

CableFAX Daily™

Monday — October 18, 2010

What the Industry Reads First

Volume 21 / No. 201

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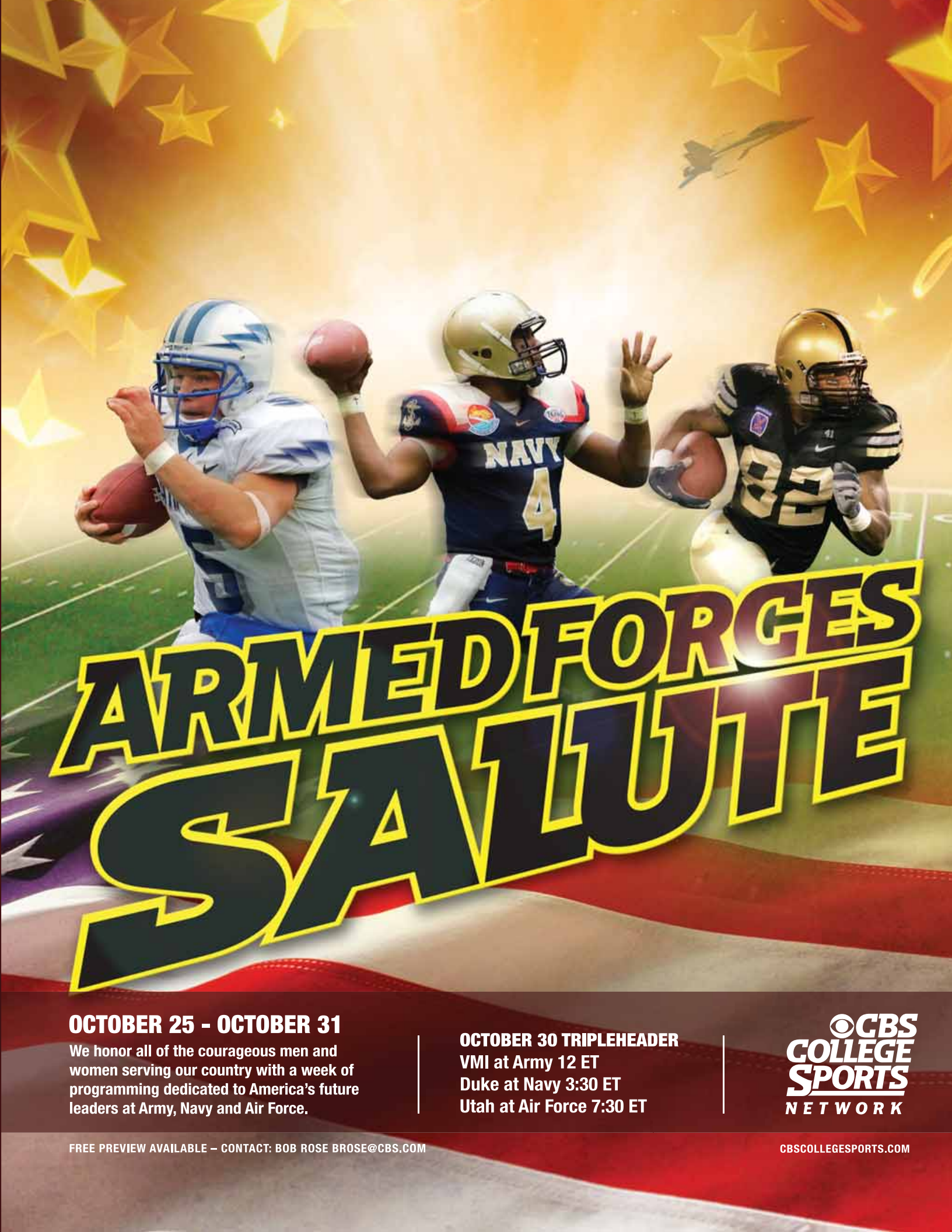
JANUARY 9

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episodes

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CVC-Fox: Will Stand-Off Bring About Government Intervention?

