

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BUSINESS & FINANCE

fall as the 1st OTA net designed exclusively for African-American audiences. Targeting primarily 25-54s as a 24/7 digital terrestrial net, Bounce has inked several programming deals, including with **NBCU Domestic TV Distribution** for nearly 200 film titles and **Sony Pictures TV** for nearly 100. Bounce will be ad-supported, with half of the time to be available for insertion of local advertising by affils, and former Sony exec *Jeffrey Wolf* will handle distribution.

Public Affairs: Thousands came together Sun for **The Lustgarten Foundation's** 1st-ever NYC Pancreatic Cancer Research Walk, raising nearly \$350K. Thanks to **Cablevision** support, 100% of every dollar raised goes directly to research. The Foundation was established in '98 in honor of Cablevision vice chmn *Marc Lustgarten* before he died from pancreatic cancer. -- **Showtime** chmn/CEO *Matt Blank* will serve as opening night dinner speaker and "roast master" at **CTAM's** Insights Conference, June 15-17, Chicago.

People: **Showtime** Nets named **Warner Bros** vet *Don Buckley* as svp, digital services. -- **Discovery Channel** upped *David Shackley* to CMO. -- *Don Williams* was tapped as vp/gm, **Bright House Indiana**. -- *Linda Bloss-Baum* joined **Time Warner** as vp, public policy. -- **CNN Digital** welcomed *Peter Bale* as vp/gm, **CNN International Digital**. -- **Current Media** tapped *Kent Rees* evp, marketing.

CableFAX Daily Stockwatch

| Company | 04/04 Close | 1-Day Ch | Company | 04/04 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| BROADCASTERS/DBS/MMDS | | | | | |
| DIRECTV: | 47.10 | 0.07 | BLNDER TONGUE: | 2.18 | 0.14 |
| DISH: | 24.47 | 0.03 | BROADCOM: | 38.08 | (0.28) |
| DISNEY: | 42.63 | (0.22) | CISCO: | 17.06 | 0.02 |
| GE: | 20.53 | 0.19 | CLEARWIRE: | 5.70 | 0.12 |
| NEWS CORP: | 18.94 | 0.03 | CONCURRENT: | 5.92 | (0.14) |
| MSOS | | | | | |
| CABLEVISION: | 34.95 | 0.29 | CONVERGYS: | 14.45 | (0.04) |
| CHARTER: | 51.99 | 0.33 | CSG SYSTEMS: | 20.22 | 0.11 |
| COMCAST: | 25.26 | 0.16 | ECHOSTAR: | 37.62 | 0.36 |
| COMCAST SPCL: | 23.67 | 0.19 | GOOGLE: | 587.68 | (4.12) |
| GCI: | 11.19 | 0.15 | HARMONIC: | 9.89 | 0.67 |
| KNOLOGY: | 13.86 | (0.06) | INTEL: | 19.49 | (0.23) |
| LIBERTY CAPITAL: | 73.88 | 0.43 | JDSU: | 19.08 | (0.03) |
| LIBERTY GLOBAL: | 41.71 | (0.13) | LEVEL 3: | 1.42 | (0.06) |
| LIBERTY INT: | 16.26 | (0.02) | MICROSOFT: | 25.55 | 0.07 |
| SHAW COMM: | 21.09 | (0.06) | RENTRAK: | 26.98 | 0.03 |
| TIME WARNER CABLE: | 72.27 | 0.14 | SEACHANGE: | 10.01 | 0.08 |
| VIRGIN MEDIA: | 27.97 | 0.22 | SONY: | 31.45 | (0.42) |
| WASH POST: | 446.29 | 5.04 | SPRINT NEXTEL: | 4.62 | 0.06 |
| PROGRAMMING | | | | | |
| CBS: | 25.07 | 0.28 | THOMAS & BETTS: | 60.40 | 0.09 |
| CROWN: | 2.34 | 0.16 | TIVO: | 9.13 | (0.03) |
| DISCOVERY: | 40.48 | 0.07 | TOLLGRADE: | 10.08 | UNCH |
| GRUPO TELEVISA: | 25.31 | 0.23 | UNIVERSAL ELEC: | 28.98 | (0.06) |
| HSN: | 32.50 | 0.29 | VONAGE: | 4.73 | 0.08 |
| INTERACTIVE CORP: | 30.97 | UNCH | YAHOO: | 16.87 | 0.03 |
| LIBERTY: | 43.67 | 0.16 | TELCOS | | |
| LIBERTY STARZ: | 78.29 | (0.14) | AT&T: | 30.77 | 0.15 |
| LIONSGATE: | 6.32 | 0.01 | VERIZON: | 38.61 | 0.14 |
| LODGENET: | 3.59 | (0.15) | MARKET INDICES | | |
| NEW FRONTIER: | 1.76 | (0.03) | DOW: | 12400.03 | 23.31 |
| OUTDOOR: | 7.50 | 0.01 | NASDAQ: | 2789.19 | (0.41) |
| SCRIPPS INT: | 50.87 | 0.37 | S&P 500: | 1332.87 | 0.46 |
| TIME WARNER: | 35.59 | 0.06 | | | |
| VALUEVISION: | 5.60 | (0.19) | | | |
| VIACOM: | 54.12 | 0.46 | | | |
| WWE: | 12.32 | (0.2) | | | |
| TECHNOLOGY | | | | | |
| ADVANTAGE: | 3.02 | UNCH | | | |
| ALCATEL LUCENT: | 5.82 | UNCH | | | |
| AMDOCS: | 29.05 | (0.01) | | | |
| AMPHENOL: | 52.29 | (0.12) | | | |
| AOL: | 19.85 | 0.03 | | | |
| APPLE: | 341.19 | (3.37) | | | |
| ARRIS GROUP: | 12.51 | 0.06 | | | |
| AVID TECH: | 21.72 | (0.33) | | | |
| BIGBAND: | 2.48 | (0.05) | | | |

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