

BROADCASTING CABLE

MAY 13, 2002

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TOP 25 MEDIA COMPANIES

B&C's annual listing shows how the new wave of consolidation has changed things

» PAGE 42

SWEEPING CONCLUSION

Halfway through the May ratings period, NBC is sitting pretty

» PAGE 6

TAKING STOCK OF LOU DOBBS

Just about a year after returning to CNN, he's still money in the bank

» PAGE 30

HEARD ANY GOOD RADIO LATELY?

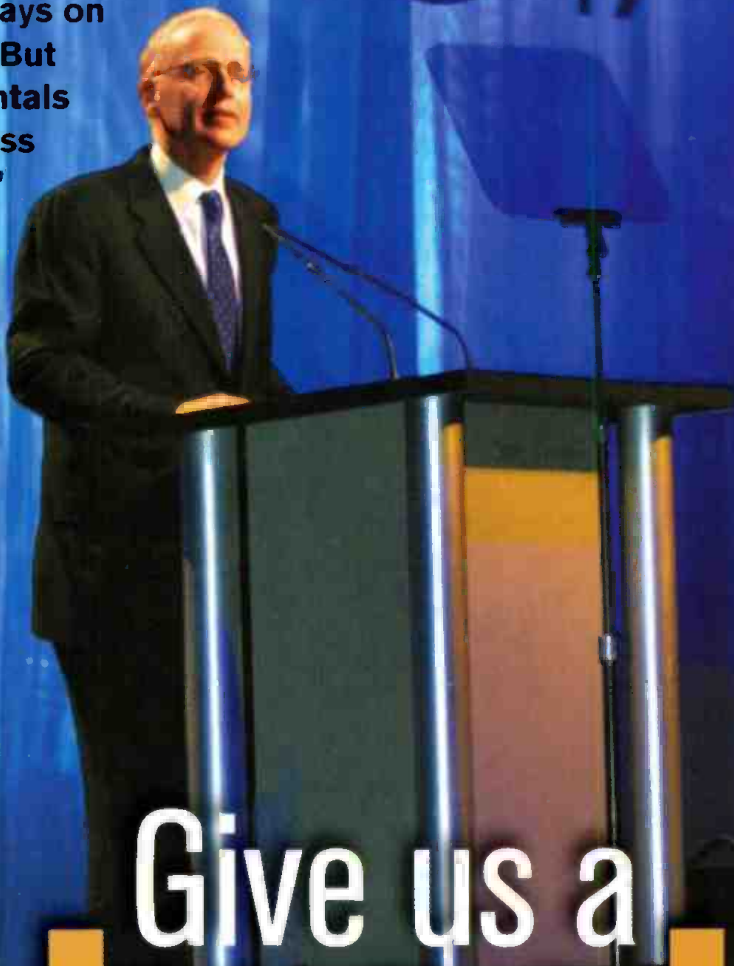
The leader of Clear Channel denies his 1,200 stations stifle originality

» PAGE 12

"To be sure, we've seen better days on Wall Street....But the fundamentals of our business remain solid."

-NCTA President Robert Sachs

» Convention coverage begins on PAGE 14



Give us a break

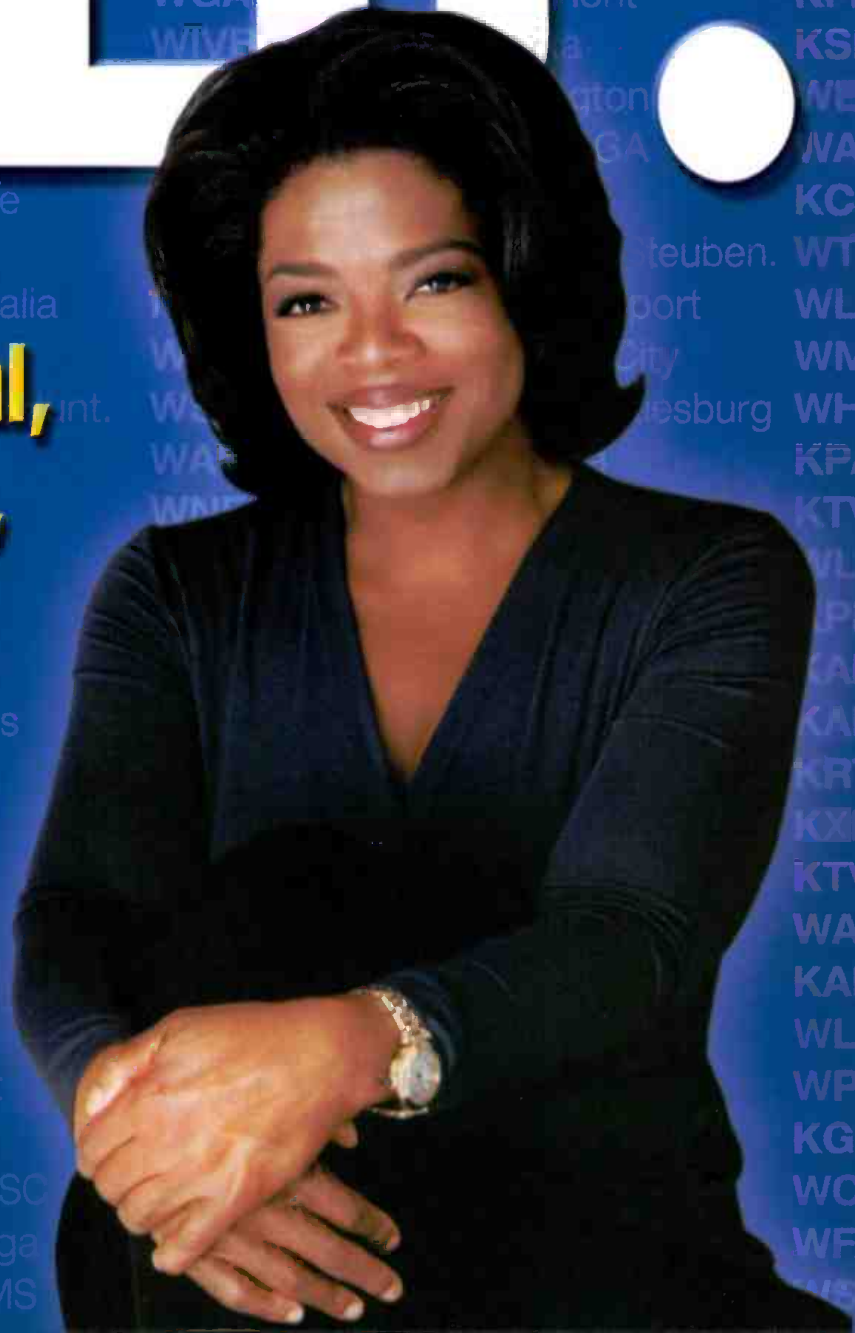
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**The
Franchise
Continues...**



Top of the Week May 13, 2002

SWEEPING UP Strong series and a 75th anniversary celebration drive NBC win in the first half of the May sweeps. » 6

MYSTERY LINEUP On Friday, NBC still hadn't decided on its fall prime time schedule, set for unveiling today. » 8

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FIRE SALE Debt-laden Adelphia puts its best properties on the block, but who will be able to buy? » 12



Amanda Bynes stars in *What I Like About You*, a comedy series on The WB's slate of hopefuls for the fall season. The WB will announce its schedule on Tuesday.