It became clear just how nasty retrans talks can get over the weekend, with **Cablevision** losing **Fox** and **My Network TV** stations in the NY, NJ and Philly area at 12:01am Sat. At our deadline Sun afternoon, it didn't look like the 2 were any closer to an agreement. "The parties had several discussions again today but no material progress was made and we continue to remain far apart. However, both sides agreed to continue talking tomorrow," Fox said. Cablevision's latest statement: "The longer this shameful **News Corp.** blackout of the **NFL** and **Major League Baseball** continues, the more obvious it becomes to everyone, including political leaders of both parties, that binding arbitration is the fastest and fairest way to return Fox programming to Cablevision customers." Many lawmakers have called for binding arbitration, and the **FCC** suggested mediation. Cablevision has agreed to it, Fox has declined. The dispute has drawn the attention of the Hill, particularly after reports Sat that Fox was no longer making its online content available in Cablevision's footprint. A source close to matters said that **Fox.com** and **Hulu** content was made available again to the area Sat, saying that non-CVC video subs (ie, someone who gets **DirectTV** for video, but relies on Cablevision for Internet) were inadvertently impacted. Reacting to reports of Fox selectively blocking online content, Rep **Ed Markey** (D-MA) said such action runs contrary to the FCC's Broadband Internet Policy Statement. "The tying of cable TV subscription to access to Internet fare freely available to other consumers is a very serious concern. Consumers are losing their freedom to access the Internet content of their choice—through no fault of their own—and this is patently anti-consumer," he said in a letter to FCC chmn **Julius Genachowski**. "The FCC needs to do more than monitor negotiations in such circumstances in my view. It needs to actively defend Internet freedom and consumer rights." Sen Commerce Communications subcmte chmn **John Kerry** (D-MA) said he would introduce legislation to stave off termination of broadcast signals upon the expiration of an agreement and allow the signals to continue transmitting until the FCC "evaluates the last best offer of the firms, determines whether they were made consistent with good faith negotiation and market conditions, and if they were, then recommends or does not recommend binding arbitration during which carriage would continue." Under Kerry's proposed bill, if one party or the other rejected the FCC recommendation, then a neutral notice would be issued to consumers that the signal will be coming down and both parties would have to publicly disclose the parameters of their last best offer to each other. In other words, let the customers be the judge.



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*The Nielsen Company, cable coverage universe estimates, Households, September 2010

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Kerry didn't pick sides in this dispute. "Everyone who follows this market is disappointed but not surprised that FOX and Cablevision were unable to reach a deal," he said. "Both believe they are making a fair offer and both are trying to represent the best interest of their investors. Of course, the third party left unrepresented at these negotiations is the consumer..." The lack of a deal meant that many Cablevision subs were unable to see the NY Giants 1pm kickoff against the Detroit Lions. News Corp also pulled **Fox Deportes**, **Nat Geo Wild** and **Fox Business**. Cablevision has said Fox is demanding \$150mln for its channels (including those not part of this dispute), up from the \$70mln in currently pays. Fox has said it's just seeking fair compensation, saying that Cablevision pays more for just 2 of its sister company channels (**MSG** and **MSG Plus**) than all 12 of the Fox Channels it carries, even though the Fox channels enjoy higher ratings.

3DTV: **Sony**, **Discovery** and **IMAX** announced an initial list of native 3D programs to be featured on their 3D net launching next year. Original series include "Africa in 3D" and "Jewels of the World," an hour-long series with unprecedented access to **UNESCO's** 'World Heritage' sites, where natural and cultural gems are catalogued and protected. Exclusive US premieres include Sony movie "Cloudy with a Chance of Meatballs" and Discovery's "Attack of the Giant Jellyfish."

