

CableFAX Daily™

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What the Industry Reads First

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Current Affairs: Liberal Net Closing in on Primetime Trio

With liberal *Cenk Uygur* soon to join *Keith Olbermann*, **Current TV** just needs to announce the closer. That's coming, with CEO *Joel Hyatt* promising an announcement soon for the net's 9pm time slot. In 4Q, *Cenk Uygur's* Web show "The Young Turks" will become the 7pm lead-in for "Countdown with Keith Olbermann," a move that Current brass hope will better position the net. Current hasn't managed to snag distribution with major MSOs **Cox**, **Charter** and **Cablevision**. It's available to about 60mln HHS, inking a renewal with **Time Warner Cable** in recent weeks, according to Hyatt. "We're aggressively building out a programming lineup right now that we're quite confident will result in our growth," Hyatt said. "We're going to go into the presidential election year with a full primetime lineup of very hot shows." So, given its penchant for former **MSNBC** talent, is Current looking to be MSNBC 2.0? "They don't know what their identity is. They're confused. Sometimes they say they are progressive, and other times they say they have no ideology," said Uygur, who anchored the 6pm hour on MSNBC earlier in the year. "They have some strong progressives in some portions of their lineup, and then they have strong conservatives doing a giant 3-hour block in the morning." Current, on the other hand, is embracing a left-leaning tilt as it transforms itself into a 24-hour news and analysis net. "We intend for the network to have a point of view, and that point of view is to the left," said *David Bohrman*, the former **CNN** exec hired by Current last month as pres. "We're not going to devolve into what the rest of cable news has and give you the illusion of balance, but really substitute it with constant bickering." Young Turks is the 1st major programming announcement under Bohrman, who stressed that the program would feature not just Uygur, but the "Young Turk" co-hosts as well. That's a departure from MSNBC's use of Uygur. The daily Internet talk show has amassed an impressive following over the years, with Uygur saying that a separate Internet show will continue once the linear program launches. "Current is perfect because they get the whole online model, so this is an obvious partnership," he said. As for "Young Turks" on TV, Uygur promises to continue to be independent. "I don't really care what the Democratic position is. I have never really understood why Republicans and Democrats all line up in the same way on an issue," he said. "We're going to have an open, honest dialogue on this show."

Goldman Sachs Notebook: **Comcast** CFO *Michael Angelakis* expounded on the cable bullishness expressed by **NBCU** chief *Steve Burke* last week, telling a **Goldman Sachs** conference crowd that the MSO has "a lot of confidence we can continue to grow" the video business following 3 consecutive quarters of YOY sub improvement. All businesses have been aided by an innovation cycle replete with mobile apps, **Xfinity.com**, improved user interfaces, all digital and DOCSIS 3.0, he said, noting ample upsides for broadband, commercial services, advertising and even phone. Angelakis foresees broadband penetration, now at 34%, improving to 85-90% on superior speeds, and said the service's value will be enhanced by mobility plays such as WiFi and mobile apps. -- "In the not-to-distant future," **CBS** chief *Les Moonves* won't care what platform viewers' use to watch CBS shows because an increasing number of streaming players will enhance content monetization. The company's deal with **Netflix** encompasses just 7% of its inventory, he said, leaving

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40-50% that's also "very valuable... but some way, somehow, we'll sell 100%." A staunch proponent of authentication, Moonves said Showtime's streaming service **Showtime Anytime** will become ubiquitous over the next few years

OTT: DISH is ready to bring additional pain to **Netflix** by announcing its streaming service plans at a Fri press conference, according to reports noting that both DISH CEO *Joe Clayton* and **Blockbuster** pres *Michael Kelly* will appear. DISH didn't respond to inquiries. DISH's plans further underscore how quickly the OTT landscape is changing. Industry leader Netflix is reeling after sub and investor defections—NFLX shares hit a 52-week low Tues—and more trouble may lie ahead. A recent survey by **Frank N. Magid Assoc** found that 16% of NFLX subs are likely to churn and another 14% are "seriously considering" canceling their subscriptions—and the survey was conducted before NFLX announced its price changes last month. "A major reason that many consumers are not happy with their Netflix service is due to the quality of the content selection in the streaming service," said Magid Advisors pres *Mike Vorhaus*. Meanwhile, speculation abounds that **FIOS TV** may offer services through **Xbox** gaming consoles. A Mon evening **Verizon** blog didn't confirm the rumors, but: "While we don't comment on speculation of this kind, we do have a very strong point of view on the future of entertainment to offer you today... We're in the business of breaking down old technology boundaries to create a borderless world where work, play and home become one virtual reality." **Comcast** is also said to be considering an Xbox deal.

