

CableFAX Daily™

Wednesday — October 29, 2008

What the Industry Reads First

Volume 19 / No. 210

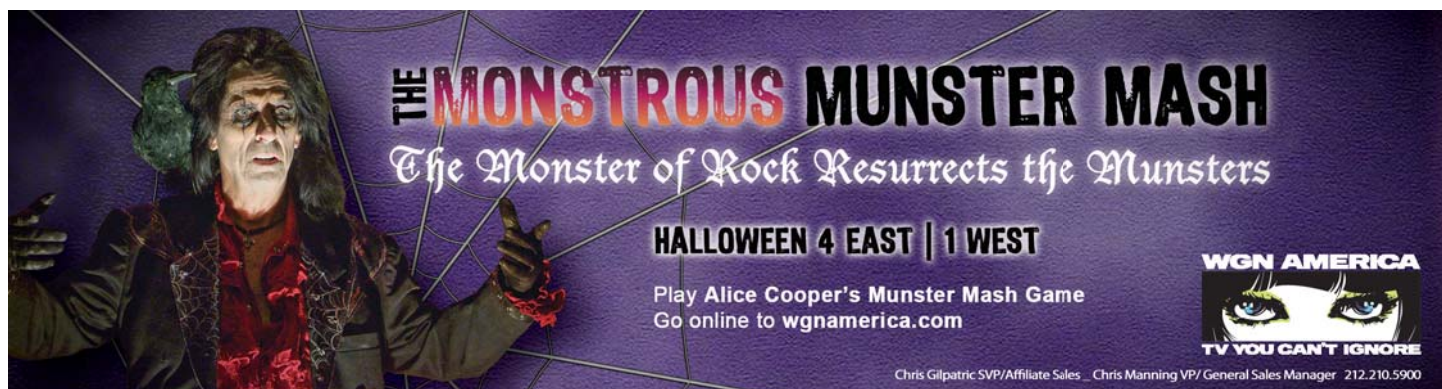
Full Disclosure: Free Press Asking For More

Free Press is asking the **FCC** to require all broadband providers to disclose any practice that “monitors or interferes” with their customers’ Internet use. It’s also asking the FCC to require ISPs to publicly disclose the minimum broadband speed guaranteed—not just the maximum potential speed offered. The group points to the FCC’s recent decision against **Comcast** for its network management practices and the controversy **NebuAd** encountered over its targeted advertising as reasons to change reporting requirements. “The pervasive lack of transparency in the broadband industry has opened the door to rampant abuse,” Free Press policy dir *Ben Scott* said. “After recent episodes of secret spying and secret blocking, consumers have good reason to question whether cable and phone companies will respect their privacy and their right to free speech.” Recall that Free Press is the same group that filed a complaint against Comcast at the FCC, charging that it was blocking broadband traffic. The chances of the FCC instituting such big changes now seem slim, but it does give the industry some insight into what they may be facing in '09 if the Democrats make big gains, including taking over the White House. Presidential hopeful *Barack Obama* has said he supports some flavor of network neutrality, but just what shape that takes remains to be seen. As has become evident over the year, the term is constantly evolving.

Comcast Changes: Less than one year after joining **Comcast** as svp, corporate affairs, *David Krone* is leaving the MSO. Comcast declined to comment, but multiple sources said that Krone is leaving. He joined the MSO in Jan after resigning his post at NCTA, where he was evp for 5 years. Given his strong ties to the Democratic party, speculation is that he may be headed to work for the party inside the beltway. Krone reported to evp *David Cohen* and was based in Philly.

Competition: Disney-ABC TV Group has agreed to offer **FiOS TV** subs nationwide access to ABC’s VOD content such as eps of “Lost” and “Grey’s Anatomy.” Verizon will disable the fast-forward option on its VOD service for all offered ABC content. Also, FiOS TV bowed interactive FiOS TV services such as free casual games and fantasy sports apps in Southeastern PA and DE, added **NHL Center Ice** (\$169/season) to its programming lineup nationwide and plans to launch **NHL Net** in the coming days. Meanwhile, Verizon’s **FiOS1** local channel is airing rebroadcasts of the 3 Presidential debates and the VP debate through Tues, plus key convention speeches and video segments from **FactCheck.org**. -- Need to satisfy your election news fix? **DISH**’s interactive mosaic is now running through Nov 7 simultaneous feeds of **Fox News**, **CNN**, **MSNBC**, **CNN Headline News**, **CSPAN** and **CSPAN2** on 1 screen.