Deals: **Knology** closed its \$165mln acquisition of **Sunflower Broadband**. The overbuilder entered into a \$770mln first lien credit facility with proceeds partially used to fund the purchase price, refinance the company's existing credit facility and pay related transaction costs. Knology also used approx \$48mln cash on hand to partially fund the purchase. **Credit Suisse** and **SunTrust Robinson Humphrey** led the financing transaction associated with the refinance and acquisition. SunTrust Robinson Humphrey acted as M&A advisor to Knology, and **RBC Daniels** acted as M&A advisor to Sunflower Broadband. We're told Sunflower COO *Patrick Knorr* is evaluating new opportunities and will do freelance consulting.

Carriage: **EWTN HD** earned carriage in 5 **Comcast** markets including Pittsburgh, on **Time Warner Cable** in parts of NY and NJ, and through **Service Electric** in Northeastern PA. Collectively, the agreements give the net distribution of more than 2.2mln homes in 14 markets. -- **Cox** added **Galavision** and 9 high-def nets including **ESPNU HD**, **Fox Soccer HD** and **CSN HD** to its lineup in Roanoke, VA.

In the States: **Cablevision** launched free WiFi throughout Nassau Coliseum. CVC HSD subs get unlimited access, while visitors with WiFi-enabled devices can experience limited free access. -- *Byron Allen's* **Entertainment Studios** (**Pets.TV**, **Comedy.TV**, etc) inked a deal with **Media Drop** to license and distribute programming to commercial airlines worldwide.

Web Advertising: US Internet ad rev totaled \$12.1bln in the year's 1st half, marking an 11.3% YOY increase, according to data from **PricewaterhouseCoopers** for **IAB**. Per **Nielsen** data, the total outpaced the ad rev of both cable (\$9.1bln) and broadcast TV (\$11.5bln) during the period, yet Web ad rev still trails total TV's by approx \$11.4bln. Also,

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Third Quarter 2010 was G4's **MOST WATCHED** and **HIGHEST RATED** quarter in network history among both homes and M18-34. Leading this growth was *Attack of the Show!* and *X-Play*, each scoring their highest rated quarter ever. Epic win!

Adam Sessler & Morgan Webb

Kevin Pereira



Source: Nielsen, NPM Sample, 9/26/05-9/28/10, by quarter. Live +Same Day Coverage AA% and Units. G4 Total Day based on M-S 9A-5A. Program quarterly average based on primary runs (Attack of the Show, M-F 7p-8p; X-Play, M-F 6:30p-7p from 3/2/09-9/28/10, M-F 8p-8:30p from 9/26/05-3/1/09). Men 18-34 based on ratings and Homes based on impressions.

g4tv.com

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the Web's ad rev growth rate from Jan-June trailed cable TV's (+13%). **[More info on this and other subscriber-exclusive content at CableFAXDaily.com].**

5Qs with Comcast Entertainment Group pres/CEO Ted Harbert: Given that we have seen more high profile carriage disputes this year than in the past, how would you describe programmer-distributor relations today? I can really only speak for my group here. It's always been difficult, and it's not any less difficult, but our brands are very solid and respected by the operators. I understand the pressures they're under. They understand their fees to us are crucial to our economic stability. And so, it's just a plain hard negotiation. The good news for me is that *Jeff Shell* happens to be a world class expert at this, so he and his team handle that for us. **E! just wrapped a 3Q that went down as its highest ever. What's the secret sauce?** It's really what we call the 4 pillars of the brand: We celebrate the pop culture through our Red Carpet coverage; we report on pop culture through "E! News;" we create pop culture through shows like "Keeping up with the Kardashians;" and then it's very important we laugh at pop culture through shows like "The Soup" and "Chelsea Lately." **Are there other nets in your portfolio that maybe you think haven't performed to their potential yet?** **G4** is also having its best year ever. I'm thrilled there. And what's great about the **Style Network**, while we have some day-part issues, we are incredibly strong in primetime. We've got shows now that are part of the culture in "Ruby," "Kimora" and "Jerseylicious." The only thing I need to do there is budget more aggressively for 2011, which I've done, for more programming for the network because the shows that are on work. **What impact do you think the Comcast-NBCU transaction could have on your group?** If you look at network television as a supermarket, we're going to more than double our shelf space. You're going to have all these brands on the same shelf, promoting each other, sharing different assets. I think it will be a real growth driver. In this case, I think 1+1=38. **What about talk of Ryan Seacrest launching a cable network?** I knew about that, and that's a business arrangement Ryan is getting into, and he has the freedom to do that. He is one of the most powerful brands in the nation, and he does a world of good for us. If he can get that going, fantastic.