Competition: AT&T is hiring nearly 100 employees in KS to accommodate growth in **U-verse** and other operations, reports Kansas City station WIBW. Most of the new hires are installation techs for U-verse or are in retail sales.

Broadband: On the same day **Comcast** rolled out its broadband adoption program for low-income families in D.C., non-profit **Connected Nation** released a study finding that only 37% of low-income minority HHs with children have broadband at home vs 66% of all HHs. 47% of all low-income HHs with kids have broadband at home. What's more, 40% of these low-income HHs don't even own a computer. The avg is 9% for all other HHs. Cost is the chief reason for the adoption gap, Connected Nation said. The full survey comes out next month. At D.C.'s Ballou High School Wed, Comcast evp *David Cohen* was joined by **FCC** chmn *Julius Genachowski* for the latest Comcast Internet Essentials launch. The MSO announced the plan to provide discounted service to low-income families in Jan. Genachowski applauded Comcast's work and challenged other service providers to "step up and take concrete steps to promote broadband adoption."

At the Portals: The **FCC** Wireline Competition Bureau wants data on special access prices, revenues and expenditures. It all comes back to the National Broadband Plan, which recognized the special access market as playing a significant role in broadband availability and pricing. -- The FCC issued a \$20K forfeiture to WiMax broadband provider **Sling Broadband** of FL for violations involving Sling's operation of radiators the agency deemed violate FCC rules and operate without a license. The FCC said Sling never responded to a July 29 Notice of Apparent Liability for Forfeiture for the violations.

Ratings: "The Comedy Central Roast of Charlie Sheen" delivered 6.4mln total viewers Mon night to become the highest-rated and most-watched skewering in franchise history. **CBS's** "Two and a Half Men," meanwhile, returned with *Ashton Kutcher* in place of Sheen to score a series-best 27.7mln P2+ while airing 1 hour prior to the roast. -- First, **NFL** football is inarguably king in the US. **NBC's** Eagles-Falcons coverage led last week with 23.42mln total viewers while 2 different segments of the net's pre-game content hit the top 10. **CBS's** pigskin telecasts took 2nd with 22.62mln P2+, and **ESPN's** MNF double-header notched 4th and 10th driven by the Patriots-Dolphins game (14.57mln). Speaking of



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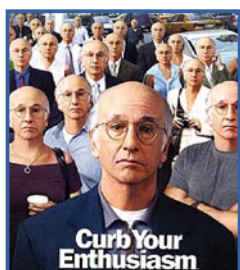
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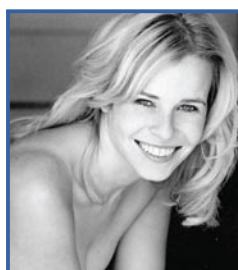
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BUSINESS & FINANCE

the sports giant recently maligned for sending cable bills soaring, its opening NFL ratings combined with Thurs coverage of LSU-Mississippi State (6.25mln) to prove how popular football programming is to fans and cable alike. The 3 telecasts were joined only by **MTV's** "Jersey Shore" and **TNT's** "The Closer" as cable programs that hit the combined weekly top 40. -- **ESPN** easily won the week among cable nets in prime, notching 4.47mln P2+ to defeat **USA** (2.85mln), **Disney Channel** (2.49mln), **TNT** (1.87mln) and **Fox News** (1.84mln). -- **Hallmark Channel's** "Love Begins" garnered an audience of 2.9mln and a 1.8 HH rating to become the top movie of the week and the net's highest-rated Sept original premiere in history. -- **E!'s** "Live from the Red Carpet: The 2011 Primetime Emmy Awards" attracted more than 1.43mln total viewers from 6-8pm ET Sun night, up 3% YOY and marking the most-watched Emmys LRC in 5 years.