DEFENDING ITSELF Clear Channel tells FCC it has no national playlist that bars indie and hometown artists. » 12

The continuing strength of *ER* helped power NBC to dominance in the first two weeks of the May sweeps.



Programming

It's back CNN celebrates the one-year anniversary of Lou Dobbs's return—and the ratings surge it engendered. » 30

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Syndication Watch New host for *Family Feud*, Viera signs up, and other news. » 33

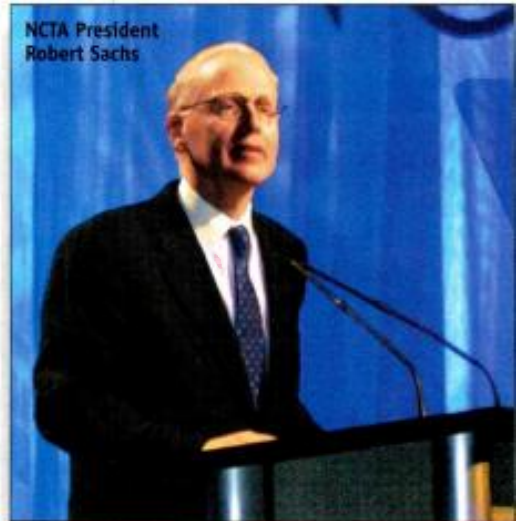
Focus As elsewhere, Shreveport, La., is recovering from a rough 2001 ad market, but signs are good for a strong 2002. » 35

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First spec New standard for interactive television governs content production. » 39

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COVER STORY

CABLE'S LAMENT

Give us a break MSO execs are frustrated by falling stock prices when the cable industry is healthy as ever. » 18

Sports fees Cablevision's fight with YES may give ops ammo against ESPN rate hikes. » 22

Feeding VOD Networks and studios will seed trials in hopes of reaping revenue later. » 24

Quality counts The NCTA show may have been smaller than in recent years, but the cream of the industry turned out in support. » 26

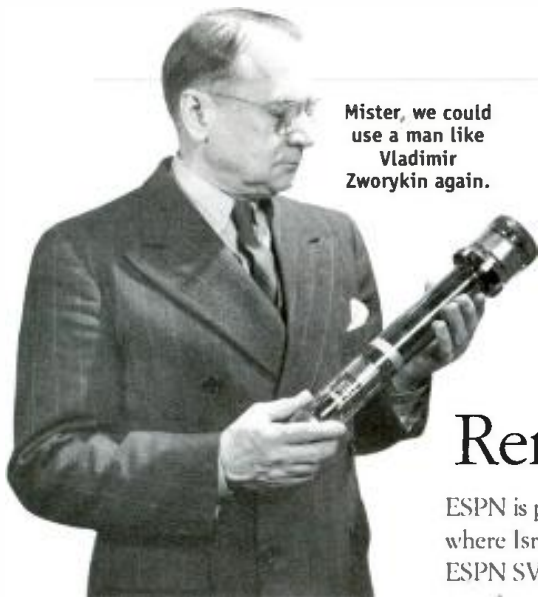
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SPECIAL REPORT

TOP 25 MEDIA GROUPS

Shuffled Thanks to media consolidation, 20 positions on B&C's ranking were occupied by different companies last year. » 42

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Mister, we could use a man like Vladimir Zworykin again.

BC EYE

PROGRAMMING

Remembering Munich

ESPN is planning an original movie on the 1972 Munich Olympics, where Israeli athletes were taken hostage and killed. According to ESPN SVP of Programming Mark Shapiro, the movie is being contemplated for summer 2004, in time for the Summer Olympics in Athens. ESPN may try to time its originals to other big events. The channel's first original movie, *A Season on the Brink*, about basketball coach Bobby Knight, debuted March 10, right after the NCAA men's basketball tournament selection show. Shapiro says he'd like to air four originals per year.—A.R.

TECHNOLOGY

Lab lowdown

The Association for Maximum Service Television (MSTV) hopes to announce in the next two or three weeks plans for a broadcast-technology laboratory, says Gary Chapman, president/CEO of LIN Television and member of the MSTV board. "It's in the process of coming together," Chapman says. MSTV will pitch it to NAB, some of whose board members have been amenable to the idea. Funding a lab would require contributions from members of each association, TV manufacturers and the associations themselves, Chapman said. So far, says an NAB source, it has heard no formal proposal and has agreed to no funding.—P.A.



During the hostage crisis, West German police worked to free the captured Israeli athletes.



BROADCAST TV

No sale

Now that crossownership rules are loosening, investors have been pumping up the stock of Tribune. The bet was that, in the wake of a court decision allowing cable companies to own systems and TV stations in the same market, AOL Time Warner would buy some stations for its WB network. Tribune owns 25% of the net and some big-market WB affiliates. But WB and TBS Chairman Jamie Kellner (above) says no. Investors at a meeting with Kellner at the NCTA show last week said he privately told them the company has ruled out buying stations.—J.M.H.

D.C. LINE

With former WRC-TV Washington GM Linda Sullivan starting today at new NBC station KNTV(TV) San Francisco, NBC's station group has a big job to fill in D.C. Observers note that NBC has a good bench and even staying in-house doesn't present a narrow field. Sources tell us strong candidates are three well-regarded NBC GMs: Michael Jack, from WCMH-TV Columbus, Ohio; Lisa Churchville, from WJAR(TV) Providence, R.I., where Sullivan worked before going to Washington; and Mike Ward, WNCN(TV) Raleigh, N.C.—D.T.

PENALTY PHASE

At its meeting this week, the FCC will propose a plan for sanctioning TV stations that can't justify missing the May 1 DTV deadline. Those sanctions could include fines or even license revocation. More than two-thirds of the country's 1,300 commercial stations failed to meet the target. Of those, 525 have been granted a six-month waiver. Another 324 have been asked for more info, and most are expected to get waivers once they spell out their efforts and provide timetables for service. The commission also is expected to extend waivers to the handful of stations in top-30 markets that haven't launched DTV due to zoning disputes, interference and other problems. Those were supposed to have gone digital Nov. 1, 1999.—B.M.

Crime free

USA Networks has scrapped plans to launch a crime channel, executives confirmed last week. That leaves the Vivendi Universal unit with just two digital channels, Trio and New World International. There has been some talk that USA is now planning an action channel, filled with off-network series and movies from the Universal library. USA dismisses the talk. But everyone expects it to roll out some new channels soon. Last December, it paid EchoStar \$1.5 billion for a 10% stake and space for five new channels.—A.R.



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GET READY FOR THE NEW USA.

B I G . B O L D . B L O C K B U S T E R .

This May, it's good old NBC

Helped by its 75th anniversary special, strong series, it's sweeping up

By Steve McClellan

NBC's package of nostalgia TV (tied to the network's 75th anniversary) and its regular program lineup got the job done in the first half of the May sweeps. Through the first two weeks, the network is winning in households, total viewers, adults 18-49 and adults 25-54.

CBS is a solid No. 2 in all the aforementioned categories, an average 1 million viewers per night behind NBC.

NBC is up 9% from last year's May sweeps in households and up 13% in among adults 18 to 49—and holds a commanding 49% lead in that key demo.

CBS is down 12% in household and 14% in 18-49 demo. But that's in part because, last May, the *Survivor: Outback* finale was included in the first half of the sweeps. But the *Survivor: Marquesas* finale doesn't air until the second half of the sweeps. That leads CBS executives to conclude that the network will hang on to second place in the key measurements.