VOD: Nat Geo will bring Sundance Film Festival jury prize winner "Restrepo" to free on demand before its world TV premiere on the net Nov 29 at 9pm. The film, which chronicles the deployment of a platoon of US soliders in Afghanistan, will be available in the NatGeo On Demand and free movies folder through major distributors Nov 11-Dec 8.

Beta: No particular digital basic net emerged from a tightly-grouped basket of channels as the most important to their enjoyment of cable, according to **Beta's** latest digital sub study. As four-fifths of subs cited each as important, **ESPNU** and **Science Channel** were nominal winners. But as the study states that differences of less than 3% aren't statistically significant, the following nets that garnered 79% scores might be considered equally important: **Discovery Health, ESPNEWS, History Intl, Investigation Discovery** and **NFL Net**. Meanwhile, **Lifetime Movie Net** was named subs' favorite digital basic net in a comparative landslide. 27% of subs chose the net, ahead of **Fox Movie Channel** (19%) and 5 channels at 15%.

Advertising: Canoe and the **Assoc of National Advertisers** announced "Cee Mee," a project to launch in Jan across a national cable footprint that's designed to assess iTV viewership and correlate that with measurement, efficiency and engagement metrics for advertisers. The initial phase will focus iTV, VOD and addressable advertising services. -- **Dodge** signed on as a season-long sponsor of **truTV's** "Conspiracy Theory with Jesse Ventura," returning Fri for a 2nd season.

Ratings: While **CNN** led for the first hour, **Fox News** dominated the Chilean miner rescue Wed, averaging 4.8mln total viewers from 8-11pm ET. CNN had 2.4mln viewers; **MSNBC** 920K. Fox peaked with nearly 7.1mln viewers in the 8pm hour.

Programming: *President Obama* will appear on the Dec 8 ep of **Discovery Channel's** "Mythbusters" and challenge hosts *Adam Savage* and *Jamie Hyneman* to show whether *Archimedes* actually set fire to an invading Roman fleet using only mirrors and the reflected rays of the sun. Obama was to announce his participation at the White House Science Fair on Oct 18. -- **TV One** struck a deal with **Bent Outta Shape Prod** to produce its 1st scripted series, "Love That Girl!" *Bentley Kyle Evans* ("Martin," "The Jamie Foxx Show") and *Martin Lawrence* introduced the sitcom to TV One viewers with 4 special eps in Jan. Now 26 eps are slated to air, beginning in 1Q. -- **WE's** "The Locator" returns for a special 1-hour ep to kick off its 5th season, Nov 6, 10pm. Also debuting on that date is Locator *Troy Dunn's* book "It's Never Too Late: Lessons for Life from The Locator," which recounts many of his cases. -- **VH1's** Divas event will team with the **USO** this year for "VH1 Divas Salute the Troops," Dec 5, 9pm. It will include *Katy Perry, Sugarland* and *Nicki Minaj* performing in front of thousands of men and women in uniform. -- **A&E's** "Strange Days with Bob Saget" bows Dec 1 and sees the comedian document his immersion into unusual US cultures such as Bigfoot hunters. -- **TLC** greenlit a 2nd season of "Say Yes to the Dress: Big Bliss" (May) after the show averaged 1.5mln total viewers in season 1. -- The behind-the-scenes "Inside the State Department" debuts on **Nat Geo**, Nov 8, 9pm. -- **truTV** greenlit a 3rd season of "All Worked Up" and a premiere run of "Lizard Lick Towing," both for air beginning early next year. -- **Disney Channel** is promising TV's 1st dance-driven sitcom when "Shake It Up" debuts Nov 7 (8:30pm). -- VOD channel