Programming: **Univision's** upcoming US premiere of doc "Infiltrados" will look at terrorist group FARC, Wed, 9:57pm. The special—the 1st products from Univision's new doc division—will be broadcast with English and Spanish subtitles via closed captions. -- Former White House Sec **Ari Fleischer** joined **CNN** as a political contributor.

People: **Carole Smith** left **Current** to join **WE tv** as vp, research. -- **Weather Channel Cos** named **Mike Zarrilli** to the new role of vp, intl.

CableFAX Daily Stockwatch

Company	09/20 Close	1-Day Ch	Company	09/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	43.61	0.21	BLNDER TONGUE:	1.33	UNCH
DISH:	27.23	(0.03)	BROADCOM:	35.81	0.10
DISNEY:	32.31	(0.2)	CISCO:	16.53	0.02
GE:	16.04	(0.14)	CLEARWIRE:	2.46	0.08
NEWS CORP:	16.90	(0.03)	CONCURRENT:	5.68	(0.07)
MSOS					
CABLEVISION:	17.49	(0.05)	CONVERGYS:	9.71	(0.22)
CHARTER:	49.45	0.34	CSG SYSTEMS:	13.49	0.11
COMCAST:	22.72	(0.14)	ECHOSTAR:	23.00	(0.3)
COMCAST SPCL:	22.40	(0.2)	GOOGLE:	546.62	(0.04)
GCI:	8.40	(0.03)	HARMONIC:	4.56	(0.15)
KNOWLOGY:	13.59	(0.33)	INTEL:	22.20	0.27
LIBERTY CAPITAL:	70.36	(1.87)	JDSU:	13.05	(0.03)
LIBERTY GLOBAL:	38.07	(0.2)	LEVEL 3:	1.55	(0.02)
LIBERTY INT:	15.51	(0.51)	MICROSOFT:	26.98	(0.23)
SHAW COMM:	21.65	0.11	MOTOROLA MOBILITY:	37.82	(0.03)
TIME WARNER CABLE:	65.52	0.11	RENTRAK:	13.03	(0.74)
VIRGIN MEDIA:	26.13	0.08	SEACHANGE:	7.94	(0.18)
WASH POST:	334.40	(3.53)	SONY:	19.81	(0.36)
PROGRAMMING					
AMC NETWORKS:	35.99	(0.47)	SPRINT NEXTEL:	3.33	(0.02)
CBS:	23.76	(0.69)	THOMAS & BETTS:	41.78	(0.74)
CROWN:	1.30	UNCH	TIVO:	10.32	(0.43)
DISCOVERY:	39.74	0.12	UNIVERSAL ELEC:	16.59	(0.43)
GRUPO TELEVISIA:	18.63	(0.1)	VONAGE:	2.88	(0.18)
HSN:	33.15	(0.8)	YAHOO:	14.36	(0.25)
INTERACTIVE CORP:	42.16	(0.02)	TELCOS		
LIBERTY STARZ:	70.76	(1.52)	AT&T:	28.85	0.27
LIONSGATE:	7.03	(0.03)	VERIZON:	36.41	0.13
LODGENET:	1.70	UNCH	MARKET INDICES		
NEW FRONTIER:	1.24	UNCH	DOW:	11408.66	7.65
OUTDOOR:	6.10	(0.1)	NASDAQ:	2590.24	(22.59)
SCRIPPS INT:	43.40	0.95	S&P 500:	1202.09	(2)
TIME WARNER:	31.22	0.45			
VALUEVISION:	3.25	(0.31)			
VIACOM:	57.04	(0.41)			
WWE:	9.00	(0.16)			
TECHNOLOGY					
ADVANTAGE:	2.23	UNCH			
ALCATEL LUCENT:	3.12	(0.03)			
AMDOCS:	28.00	0.12			
AMPHENOL:	42.87	(0.53)			
AOL:	13.94	(0.28)			
APPLE:	413.45	1.82			
ARRIS GROUP:	10.96	(0.21)			
AVID TECH:	8.91	(0.18)			
BIGBAND:	1.37	0.02			

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