Despite the hearty competition from *Survivor* on Thursdays, NBC has won the night, with *Friends* and *ER* driving the victories. The network has also dominated Wednesdays with *West Wing* and *Law & Order*.

And on Sunday nights, which the network plans to revamp next season, NBC has stunted well in the sweeps. A three-hour 75th anniversary special on May 5 added two Nielsen household rating points to its season average for Sundays—that's a whopper.

And this Thursday, the *Friends* season finale, Rachel (Jennifer Aniston) is about to have her daughter—and NBC is no



It hasn't all been NBC: *Living With the Dead* (above), starring Ted Danson, put up some winning numbers for CBS, and *Laverne & Shirley Together Again* reunion show mined the nostalgia lode and helped ABC win key demos last Tuesday night.



Tuesday in the key demos with a pair of specials: *Laverne & Shirley: Together Again* and *Favorite Stars: Then & Now*. And *NYPD Blue* put up solid numbers that night as well. *My Wife and Kids* and *According to Jim* have also delivered solid demo ratings.

For ABC, the best better be yet to come: the highly promoted mega-miniseries *Dinotopia* is the prehistoric epic that ABC needs to keep from near Nielsen extinction.

Fox is down 14% in both household and 18-49 ratings in the sweeps. Despite the declines, Fox is still

doubt about to have one of its best-viewed half-hours of comedy since the last year of *Seinfeld*.

Against NBC, CBS's regular shows have also held up well in the sweeps, especially Monday nights, and last week, *CSI* on Thursday had the biggest audience of any show in prime time. In the specials category, an *Everybody Loves Raymond* 6th anniversary special performed strongly. The CBS miniseries *Living With the Dead* with Ted Danson also put up some winning numbers.

Then there's ABC. Its May numbers reflect its problems: down 18% in households, down 15% in total viewers, down 13% in adults 18-49.

But the network has shown some flashes of brilliance in the sweeps. It won last

ahead of ABC among adults 18 to 49. And it's No. 2 among adults 18-34 and tops with teens. *The Simpsons*, *Malcolm in the Middle*, *That '70s Show* and *Boston Public* all remain bright spots. Still to go in the sweeps: series finales for *The X-Files* and *Ally McBeal*, another *Celebrity Boxing*, and the final two episodes of *24*.

As for the weblets, both show growth in May, more so for The WB, which is up 13% among adults 18 to 49. Still, it's very competitive, with WB averaging a 1.8 rating in the demo while UPN's at a 1.7, up 6%. Both are averaging a 5 share in that demo. In total viewers, The WB is up 17% (the best growth story of all the networks) and averaging 4.2 million viewers a night vs. 4 million (up 8%) for UPN. ■

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THE **DEAD** **ZONE**

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THE NEW USA. BIG. BOLD. BLOCKBUSTER.

Network mystery lineups

On eve of upfronts, fall slates are still under wraps

By Steve McClellan

So few holes to fill, but NBC's going down to the wire nevertheless. That's the situation with NBC's new fall prime time program lineup, scheduled to be unveiled at Radio City Music Hall this afternoon. The rest of the networks will follow day by day, all filled with overstated hope and understated dread.

Unlike the past few years, when NBC's schedule was set the week prior to its formal announcement, the network's programmers were still debating, analyzing and considering all scheduling options over the past weekend. At deadline late last week, network officials weren't expecting the new schedule to be finalized until late Sunday.

In fact, NBC denied a report last week that it was circulating bogus schedules in order to throw the press off the trail.

Meanwhile, the network wasn't giving



Said to be in the running for what The WB is fixing its fall 2002 hopes on is *What I Like About You*, with Amanda Bynes, among a slew of comedy series.

much away about its new plans. But the network has picked up a new workplace comedy, *Good Morning Miami*. Network and producer sources say NBC is leaning toward a pick-up of the family drama *Miss American Pie*, although Entertainment President Jeff Zucker has also said he's keen on two other dramas as well, *War Stories* and *Kingpin*. A comedy with Chevy Chase also has a good shot at making the new lineup. A key scheduling move under consideration: shifting *Just Shoot Me* to Tuesday and *Scrubs* to Thursday.

Meanwhile, ABC, which is in virtual shambles, is pondering 29 new pilots. High on the list of comedy favorites: *Eight Simple Rules* (for dating my daughter) with John Ritter; *Bonnie in the Morning* with Bonnie Hunt; *Legally Blonde*; and the still-untitled workaholic-dad comedy from Michael Jacobs. Dramas in contention are said to include *Push*, *Nevada* and *That Was Then*.

Steven King's *The Kingdom* and Dick Wolf's *Dragnet* have been picked up for midseason.

Already renewed at ABC: *NYPD Blue*,

The Drew Carey Show, *According to Jim*, *My Wife and Kids*, *Alias*, *The Practice* and *Whose Line Is It Anyway?*

Here's the difference a year and a few hundred million dollars will make: *Who Wants to Be a Millionaire* will appear sporadically as a special, not as a weekly series. In its heyday, it aired four times a week on ABC.

CBS has picked up a *CSI* spin-off set in Miami. The network has also reportedly picked up *Life of the Party*, a comedy with Nathan Lane.

At Fox, executives are very high on a couple of shows, including cop buddy show *Fast Lane* and *John Doe* (he knows everything but his name). A new David Kelly show, *Girls Club* (they're San Francisco lawyers), has a commitment. Others still in contention: *Keen Eddy*, *Save the Last Dance* and *Time Tunnel*. Comedies that look promising: *The Grubbs*, *Oliver Beene*, *The Pitts*, *Beat Cops* and *Becoming Glen*.

Boston Public, *Malcolm in the Middle*, *That '70s Show* and *The Simpsons* all have firm renewal commitments.

At The WB, a new drama with Treat Williams, *Everwood*, has been picked up. Strong contenders on the comedy side are said to include *What I Like About You*, with Amanda Bynes, and *Do Over*. Already renewed: *Smallville*, *Reba*, *Seventh Heaven*, *Gilmore Girls*, *Dawson's Creek*, *Charmed* and *Sabrina*.

UPN is playing it close to the vest. But sources say *Enterprise*, *Buffy* and wrestling show *Smackdown* will return.

Renewals on Pax TV include *Doc*, *It's a Miracle*, *Candid Camera* and *Miracle Pets*. ■

Guide to the broadcast upfronts

The broadcast networks announce their fall season to advertisers this week in New York. Here's where and when:

Monday, May 13

NBC: 4 p.m., Radio City Music Hall

Tuesday, May 14

The WB: 10:30 a.m., New York Sheraton Hotel
 ABC: 3 p.m., New Amsterdam Theater
 Telemundo: 6:30 p.m., Beacon Theater

Wednesday, May 15

Pax TV: 9 a.m., Beacon Theater
 Univision: 10:30 a.m., Lincoln Center/Alice Tully Hall
 CBS: 3 p.m., Carnegie Hall

Thursday, May 16

UPN: 10 a.m., Madison Square Garden
 Fox: 4 p.m., City Center Theater

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THE 2002 AFI LIFE ACHIEVEMENT AWARD



MONDAY, JUNE 24TH AT 9PM/8C



THE NEW USA. BIG. BOLD. BLOCKBUSTER.

Guess what? An auction postponed

Washington's unending spectrum story continues

By Paige Albinia and Bill McConnell

Facing pressure from Congress and the White House, the FCC this week is expected to delay yet again an auction for spectrum now used for TV ch. 52-69.