Exercise TV is augmenting its star power as pros from **ABC's** "Dancing With The Stars" appear on 2 programs to help viewers dance their way to health. Dancers *Kym Johnson*, *Lacey Schwimmer* and *Dmitry Chaplin* show how it's done on the DWTS Cardio Dance program, while *Cheryl Burke* and *Maksim Chmerkovskiy* demo the DWTS Latin Cardio. -- **Versus** agreed to feature a number of World Series of Poker Circuit events beginning in June.

Editor's Note: Learn about a new OTT play and the top recent 10 VOD movie titles at **CableFAXDaily.com**.

Earnings: Although **NBCU's** 3Q rev came in flat at \$4.01bln as profit dipped 15% to \$625mln, **GE** vice chmn/CFO *Keith Sherin* said the segment's performance was better than the numbers indicate. Excluding a year-ago gain from the sale of a portion of its stake in **AETN**, NBCU's rev rose by 7% and op profit by 5% said Sherin, noting a "pretty good operational quarter" for the unit. Cable continued to excel, with rev up 8% and segment profit increasing 22% on "strength across the entertainment portfolio," he said. **Bravo** enjoyed its best Q ever and **Oxygen** its best 3Q in history. **CNBC's** profit was up 5%. Broadcast rev dipped 2%, mainly due to an \$80mln investment in prime NBC programming (ratings are up 4% YOY), but Sherin said the local market remains robust (rev +18%). Including both cable and broadcast, he said NBCU saw scatter pricing jump more than 20%, and the market's still up double digits so far in 4Q. NBCU is expected to deliver positive earnings growth during the current Q, by the end of which execs still hope the Comcast deal will close. -- **Gannett** reported 24% growth in TV rev to \$179.6mln on a \$16.3mln rise in political ads and a "significant" increase in core advertising across almost all categories, particularly automotive. The co expects overall TV ad rev to increase from the mid to high twenties in 4Q. Digital rev grew to \$255.7mln, up 9.9%.

Technology: **Blue Ridge Comm** is the 1st cable op to deploy **Rovi's** Passport Guide with new integrations of EBIF apps and widgets. The product of collaboration between Rovi and FourthWall Media, it includes a "starter kit" of FourthWall apps including **eBay on TV**, **Yellow Pages on TV**, weather, sports, news and finance, and can also integrate additional 3rd-party apps. The news offerings are in real-time through RSS feeds, providing interaction similar to what's provided by other Web-connected devices, said Rovi vp, vertical marketing *Sharon Metz*. Targeted advertising opportunities are also included. Rovi's i-Guide will become integrated at a later date. -- **Motorola** extended its intellectual property licensing agreement with **Nokia** to include 4G technologies such as **LTE**, **WiMAX** and **LTE-Advanced**.

CTAM: **iN Demand** will host a special 3D programming demo during the **CTAM Summit**, at Summit Central, Booth #414. Visitors will be able to experience state-of-the-art stereoscopic 3D programming using active shutter glasses.

People: **Disney Channels Worldwide** upped *Sean Cocchia* to svp, gm of **Radio Disney**, and *David Cobb* to vp, biz planning and strategy, **Disney Channels Worldwide**. -- **Sony Movie Channel** named *Superna Kalle* gm. She comes from its Intl nets group. -- After *Barry Diller* officially resigned as chmn of **Live Nation Ent** Thurs, the co's board named *John Malone* interim chmn while it searches for a successor.