Technology: Time Warner Cable has signed on to use **BIAP**’s ETV User Agent in its advanced ad platform. The 5-year license deal will enable the MSO to run EBIF applications created by the operator or 3rd parties across all its digital boxes, even low memory, legacy boxes. No word on the deployment time frame for TWC, but BIAP already has launches with overbuilder SureWest and an unnamed provider. “I think you’re seeing the 1st step to making Canoe viable since it



THE MONSTROUS MUNSTER MASH
The Monster of Rock Resurrects the Munsters

HALLOWEEN 4 EAST | 1 WEST

Play Alice Cooper's Munster Mash Game
Go online to wgnamerica.com

WGN AMERICA
TV YOU CAN'T IGNORE

Chris Gilpatric SVP/Affiliate Sales · Chris Manning VP/General Sales Manager 212.210.5900

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, 240/753-5696, dvodenos@accessintel.com ● Advertising Mgr: Erica Gottlieb, 212/621-4612 ● Marketer: Doreen Price, 512/934-7857, dprice@accessintel.com ● Marketing Director: Carol Bray, 301/354-1763, cbray@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 : Angela Gardner, 757/531-1369, cfaxgroupsub@accessintel.com

can't happen if there's not a standard platform that advertisers and agencies can turn to for mass deployment," said *Dan Levinson*, evp, marketing for BIAP. The BIAP ETV User Agent will also support TWC's newest MDN navigator.

In the States: Earlier this month, **Time Warner Cable** began offering a \$90/month triple-play promotion (good for 1 yr) for new subs in NYC, wrote **Pali** analyst *Richard Greenfield*, who believes "it was a mistake to not embrace it earlier as competition is now a reality." Indeed, the Big Apple has become quite contentious with the arrival of **FIOS TV**, which achieved a 10% penetration rate in Staten Island during its 1st 3 months there and recently inked a service deal covering the Parkchester housing complex in the Bronx, the largest privately owned condo complex in the country.

At the Portals: With the **FCC** tentatively slated to consider a proposal for intercarrier compensation and universal service reform at its Nov 4 meeting, **NCTA** is urging it to reject recent interconnection rules proposed by **AT&T** and **Verizon**. The cable group told FCC chmn *Kevin Martin* in a letter that the telcos' proposed changes would raise the cost of interconnection for their competitors and thwart the right of a requesting carrier to choose where interconnection takes place. NCTA believes there should be no immediate changes to interconnection rules and that the FCC should issue a further notice on the issue. It also put forth its own suggestions for changes to the intercarrier proposal, including reducing FCC's proposed 10-year transition for reducing and unifying termination rates to 1, 3 and 5 years (something AT&T proposed). NCTA also asks the FCC to defer classifying VoIP as an information or telecom service, noting the Commission has been able to impose a range of obligations on interconnected VoIP without addressing its regulatory classification.

Online: **Microsoft** and **Akamai** are partnering to enable HD video experiences on the Web. The latter's slated to release in beta a new content delivery service powered by Microsoft Silverlight, tech that's also powering the new video delivery platform offering certain Mac users access to **Netflix's** Web streaming service.

Programming: **Discovery Health** debuts "Pregnant Man" (Nov 18) a doc about *Thomas Beatie*, who was born female but underwent medical treatment to re-identify as a man. -- Democratic presidential candidate *Barack Obama* will make his 4th appearance on **Comedy Central's** "Daily Show," Wed, 11pm ET. -- **Bio Channel** will premiere new series, "Shatner's Raw Nerve," Dec 2, 10pm ET. The show features *William Shatner* as the host of his own offbeat, celebrity interview series. **Nat Geo's** inaugural Expedition Week (Nov 16-23) will include the premieres of "Unlocking the Great Pyramid" (Nov 16) and "The Real George Washington" (Nov 19). -- New **E!** competition series "Party Monsters: Cabo" (Dec 2) features party planners attempting to stage memorable events for *P. Diddy*, *Carmen Electra* and others.