Still being debated last week was whether the commission would postpone the June 19 bidding for a brief time, perhaps a month, or indefinitely. Also under discussion is the possibility of allowing the June auction to go forward in Alaska, where few stations are parked on the channels and there is pressing need for new wireless services in the largely rural and sparsely populated state.

Late last week, the other three commissioners were waiting for FCC Chairman Michael Powell to float a proposal that would placate the competing interests on Capitol Hill, and they had no clear indication of where he was leaning.

Complicating matters is that more than 150 applications to participate in the bidding are said to have been submitted by a May 8 deadline. Although FCC officials would not confirm the number and said a list of eligible applicants will be released within two weeks, a staffer for Sen. Ted Stevens (R-Alaska) pegged the number at 144 looking to bid on spectrum in the lower part of the 700 MHz spectrum band (ch. 52-59) and 20-plus seeking spectrum in the higher band (ch. 60-69).

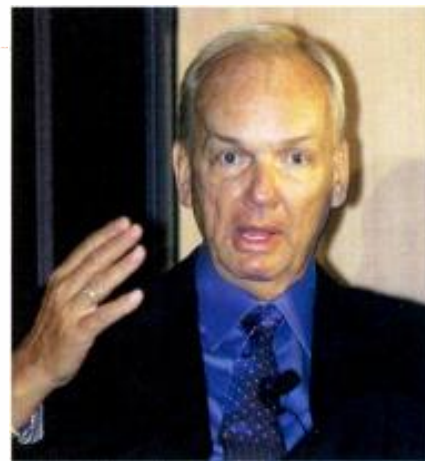
The wireless industry has been arguing for a delay on the grounds that, if held June 19, the auction would attract few bidders because the date for clearing the spectrum is uncertain.

A group of owners with stations on ch. 60-69, led by Paxson Communications, is eager for the bidding to begin because the FCC is permitting them to negotiate early-

buyout deals that could be worth billions.

Publicly, the FCC has been reluctant to delay bidding—for 60-69 particularly, which has been postponed five times. Powell and other commissioners have pointed out that the FCC is legally obligated to collect proceeds from the auction by September.

But Congress and the White House have



Looking to negotiate early buy-out, Paxson CEO Bud Paxson is eager for the bidding to start.

given the FCC all the cover it needs for another delay. Last week, the House of Representatives passed a bill to postpone the auctions, perhaps until Sept. 30, 2007. ■

PBS's 2nd digital deal

Insight pledges to carry HDTV, multicasting and data

By Paige Albinia

A year and a half after signing its first digital carriage deal—with Time Warner Cable—PBS has closed a second agreement with No. 10 MSO Insight Communications.

The deal gives carriage to 31 public-TV stations on Insight's digital tiers through the transition to digital television. Insight has agreed to carry stations' entire free, over-the-air digital offering, including any HDTV, multicasting or data services.

It would not include any digital subscription-based or pay-per-view services, however, according to Jennifer Fabian Browning, PBS senior director of digital cable and direct-broadcast-satellite strategy.

Currently, about 300,000 of Insight's 1.4 million customers subscribe to digital cable, said Insight President and CEO Michael Willner.

"It's very similar to the Time Warner agreement, and that was embraced by all 140 of those stations," said Marilyn Mohrman-Gillis, vice president of policy and legal affairs for the Association of Public

Television Stations.

Still, PBS signed the carriage agreement with Time Warner in November 2000 and was not able to ink another one until last week, even though it has been aggressively courting the cable industry. Asked what took so long, Browning said, "All the different industry segments are determining their digital strategies at the same time." And things move slowly. PBS first talked to Insight last May.

Browning and Mohrman-Gillis say they hope that this deal, combined with FCC Chairman Michael Powell's voluntary plan to push the transition to digital, will serve as an ice-breaker for PBS.

"We currently have 73 digital stations on the air, covering over 55% of U.S. households with a public-television signal. Most of those stations are multicasting, and some are doing high definition," Browning said. "That's why these digital carriage agreements are so incredibly important for PBS and the stations. We recognize that so many television viewers get their television service through cable." ■

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THE NEW USA. BIG. BOLD. BLOCKBUSTER.

It could be Half-Adelphia

To reduce its huge debt, the woeful cable MSO will auction its best properties

By John M. Higgins

Adelpia Communications will auction its best properties as part of a plan to wiggle out of its debt and insider-dealing scandal. Too bad some of the most obvious prospective buyers may be constrained from bidding.

By taking bids for properties serving 2.75 million subscribers including systems in Los Angeles and South Florida, Adelphia will likely shrink 40%. The resulting Adelphia would be a much different company, owning systems in places like Erie, Pa., Martha's Vineyard, Mass., and Rutland, Vt.

The biggest markets Adelphia could dominate would be Buffalo, N.Y., and Cleveland. The company would also own systems in the suburbs of Pittsburgh.

After acquiring systems aggressively since 1999, Adelphia has no choice but to sell. Forget the 70% drop in the company's

stock price. The real crisis is that lenders are squeezing Adelphia to pare its \$14.5 billion debt load. Adelphia's leverage of nine times cash flow was considered huge even before the company disclosed that it was on the hook for \$1.6 billion-\$3 billion in loans taken out by controlling shareholder and Chairman John Rigas.

Investment bankers Salomon Bros. and Daniels & Associates will run the auction. Adelphia executives plan to sell only 75% of the portfolio that's on the block, unloading just the chunks that get the best bids. That would generate around \$7.5 billion and leave Adelphia with 3.6 million of its current 5.7 million subscribers.

Up for sale are metro Los Angeles (1.2 million subscribers); Florida, including the suburbs of Miami, Palm Beach and Fort Lauderdale (750,000 subscribers); Virginia,

including Charlottesville and Blacksburg (575,000 subscribers); and systems scattered across six states in the Southeast.

The most obvious prospective buyers are players in the L.A. market, Cox and Charter, and the biggest Florida players, AOL and Comcast. However, only Cox has much flexibility right now. Comcast isn't seen as much of a buyer while its takeover of AT&T Broadband is being scrutinized by regulators. Charter's debt is already nine

times cash flow (vs. five to six times for other MSOs). AOL is having its own financial crisis that probably wouldn't be helped by a multibillion-dollar cable acquisition.

"The question is, who's there that's got the liquidity and the regulatory freedom to do it?" asked Sanford Bernstein media analyst Tom Wolzien. And the question is the easy part. ■



Adelphia Chairman John Rigas is under intense lender pressure to slice his company down the middle.

Clear Channel fights back

Michaels says play lists don't discriminate against local artists, indies

By Bill McConnell

Responding to charges that his company has "destroyed" the radio and recording industries, Clear Channel Radio Chief Executive Randy Michaels denied using national play lists that shun new and hometown artists.

"Nothing could be further from the truth," Michaels wrote in a letter accompanying Clear Channel's formal reply in the FCC's radio rules proceeding.

"Each local market is too different in its demographics and tastes for such a strategy to succeed."

Michaels was responding to a complaint by the American Federation of Television and Radio Artists, which charges that play-list dictates of the country's largest radio owner make it nearly impossible for local and independent musicians to gain airplay in the many markets dominated by Clear Channel's 1,200 stations.

The union for on-air talent,

producers and writers also charged that Clear Channel chokes off support for artists signed with other companies by leveraging its airplay muscle through its control over powerful concert promoter SFX Entertainment.