Oops: **Collins Stewart** said it believes **Fox** has the edge in the **Cablevision** dispute because it would be the MSO's 3rd dispute this year, not in the past 3 months (*Cfax*, 10/15).

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There's a million ways to describe **Adam Richman** on **Man v. Food**, but only one place to find him.

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CableFAX Week in Review

Company	Ticker	10/15 Close	1-Week % Chg	YTD %Chg	Company	Ticker	10/15 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS					COMMSCOPE:CTV.....22.46.....1.49%.....(15.34%)				
DIRECTV:	DTV	42.65	1.33%	27.89%	CONCURRENT:	CCUR	6.65	3.42%	67.93%
DISH:	DISH	19.25	(0.93%)	(7.32%)	CONVERGYS:	CVG	11.38	6.26%	5.86%
DISNEY:	DIS	34.88	1.07%	8.16%	CSG SYSTEMS:	CSGS	19.14	2.68%	0.26%
GE:	GE	16.30	(4.79%)	7.73%	ECHOSTAR:	SATS	19.26	(0.87%)	(4.37%)
NEWS CORP:	NWS	16.02	1.33%	0.63%	GOOGLE:	GOOG	601.45	12.14%	(2.99%)
MSOS					HARMONIC:	HLIT	6.97	(0.43%)	10.28%
CABLEVISION:	CVC	26.66	1.87%	3.25%	INTEL:	INTC	19.32	(1.02%)	(5.29%)
CHARTER:	CHTR	33.29	4.03%	0.00%	JDSU:	JDSU	12.25	(0.24%)	48.48%
COMCAST:	CMCSA	18.95	5.31%	12.37%	LEVEL 3:	LVLT	0.88	(2.22%)	(42.48%)
COMCAST SPCL:	CMCSK	17.87	5.43%	11.62%	MICROSOFT:	MSFT	25.54	3.95%	(16.21%)
GCI:	GNCMA	10.21	0.89%	60.03%	MOTOROLA:	MOT	7.95	(4.2%)	2.47%
KNOLOGY:	KNOL	14.55	2.25%	33.24%	RENTRAK:	RENT	27.47	(0.07%)	55.46%
LIBERTY CAPITAL:	LCAPA	57.16	5.00%	139.36%	SEACHANGE:	SEAC	7.63	(0.91%)	16.31%
LIBERTY GLOBAL:	LBTYA	33.48	7.03%	52.95%	SONY:	SNE	32.13	5.21%	10.79%
LIBERTY INT:	LINTA	14.50	2.55%	33.76%	SPRINT NEXTEL:	S	4.59	(2.75%)	25.41%
MEDIACOM:	MCCC	7.23	5.24%	61.74%	THOMAS & BETTS:	TNB	44.30	1.61%	23.78%
SHAW COMM:	SJR	22.32	0.40%	8.51%	TIVO:	TIVO	10.11	(1.75%)	(0.69%)
TIME WARNER CABLE:	TWC	56.60	1.96%	36.75%	TOLLGRADE:	TLGD	7.65	6.99%	25.20%
VIRGIN MEDIA:	VMED	24.23	1.13%	43.97%	UNIVERSAL ELEC:	UEIC	21.21	2.22%	(8.66%)
WASH POST:	WPO	381.72	(7.21%)	(13.17%)	VONAGE:	VG	2.65	0.76%	89.29%
PROGRAMMING					YAHOO:	YHOO	16.25	12.15%	(3.16%)
CBS:	CBS	17.54	1.80%	24.84%	TELCOs				
CROWN:	CRWN	3.32	32.80%	128.97%	AT&T:	T	28.33	0.39%	1.07%
DISCOVERY:	DISCA	43.19	(0.55%)	40.82%	QWEST:	Q	6.34	0.00%	50.59%
GRUPO TELEVISIA:	TV	21.98	(0.41%)	5.88%	VERIZON:	VZ	32.43	(1.22%)	(2.11%)
HSN:	HSNI	31.78	3.75%	57.40%	MARKET INDICES				
INTERACTIVE CORP:	IACI	25.29	(3.66%)	23.49%	DOW:	DJI	11062.78	0.51%	6.09%
LIBERTY:	L	39.66	1.93%	9.11%	NASDAQ:	IXIC	2468.77	2.78%	8.80%
LIBERTY STARZ:	LSTZA	66.60	2.37%	44.31%	S&P 500:	GSPC	1176.19	0.95%	2.75%
LIONSGATE:	LGF	7.65	2.55%	31.67%	WINNERS & LOSERS				
LODGENET:	LNET	2.78	15.83%	(49.73%)	THIS WEEK'S STOCK PRICE WINNERS				
NEW FRONTIER:	NOOF	1.80	0.00%	(4.76%)	COMPANY	CLOSE	1-WK CH		
OUTDOOR:	OUTD	5.88	(2.16%)	1.38%	1. CROWN:	3.32	32.80%		
PLAYBOY:	PLA	5.34	3.89%	66.88%	2. VALUEVISION:	2.40	31.15%		
SCRIPPS INT:	SNI	48.25	2.05%	16.27%	3. LODGENET:	2.78	15.83%		
TIME WARNER:	TWX	31.79	1.53%	9.09%	4. YAHOO:	16.25	12.15%		
VALUEVISION:	VVTV	2.40	31.15%	(50%)	5. GOOGLE:	601.45	12.14%		
VIACOM:	VIA	41.66	0.99%	32.25%	THIS WEEK'S STOCK PRICE LOSERS				
WWE:	WWE	13.92	1.38%	(9.2%)	COMPANY	CLOSE	1-WK CH		
TECHNOLOGY					1. WASH POST:	381.72	(7.21%)		
ADC:	ADCT	12.69	0.24%	104.35%	2. GE:	16.30	(4.79%)		
ADVANTAGE:	AEY	3.17	6.38%	60.91%	3. MOTOROLA:	7.95	(4.2%)		
ALCATEL LUCENT:	ALU	3.67	2.80%	10.54%	4. INTERACTIVE CORP:	25.29	(3.66%)		
AMDOCS:	DOX	29.92	3.64%	4.87%	5. SPRINT NEXTEL:	4.59	(2.75%)		
AMPHENOL:	APH	50.15	1.83%	8.60%					
AOL:	AOL	25.44	1.35%	9.28%					
APPLE:	AAPL	314.74	7.03%	49.36%					
ARRIS GROUP:	ARRS	9.86	1.34%	(13.74%)					
AVID TECH:	AVID	13.95	1.31%	9.33%					
BIGBAND:	BBND	2.96	5.71%	(13.95%)					
BLNDER TONGUE:	BDR	2.40	(2.04%)	110.53%					
BROADCOM:	BRCM	37.73	5.57%	19.89%					
CISCO:	CSCO	23.36	3.91%	(2.42%)					
CLEARWIRE:	CLWR	6.93	(1.14%)	2.51%					