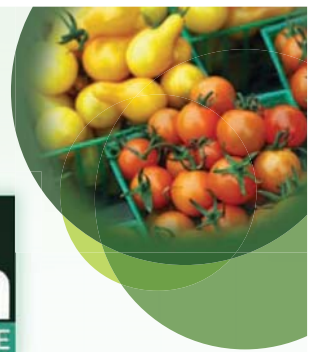
Ratings: Sports and political content have been so dominant on cable this month that the word imperious leaps to mind. The genres combined to notch 28 slots among Oct's top 30 telecasts, including the 1st 21. Here's a look at the top 30 scoreboard: **TBS'** coverage of game 7 of the ALCS led the month with a 9.2/9.10mIn, and the playoff presence of the Red Sox kept the net red-hot in 7 other baseball telecasts that averaged a 4.86/4.80mIn; 4 nights of "MNF" on **ESPN** captured spots #2-5, led by the 8.8/8.60mIn garnered by the Ravens-Steelers game; Presidential election-related debates and analyses helped 10 **Fox News** telecasts receive ample viewership votes, paced by the 7.4/7.00mIn averaged by the net's live and post-coverage of the VP debate. Live coverage of the same debate also scored well for **CNN** (6.7/6.53mIn) and led the net's 6 overall telecasts. Final tally: Politics 16, sports 12. Eps of **Nickelodeon's** "SpongeBob SquarePants" (5.0/4.92mIn) and **Bravo's** "Project Runway" (4.2/3.80mIn) completed the Oct



Celebrate life's positive moments!

A television network committed to encouraging healthy, adventurous, more purposeful living.

For more information on ION Life, contact Affiliate Relations at 1.800.700.9789



BUSINESS & FINANCE

top 30. -- TBS and Fox News tied for the monthly prime ratings title with a respective 2.7/2.63m and 2.7/2.55m. ESPN (2.2/2.16m) notched 3rd, followed by **USA** (2.1/2.09m) and **Disney Channel** (2.0/1.95m). -- **Brag Book**: E! posted its most-watched month ever among women 18-34 (114K). -- **A&E** has locked up its most successful Oct in history and is on pace to deliver a historical best year among 18-49s and 25-54s. This month, the net garnered the following prime demo averages: 1.0 HH rating, 1.3m total viewers; 660K 25-54s; and 636K 18-49s. -- **Oxygen** achieved its best Oct ever among women 18-49 (131K), 18-49s (184K), women 18-34 (59K) and total viewers (346K) in prime. -- **History** also enjoyed a superlative Oct, delivering monthly records among 18-49s (434K), 25-54s (490K), men 25-54 (234K) and men 18-49 (284K).

People: The Oprah Winfrey Network (OWN) appointed former Lifetime exec Maria Grasso svp, programming.

Business/Finance: Many cable stocks were stuck in neutral during Tues trading while Verizon and AT&T continued to sizzle. Then came a whopping rally across markets that thrust stocks higher and higher. Among the multichannel industry's major winners: Comcast (+24.5%), DISH (+15.8%), Media-com (+14.6%), VZ (+14.6%), and AT&T (+13.2%).