Michaels said no national play list exists, although the company does have music-scheduling software that program directors "are free to select" from to build their own music databases. Program

directors at poorly rated stations also may seek assistance from counterparts at larger-market stations, he said.

The replies were submitted as part of the FCC's effort to revise ownership rules limiting the number of stations one company can own in a market. The limits are based on a sliding scale according to market size. In the largest markets, one company may own eight stations.

Clear Channel, which currently has deals pending to buy 186 more stations, has cited studies showing that markets with greater levels of consolidation have lower ad prices and greater diversity of formats. ■

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EVERY THRILL.



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THE SMART CHOICE.

* Source: Nielsen Media Research: March 2002, M-Su/8-11p.

** Source: Nielsen Media Research: 4Q01 HHs, M-Su/8-11p.

**MSNBC has the youngest,
most affluent audience
in cable news.**

Median Age* Median HH Income**

MSNBC	54	\$58,077
CNN	64	\$49,835
FOX News	60	\$55,367

AMERICA'S NEWSCHANNEL



msnbc.com



**BRIAN
WILLIAMS**



**PHIL
DONAHUE**



**CHRIS
MATTHEWS**



**ASHLEIGH
BANFIELD**



**ALAN
KEYES**

THE WEEK THAT WAS

THE BUSINESS OF SHOW

In syndication, *ET Weekend* was the top weekly hour (ending April 28) for its 21st straight week, up 17% to a 3.5 Nielsen. Rookie off-net *The Practice* came in second, up 8% to a 2.8. Big news among strips was that for the first time, *Crossing Over with John Edward* beat *Texas Justice*, regaining the top spot among all first-run rookies that it lost back in January when *Justice* debuted in the national spotlight. *Crossing Over* was up 11% to a 2.0. *Texas* was second, up 6% to a 1.9. Among the court shows, *Judge Judy* was tops, up 9% to a 5.8. In second place was *Judge Joe Brown*, which recorded a double-digit gain. ...

Diageo Guinness UDV North America executive VP Guy Smith, after pointedly



Crossing Over with John Edward reclaimed its top spot among rookie syndicated shows.

telling an Upfront Summit crowd in New York that NBC had "renege on our agreement" to run its liquor ads, revealed that it's going ahead with a campaign that will channel \$1 billion in ad spending across five years and scores of outlets, through what it calls its own **Diageo Unwired National Network**. ...

American Movie Classics is increasing its advertising load but spinning off a splinter digital service **AMC Hollywood Classics** that will be commercial-free. (The flagship channel takes 8 minutes of ads per hour.) The new ad-free diginet will feature films from the 1930s, 1940s and 1950s. It launches in late 2002. ...

The Small Business Administration's Office of Advocacy is calling on the FCC to retain radio-ownership rules that promote diversity among station owners and points of view expressed over the airwaves. "Something would be lost in the shift from many small broadcasters to a few big broadcasters," the advocacy office told the FCC. "That 'something' is viewpoint diversity." ...

Satellite TV company **DirecTV** is expanding its local TV-signal offerings to **Buffalo** and **Oklahoma City**, bringing the total number of cities to which it offers local TV service to 46. DirecTV plans to add service in **Hartford, Conn.**, **Las Vegas** and **Providence, R.I.**, by mid-July and to expand to 51 markets by the end of the year.



NAB veteran **Chuck Sherman** will head up the organization's education foundation.

WHO'S HAPPENING

Veteran talk-show producer **Marlaine Selip** has signed as executive producer of **Phil Donahue's** upcoming **MSNBC** show. Selip and Donahue worked together on his syndicated talk show, where Selip was a producer; she's also worked on several other talk shows. ...

In Washington, NAB Executive Vice President **Chuck Sherman** is grabbing the position of president of the **NAB Education Foundation** and twinning it with the position of special assistant to NAB President **Eddie Fritts**. ...

Michael Fleming can't get away from games. The former CEO of **Sony's Game Show Network** has been tapped by game developer **NTN** as chairman of **Buzztime**, a unit that is trying sell operators games in their digital set-tops.

THE WORLD, CONSOLIDATED

Viacom last week got the FCC's go-ahead for its \$650 million purchase of **KCAL(TV)** Los Angeles from **Young Broadcasting**. The deal will give Viacom a duopoly in

L.A., where the company also owns **KCBS-TV**. Viacom also owns seven radio stations there and must sell one of them within six months. ...

The National Hispanic Media Coalition and others charged in a lawsuit last week that the FCC's reasons for granting NBC an extra six months to sell a third station it owns in Los Angeles were either racist or irrelevant. NBC acquired **KVEA(TV)** and **KWHY-TV** when it purchased Spanish-language network **Telemundo** in April. The net already owned **KNBC(TV)**. Owners in big markets are limited to two stations, and the FCC typically allows six months for divestitures when mergers violate ownership limits. NBC, however, received 12 months on grounds that the **Telemundo** stations' Spanish-language focus deserved special treatment.

STAY ALERT!

A media industry council charged with ensuring the reliability of mass communication during a terrorist attack or other catastrophe will have its first meeting May 17.

More than 40 executives from broadcast, cable, satellite and related industries have signed on to the **Media Security and Reliability Council**, which formed in the wake of the Sept. 11 attacks.

Dennis FitzSimons, president of **Tribune Co.**, chairs the council and FCC Chairman **Michael Powell** will show up for the session.

Throughout the years there have been

things we can't remember, things we can't
explain and things we're too afraid to believe.

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MSO execs at
NCTA bemoan
stocks' fall even
as the business
seems healthy
as ever

By John M. Higgins

In some ways, the recession has really let the cable business shine. TV and radio stations' operations wilted as local ad spending declined. TV networks suffered almost as badly. Telecom companies saw the value of new, multibillion-dollar fiber networks crash to just pennies on the dollar.

Meanwhile, even the worst-performing cable operators have proved rather resistant to recession. Operators have increased their sales and profits. They see themselves as proudly expanding new digital, high-speed Internet and telephone services. New products that barely existed in 1999 should generate 18% of operators' \$50 billion in revenue this year and perhaps 40% by 2005. Broadcasters? They're selling the same commercials they sold in the 1960s.

But, as conventioners trickled into the National Cable & Telecommunications Association convention in New Orleans last week, MSO executives were particularly infuriated that the financial markets are trashing their stocks. Investors hate cable stocks, slashing their prices an average of 40% so far this year. Investors now value MSO stocks around 10.4 times the cash flow expected for the current year. A year ago, stocks traded around 17.2 times cash flow.

That saps the wealth of executives and their senior employees, makes it hard to raise money, and makes it unappealing to pursue major acquisitions calling for stock as the currency.

Of course, it's not as if there's nothing going wrong in the cable industry. A few bothersome operating snags are popping up, and, of course, there's the Enron-esque financial scandal gripping Adelphia Communications, forcing the company to shrink dramatically by liquidating cable systems.

But MSO executives express frustration that, as other media and telcom companies are bleeding, cable gets hammered, not because their cash flow is sliding but because they are growing at "only" 8%-9% instead of 10%-11%.

The aggravation cast a pall over last week's show. "You come to this convention, everybody's stock options are down, everyone's tired, and it's only Monday morning," lamented Comcast President Brian Roberts. "I think we're typical. We just had the best revenue growth and best [cash-flow] growth in any quarter of the last five years, yet the stocks are down 30%-40%."