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Wednesday, October 20

Ernest N. Morial Convention Center, New Orleans, LA
Rooms 354 & 355 (Full breakfast will be served.)

7:30 am–8:30 am

Tech It Out Panel of Experts—Don't miss this opportunity to learn about the expanding partnership between technology and the business of cable at Tech It Out—one of WICT's most popular educational programs.

Confirmed panelists include:

Sandy Cusick

Senior Vice President, IT Media Systems
Discovery Communications

Sandy Howe

SVP, Strategic Market Development
ARRIS

Moderated by:

Sherita Ceasar

Vice President, Product Engineering
Comcast

Arthur Orduña

Chief Technology Officer
Canoe Ventures

Robin Parton Pate

Vice President Audience Experience
HGTV & DIY Network

8:30 am–9:00 am

Technology Boot Camp Primer—presented by esteemed content leader Dick Clark, President of B3 Broad Band Bridge

9:00 am

Optional Coffee & Networking

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Interactive TV, 3D Shine in New Orleans

Buying Jennifer Aniston's sweater with a click of the TV remote was a hot topic at cable conventions a decade ago, and has now become industry insiders' wry response to anything having to do with "iTV." While true that it's taken several years for interactive TV applications to get from dream to reality, iTV has finally arrived, and the technology is front and center during the CTAM Summit this week.