CableFAX Daily Stockwatch

Company	10/28 Close	1-Day Ch	Company	10/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
ALCATEL LUCENT:	23.17	1.48	ALCATEL LUCENT:	2.05	0.19
AMDOCS:	20.78	2.83	AMDOCS:	20.84	0.67
AMPHENOL:	23.91	2.54	AMPHENOL:	26.69	3.08
APPLE:	16.38	0.76	APPLE:	99.91	7.82
ARRIS GROUP:	19.49	1.76	ARRIS GROUP:	4.77	0.23
AVID TECH:	16.19	1.06	AVID TECH:	14.20	0.80
BIGBAND:	1.44	0.00	BIGBAND:	3.42	0.67
BLNDER TONGUE:	9.26	1.38	BLNDER TONGUE:	0.84	0.04
BROADCOM:			BROADCOM:	17.75	1.36
C-COR:			C-COR:	11.00	0.00
CISCO:			CISCO:	18.31	2.22
COMMSCOPE:			COMMSCOPE:	18.00	0.86
CONCURRENT:			CONCURRENT:	2.98	(0.39)
CONVERGYS:			CONVERGYS:	7.16	(2.75)
CSG SYSTEMS:			CSG SYSTEMS:	15.72	1.39
ECHOSTAR HOLDING:			ECHOSTAR HOLDING:	18.25	(0.28)
GOOGLE:			GOOGLE:	368.75	39.26
HARMONIC:			HARMONIC:	7.06	0.79
JDSU:			JDSU:	6.10	0.70
LEVEL 3:			LEVEL 3:	0.98	0.12
MICROSOFT:			MICROSOFT:	23.10	1.92
MOTOROLA:			MOTOROLA:	5.84	0.79
NDS:			NDS:	48.28	0.28
NORTEL:			NORTEL:	0.99	(0.07)
OPENTV:			OPENTV:	1.15	0.12
PHILIPS:			PHILIPS:	17.19	1.30
RENTRAK:			RENTRAK:	11.75	0.15
SEACHANGE:			SEACHANGE:	7.19	0.69
SONY:			SONY:	21.99	2.81
SPRINT NEXTEL:			SPRINT NEXTEL:	3.34	0.42
THOMAS & BETTS:			THOMAS & BETTS:	21.35	1.29
TIVO:			TIVO:	5.96	0.73
TOLLGRADE:			TOLLGRADE:	3.41	0.13
UNIVERSAL ELEC:			UNIVERSAL ELEC:	17.78	1.62
VONAGE:			VONAGE:	0.71	(0.04)
YAHOO:			YAHOO:	12.36	0.78
MSOS					
CABLEVISION:	15.44	1.16			
CHARTER:	0.40	0.03			
COMCAST:	16.96	3.34			
COMCAST SPCL:	15.77	2.30			
GCI:	6.14	0.82			
KNOLOGY:	4.47	0.60			
LIBERTY CAPITAL:	7.00	0.01			
LIBERTY ENT:	16.34	1.16			
LIBERTY GLOBAL:	13.51	1.43			
LIBERTY INT:	6.13	0.42			
MEDIACOM:	3.45	0.44			
SHAW COMM:	15.74	1.13			
TIME WARNER CABLE:	19.12	1.11			
VIRGIN MEDIA:	5.25	1.26			
WASH POST:	371.00	48.59			
PROGRAMMING					
CBS:	8.83	1.05			
CROWN:	2.55	0.15			
DISCOVERY:	11.26	0.85			
EW SCRIPPS:	4.70	0.36			
GRUPO TELEVISA:	16.45	3.10			
HSN:	7.15	1.06			
INTERACTIVE CORP:	16.85	1.14			
LIBERTY:	29.06	3.41			
LODGENET:	1.01	(0.16)			
NEW FRONTIER:	1.80	0.02			
OUTDOOR:	7.69	1.01			
PLAYBOY:	1.25	0.10			
RHI:	13.03	1.30			
SCRIPPS INT:	26.16	4.75			
TIME WARNER:	10.10	1.29			
VALUEVISION:	0.60	0.00			
VIACOM:	19.51	0.80			
WWE:	14.10	0.71			
TECHNOLOGY					
3COM:	2.32	0.20			
ADC:	5.17	0.42			
ADDVANTAGE:	1.88	(0.04)			
TELCOS					
AT&T:	27.61	3.22			
QWEST:	2.60	0.37			
VERIZON:	31.65	4.04			
MARKET INDICES					
DOW:	9065.12	889.35			
NASDAQ:	1649.47	143.57			

Now is the time. Retirement is the issue.
RLTV is the choice.

For the only network targeting adults 50+, contact Betsy Brightman at 443-430-8944 or BBrightman@RLTV

RLTV



CableFAX DailyTM

CTAM Blockbuster Distribution

3 Day Packages with CableFAX Daily at CTAM!



Distribution: CTAM Summit Room Drops and Pub Bins

Advertise dates: November 9, 10 and 11

Close Date/Artwork Due: November 6th

ASK about our FP-4C Packages with online bonus!

KICK-OFF Your Message of Cross-Platform Success
As a Network, Top Operator, Technology Partner

**For all of your advertisement
opportunities contact:**

Debbie Vodenos, CableFAX Publisher
301-354-1695 or dvodenos@accessintel.com

Erica Gottlieb, Account Manager
212-621-4612 or egottlieb@accessintel.com