Cox Communications President Jim Robbins complained, "I'm totally frustrated," even though he posted one of his best quarters ever. "I think it's everything beyond our control. I wish that stuff would go away, and [investors would] look at the fundamentals more and give us credit for it

Comcast President Brian Roberts lamented, "I think we're typical. We just had the best revenue growth and best [cash-flow] growth in any quarter of the last five years, yet the stocks are down 30%-40%."

Photos: Oscar & Associates Inc.



Oh, those glum overachievers

in the market.”

Indeed, MSOs like Cox, Comcast and Insight Communications are posting strong operating results. “Mediacom came out with a 16%-17% cash-flow growth rate this year,” said Mediacom Chairman Rocco Comisso.

There are some misfires.

Adelphia’s insider dealing and debt poisoned the sector, with suspicious investors fearing problems at other MSOs. After years of small sweetheart deals favoring the Rigas family that controls Adelphia, the company ran its numbers way up by helping finance the family purchases of nearly \$1 billion in Adelphia stock. The stock-related loans and some other family deals could leave Adelphia—already loaded with debt—on the hook for an unexpected \$1.6 billion-\$3 billion.

“It’s the cockroach theory,” said Bank of America Securities media analyst Doug Shapiro. “Investors see one, and they assume there are others.”

At Comcast, investors are bracing for the takeover of AT&T Broadband. Even if Comcast and AT&T’s operations were running brilliantly, many of the 1 billion shares Comcast plans to pay to AT&T shareholders will probably get dumped back into the open market early next year. The overhang of such a huge supply hitting the market means Comcast shares could take two to four months to build up market momentum after a takeover.

But, of course, operations aren’t going brilliantly. AT&T Broadband continues to misfire, with cash-flow margin sliding from the improved but still meager 25% that new Chairman Bill Schleyer had been posting. The cable unit also posted an unexpected loss of 179,000 subscribers in the first quarter. Comcast will be saddled with the myriad problems Schleyer won’t have time to work out.

AOL Time Warner’s cable operations may be fine, but the company has plenty of other problems, mostly recession-related but also tied to a lack of confidence in the growth prospects of America Online itself.

Cablevision Systems doesn’t have its digital-cable act together, standing at just 25,000 subscribers. At one time, analysts were expecting 500,000 units by the end of 2002.

Charter Communications surprised investors by losing 150,000 of its 6.8 mil-

Wall Street disconnect

Cable stocks, from bad to worse

Company	12/31/01	5/8/02	% chg.
Cox	\$40.47	\$34.49	-14.8
Comcast	\$34.90	\$29.00	-16.9
Insight	\$23.92	\$15.61	-34.7
Charter	\$16.09	\$8.29	-48.5
Cablevision	\$47.57	\$23.85	-49.9

lion basic subscribers in the quarter. And the company’s high leverage—9.1 times annual cash flow—makes the company a magnet for Adelphia-related anxiety.

The upside is that these are more glitch than disaster. Granted, Adelphia has put its best clusters—including metro Miami and Los Angeles—on the block for \$5 billion-\$6 billion to calm lenders. But the problems of other operators are more easily sur-

mountable.

“To be sure, we’ve seen better days on Wall Street,” said NCTA President Robert Sachs at the convention. “Just about every industry has. Markets go up and down. Sectors fall in and out of favor. But the fundamentals of our business remain solid. And the most important one is this: Cable plays a central role in Americans’ lives and will,

even more so, in the years ahead.”

Morgan Stanley media analyst Richard Bilotti was more blunt. The stocks Wall Street loves right now are old-line cyclicals benefiting from what looks like an economic rebound: retailing, mining and transportation.

“To hell with Wall Street,” Bilotti said at a panel session. “Growth stocks are out of favor. You are a growth industry. Does that