No, you won't be able to order a pizza on your hotel HDTV—yet—but you will be able to check out several examples of iTV applications that cable companies, programmers and advertisers are deploying.

In particular, one session that's generating a lot of buzz is the "iTV Idol." Our VP of advanced products, Angie Britt, says there were 15 entries in the contest, which were narrowed down to five finalists by a panel of CTAM members (and covered by **CableFAX** last week). Of those, session attendees will select the most viable interactive application and send someone home with bragging rights.

We'll have real-life examples of how iTV has been implemented in cable, including two t-commerce applications. You'll get a chance to see HSN Shop By Remote, which has been deployed on Comcast systems, and technology from iCueTV that allows subscribers to buy products displayed in interactive ads.

Cable companies are deploying tens of millions of digital set-tops capable of delivering interactive content, and programmers are beginning to use iTV to allow customers to upgrade to premium channels with a click of a remote, request more information from an advertiser, vote in interactive polls and play games. So, we have two additional breakout sessions that will focus on

how to turn these capabilities into a powerful marketing tool—and reinvent the cable viewing experience in the process.

Naturally, there are other technologies being addressed on the program, with 3DTV next on people's minds.

Recently, we learned in a CTAM/Nielsen study that while more than half of viewers find 3D entertainment immersive, there are still barriers to adoption. But with cable distributors carrying high-profile sporting events such as The Masters Tournament, World Cup in 3D, and the launch of dedicated 3D networks, the technology is gaining momentum.



Char Beales

Comcast's Mark Hess, who co-chairs CTAM's Advanced Cable Solutions Consortium, told me that he's most interested in the session focused on how 3D can sharpen stories and brands. "We've already proven we can deliver it," he said. "But this panel will explore how 3D will continue to progress, and what we need to know about 3D production in order to leverage the technology."

If that's not enough "tech immersion," 3DTV, iTV, TV Everywhere and more will be included in the discussion at the Wednesday closing general session. There we'll explore how rapid technology change affects the customer experience and business models with BET Networks' Debra Lee, CableLabs' Paul Liao, Sanford Bernstein's Craig Moffett, Cablevision's Tom Rutledge and Samsung Electronics America's Jonas Tanenbaum.

It's one of CTAM's goals to build a community of influence that impacts strategic marketing decisions related to technology and new products. So the opportunity to gather in New Orleans at the CTAM Summit is one more way we can accomplish that goal—together. I look forward to you being involved in the adventure.

(Char Beales is pres/CEO of CTAM).





2010 Most Powerful Women in Cable

Salute the women who have made their mark on the industry with leadership, innovation and community!
Special Section: Women in Cable Technology

Publication Date: November 11, 2010 ■ **Space Deadline:** October 22 ■ **Artwork Deadline:** October 28

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Enter as many categories as you like, but please tailor your entry to the category you are entering.

Campaign Categories:

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Digital PR Campaign
Editorial Excellence - Overall
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Email Newsletter/s
Smartphone App

- Tablet App
Original Content
Podcast or Videocast
Social Media Campaign
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Web Site Design
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People Awards:

- Blogger/Tweeter/Social Networking Facilitator
Digital Executive (Below VP)
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Other (please enter an executive who is successfully leading your organization's digital initiatives)

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Category definitions, FAQs, a list of last year's winners, and to enter online at www.CableFAX.com/BOW

Compiling Your Entry (Visit www.CableFAX.com/BOW for full details)

What to Send

At the beginning of your 2-3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

Supporting Materials

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