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Albuquerque, NM

Comcast

C-SPAN Channel 17
C-SPAN2 Channel 69
C-SPAN3 Channel 105

C-SPAN

86 million
homes

Alexandria/Arlington, VA

Comcast

C-SPAN Channel 45
C-SPAN2 Channel 51
C-SPAN3 Channel 105

Anderson, IN

Insight Communications

C-SPAN Channel 14
C-SPAN2 Channel 15
C-SPAN3 Channel 416

Bay City, MI

Charter Communications

C-SPAN Channel 14
C-SPAN2 Channel 20
C-SPAN3 Channel 25

Bemidji, MN

Charter Communications

C-SPAN Channel 14
C-SPAN2 Channel 15
C-SPAN3 Channel 16

Birmingham, AL

Time Warner Cable

C-SPAN Channel 13
C-SPAN2 Channel 4
C-SPAN3 Channel 113

Cincinnati, OH

Time Warner Cable

C-SPAN Channel 58
C-SPAN2 Channel 59
C-SPAN3 Channel 125

Columbus, OH

Time Warner Cable

C-SPAN Channel 22
C-SPAN2 Channel 14
C-SPAN3 Channel 116

Fairfax Co., VA

Cox Communications

C-SPAN Channel 41
C-SPAN2 Channel 43
C-SPAN3 Channel 36

Flint, MI

Comcast

C-SPAN Channel 16
C-SPAN2 Channel 18
C-SPAN3 Channel 105

Florence, SC

Time Warner Cable

C-SPAN Channel 2
C-SPAN2 Channel 3
C-SPAN3 Channel 140

Frankfort, KY

Frankfort Cable TV

C-SPAN Channel 31
C-SPAN2 Channel 32
C-SPAN3 Channel 60

Green Bay, WI

Time Warner Cable

C-SPAN Channel 5
C-SPAN2 Channel 47
C-SPAN3 Channel 106

Houston, TX

Time Warner Cable

C-SPAN Channel 56
C-SPAN2 Channel 78
C-SPAN3 Channel 209

Independence, MO

Comcast

C-SPAN Channel 31
C-SPAN2 Channel 32
C-SPAN3 Channel 105

Indianapolis, IN

Comcast

C-SPAN Channel 60
C-SPAN2 Channel 70
C-SPAN3 Channel 105

Jackson, MS

Time Warner Cable

C-SPAN Channel 10
C-SPAN2 Channel 75
C-SPAN3 Channel 103

Jersey City, NJ

Comcast

C-SPAN Channel 17
C-SPAN2 Channel 69
C-SPAN3 Channel 105

Kansas City, MO

Time Warner Cable

C-SPAN Channel 41
C-SPAN2 Channel 42
C-SPAN3 Channel 225

Kokomo, IN

Insight Communications

C-SPAN Channel 14
C-SPAN2 Channel 15
C-SPAN3 Channel 416

C-SPAN2

69.5 million homes

Lafayette, IN

Insight Communications

C-SPAN Channel 14
C-SPAN2 Channel 15
C-SPAN3 Channel 416

Lincoln, NE

Time Warner Cable

C-SPAN Channel 19
C-SPAN2 Channel 20
C-SPAN3 Channel 215

Little Rock, AR

Comcast

C-SPAN Channel 52
C-SPAN2 Channel 67
C-SPAN3 Channel 105

Long Island, NY

Cablevision Systems

C-SPAN Channel 20
C-SPAN2 Channel 19
C-SPAN3 Channel 102

Los Angeles, CA

Time Warner Cable

C-SPAN Channel 99
C-SPAN2 Channel 6
C-SPAN3 Channel 112

Memphis, TN

Time Warner Cable

C-SPAN Channel 15
C-SPAN2 Channel 16
C-SPAN3 Channel 212

Milwaukee, WI

Time Warner Cable

C-SPAN Channel 99
C-SPAN2 Channel 8
C-SPAN3 Channel 102

Minneapolis, MN

Time Warner Cable

C-SPAN Channel 21
C-SPAN2 Channel 72
C-SPAN3 Channel 223

Mobile, AL

Comcast

C-SPAN Channel 44
C-SPAN2 Channel 45
C-SPAN3 Channel 105

Montgomery Co., MD

Comcast

C-SPAN Channel 3
C-SPAN2 Channel 4
C-SPAN3 Channel 105

Nashville, TN

Comcast

C-SPAN Channel 49
C-SPAN2 Channel 55
C-SPAN3 Channel 128

New Haven, CT

Comcast

C-SPAN Channel 22
C-SPAN2 Channel 23
C-SPAN3 Channel 105

New York, NY

Time Warner Cable

C-SPAN Channel 64
C-SPAN2 Channel 60
C-SPAN3 Channel 130

Orlando, FL

Time Warner Cable

C-SPAN Channel 69
C-SPAN2 Channel 157
C-SPAN3 Channel 158

Philadelphia, PA

Comcast

C-SPAN Channel 78
C-SPAN2 Channel 87
C-SPAN3 Channel 105

C-SPAN3

6 million homes

Raleigh, NC

Time Warner Cable

C-SPAN Channel 59
C-SPAN2 Channel 60
C-SPAN3 Channel 120

Rochester, NY

Time Warner Cable

C-SPAN Channel 44
C-SPAN2 Channel 45
C-SPAN3 Channel 109

San Antonio, TX

Time Warner Cable

C-SPAN Channel 39
C-SPAN2 Channel 40
C-SPAN3 Channel 236

San Diego, CA

Time Warner Cable

C-SPAN Channel 20
C-SPAN2 Channel 23
C-SPAN3 Channel 123

Sarasota, FL

Comcast

C-SPAN Channel 18
C-SPAN2 Channel 23
C-SPAN3 Channel 105

Shreveport, LA

Time Warner Cable

C-SPAN Channel 53
C-SPAN2 Channel 54
C-SPAN3 Channel 121

Syracuse, NY

Time Warner Cable

C-SPAN Channel 35
C-SPAN2 Channel 36
C-SPAN3 Channel 133

Tallahassee, FL

Comcast

C-SPAN Channel 18
C-SPAN2 Channel 17
C-SPAN3 Channel 105

Tampa, FL

Time Warner Cable

C-SPAN Channel 25
C-SPAN2 Channel 51
C-SPAN3 Channel 129

Tucson, AZ

Comcast

C-SPAN Channel 44
C-SPAN2 Channel 69
C-SPAN3 Channel 105

Washington, DC

Comcast

C-SPAN Channel 17
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T H E P O W E R O F T H R E E

mean you should change yourself to become the flavor of the month? Absolutely not. When measured on any operating metric, cable has strung together four really great quarters."

Added Tom Wolzien, media analyst for Sanford Bernstein & Co.: "The irony of all this is that cable is better-positioned than any time in the past five years. They may well be in the process of leapfrogging DBS."

That looks about right. DBS companies are reporting slower growth, partly because cable operators have upgraded their own systems. And here's what else is right with cable: While the pace of digital-cable sales is slowing, they are still growing. MSOs are expected to boost digital penetration to an average of 35% by year-end, up from 27% last December. Cable executives who once believed digital would stall out at 30% penetration now believe 50% is achievable.

High-speed data is a less popular product, but unit growth is accelerating. Bank of America's Shapiro sees average penetration rising from 9% to 12.7%.

Video-on-demand seems to be developing into a real business. The numbers aren't good enough for MSOs to brag about—or even disclose—but studios and TV networks are starting to loosen up and provide quality product.

Industry executives and analysts say the big plus is how the industry's heavy capital spending is changing. After DBS companies started grabbing millions of customers with the multi-hundred-channel packages, operators have poured around \$65 billion into fundamental system upgrades since 1995. That has been a huge drain of about \$1,000 per subscriber, with some operators spending far more each year on capital expenditures—"capex" to the investing crowd—than they've generated in cash flow (thanks to friendly lenders).

Analysts say that campaign is over. Shapiro says that, except for AT&T, every major operator will have 90%-100% of its system rebuilt by the end this year. Capital investment will move away from fixed infrastructure serving all customers to equipment in the home like digital set-tops tied to immediate revenues.

"You should believe that the capex for highways is over," Wolzien said. "The need to spend capital for defensive positions to stop satellite is over." ■



Photos: Oscar & Associates Inc.

Visiting the ESPN booth were (l-r) ABC's Robert Iger, Disney's Michael Eisner, Insight's Michael Wilner, ESPN's George Bodenheimer and Wink's Maggie Wilderotter.

Ganging up on sports fees

At NCTA, applause for Cablevision's tiff with YES raises questions about ESPN

By Allison Romano

Cable operators are eyeing the lack of damage to Cablevision Systems from its refusal to carry the New York Yankees' regional sports network. In fact, it may be providing fresh ammo for negotiations with one of their biggest irritants, ESPN, which costs them dearly.

Yes, Yankees fans are screaming over Cablevision's failure to carry Yankees Entertainment & Sports (YES), but they're not canceling service in great quantities. Cablevision has lost just 10,000-20,000 of its 2.9 million subscribers over the fight.

Operators have seen themselves with little leverage in negotiations with ESPN, fearing subscriber revolt if ESPN went dark on their systems. But just as ESPN is tripping its annual 20% rate escalator, Cablevision Chairman Charles Dolan is giving them some hope.

"A lot are ruminating, 'If Chuck can get away, maybe I can get away with blowing ESPN off and let ESPN take the publicity hit,'" said Morgan Stanley analyst Richard Bilotti.

The CEO of one cable operator agreed: "There seems to be a sense of that, yes."

Debate over rising sports-programming costs of percolated at the National Cable Show last week. Operators like to say that 20% of customers watch sports and the other 80% pick up the tab. And, because they can pass only so much of the cost on to consumers, sports cut deeply into an operator's bottom line.

Several top MSO execs—even programmers Discovery Networks' John Hendricks and MTV Networks' Tom Freston—slammed YES and its chairman Leo Hindery at NCTA for trying to strong-arm Cablevision. The cable operator has resisted YES demands for \$2 per subscriber, instead offering to sell YES as a pay service.

YES has filed an antitrust lawsuit against Cablevision, which controls rival regional nets MSG Network and Fox Sports New York. MSG lost TV rights to the Yankees last year.

AT&T Broadband Chairman Bill Schleyer said, "Good partners don't say,

"I love a good idea.

So I picked up the phone, I called Oxygen,
and I said, 'I want to do a show.'

'Here's the contract; here are the terms. Put it on or we'll sue you.' I support the Dolans fully. The are standing up for the subscriber." The Dolan family controls Cablevision.

Cox Communications Chairman Jim Robbins chimed in, "I called Chuck two weeks ago and said, 'Hang in there. You're doing the right thing.'"

YES Chairman Hindery was dismayed by the backlash. "If the industry wants to have the à la carte debate, then it needs to have the debate about every service on basic."

Top Disney and ESPN brass, headed by Disney Chairman Michael Eisner and President Robert Iger, tried to cozy up to the cable industry in New Orleans. Eisner, in a rare appearance at a cable convention, hosted a dinner for top MSO executives. Iger was featured in a general-session panel. They're also pushing to increase rates for ABC Family, which Disney acquired from Fox last year.

"We have nothing to be apologetic about and everything to be proud of," said Iger. "We don't need to be defensive about the rates we are charging because of the value we deliver."

ESPN inflicts the deepest wounds, with an average \$2 per subscriber. The sports net is seeking 20% rate increases, thanks in part to its new National Basketball Association contract, which kicks in next season. "We take the brand and utilize it in at least 25 different ways to support operators," ESPN President George Bodenheimer said last month at a press conference. "We believe we are worth every penny we seek and operators agreed to pay us."

MSOs did, to their chagrin, agree to the escalators in ESPN's carriage deals. But, as one cable executive warned, "Those contracts won't last forever."

In negotiating carriage for another cable net, ESPN is usually Disney's best bargaining chip, although Disney has a mighty weapon in ABC: Operators need retransmission consent to air local ABC O&Os. Operators could take a shot at ESPN's splinter services: ESPN2 (ESPN leverage fueled its growth into 82 million homes), ESPN Classic and ESPNNews.

In the end, it may be easier for a cable system to say no to YES: After all, ESPN has a lot more than baseball, and, as sports pros know, "fan" is derived from "fanatic." ■

Putting the V in VOD

By Allison Romano

Broadcast networks and studios may be willing to support cable operators' video-on-demand efforts by supplying programming at no cost, but only until the service gets going.

Last week, Fox agreed to license 24 and FX original drama *The Shield* to Cablevision for a free-VOD trial. The series will be available immediately after episodes run on the networks. In exchange, Cablevision will bombard its 3 million subscribers with promos for them. The deal runs through the summer, with an option to renew.

"We're not sure this is the right model," said News Corp. President and COO Peter Chernin at the NCTA convention last week. "The right model may involve some pay."

Because *Shield* and 24 are co-produced by Fox Television Studios, which distributes them domestically, navigating rights is easier. And it's a small play: Cablevision offers VOD in only about 25,000 homes.

Operators have been pining for programming to distribute over their digital systems. But programmers and studios have fretted over giving away content.

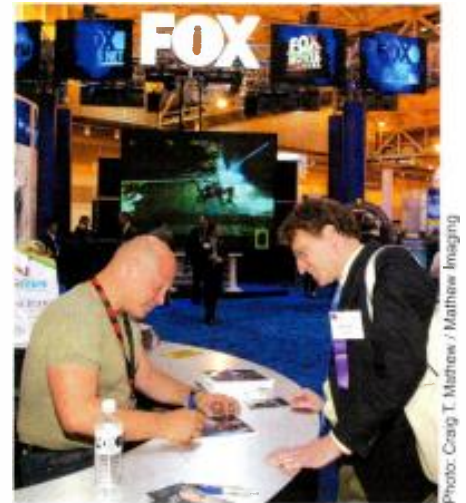
"Giving it away for free is very dangerous," Walt Disney President Robert Iger said last week. "Maybe early on to whet people's appetites, but, to make this work, we have to get people to pay for it." Even so, he's willing to make ABC content available.

NBC and Comcast recently unveiled plans to deliver the *NBC Nightly News*, *Dateline*, *Today* and local news from NBC O&O WCAU-TV Philadelphia on demand. The network is considering free trials with other cable operators.

"This is an ideal way to learn about people's habits. We ultimately may want to charge," said an NBC spokesperson. Down the line, NBC could offer *The Tonight Show With Jay Leno* for a VOD play.

VOD is the so-called "third bucket" of

Networks, studios willing to seed trials in hopes of reaping revenue later



Fox has licensed FX original *The Shield* for Cablevision's free video-on-demand trial. Here, star Michael Chiklis (l) autographs a photo for a fan during the NCTA show.

cable revenue, complementing video and data for operators and license fees and advertising for programmers. Operators also hope VOD will help stem digital churn.

VOD services, though, haven't been widely tested. What subscribers will buy and how much they'll pay is anyone's guess.

The Fox-Cablevision test may help break the logjam that has stalled VOD.

Turner Broadcasting Chairman Jamie Kellner said he could see Cartoon Network fare, CNN's *Crossfire* and short windows to TNT and TBS movie libraries offered on demand. But, if commercials aren't being watched, he added, "it should go into some pay or subscription model."

Network execs worry about eroding ad rates if consumers skip by commercials with VOD's VCR functionality.

"We need ways to replace ad revenue," said Discovery Communications Chairman John Hendricks. Discovery recently unveiled a free VOD and subscription VOD service. On the free service, Discovery will offer advertisers space for long-form commercials. ■

**“You’ve never seen anything like this
on television ever before.”**

This time, smaller was OK

Fewer bells, whistles and attendees, but NCTA show was no bum trip

By Allison Romano

At the National Cable Show, a wax replica of Rudy Giuliani was enough to draw a crowd. Unlike boom-time cable shows, when droves of dancers and live bands would light up the confab floor, the only stunts worthy of a traffic jam last week were an appearance by *The Shield* bad cop Michael Chiklis and Madame Toussaud's wax rendition of New York's former mayor.

This year's show was short on stunts and tchotchkes (ABC Family's plastic beach bag was the crowd favorite), but organizers and attendees agreed the industry turned out in full support.

Big-name execs were purposely visible on panels, at press conferences and touring the floor. Walt Disney Chairman Michael Eisner and President and COO Bob Iger walked the hall, even sneaking in late to a session featuring ESPN and ABC Cable execs. Iger joined an all-star general-session panel on day two with MTV Networks Chairman Tom Freston, Discovery Chairman John Hendricks, Turner Broadcasting Chairman Jamie Kellner and News Corp. President and COO Peter Chernin. Cable titans like Comcast's Brian Roberts and Cox Communications' Jim Robbins highlighted operator appearances.

"Even on the third day, we have a full house at the closing session. That's a good sign," said NCTA President and CEO Robert Sachs after the closing lunch that featured top-MSO execs.

Total attendance, meanwhile, dropped 30% to a little more than 17,000 attendees. The National Cable & Telecommunica-

tions Association, which puts on the convention, said it planned for 15,000 to 20,000 people, down from 24,000 last year in Chicago. The number of exhibitors was down 20%, to about 200.

"We had to get creative. We really turned this show on its ear," said Maggie Wilderotter, chair of NCTA's convention committee and president of Wink Communications.

Most programmers, finding it hard to rationalize a \$1 million-plus booth, pulled their exhibits from last December's Western Cable Show. Most have their distribution deals: 34 channels reach more than 70 million subscribers. And consolidation among cable operators means fewer people to meet with. Many technology companies that littered the show three years ago are out of business.

The NCTA moved the general sessions, panels and pressroom to the floor and introduced executive suites as a cheaper exhibiting option. The booths-in-a-box—priced between \$60,000 and \$160,000—featured meeting rooms and were easy to customize with signage and TVs (Comcast videogaming net G4 even squeezed in a small arcade).

The downside, booth dwellers lamented, was that the 20 suites were pushed out to the hinterlands: good for holding quiet meetings but bad for buzz.

"It's a little like being in the Witness Protection Program," quipped Court TV CEO

Henry Schleiff. "But it's comforting to see some big players experimenting with this." HBO, Showtime, Comedy Central and E! Entertainment Television were among programming heavyweights joining Court TV in the suite village.

Sachs said NCTA will reconsider the layout before next year's show in Chicago; NCTA staff will go to the Windy City soon to see if this year's layout can be replicated.

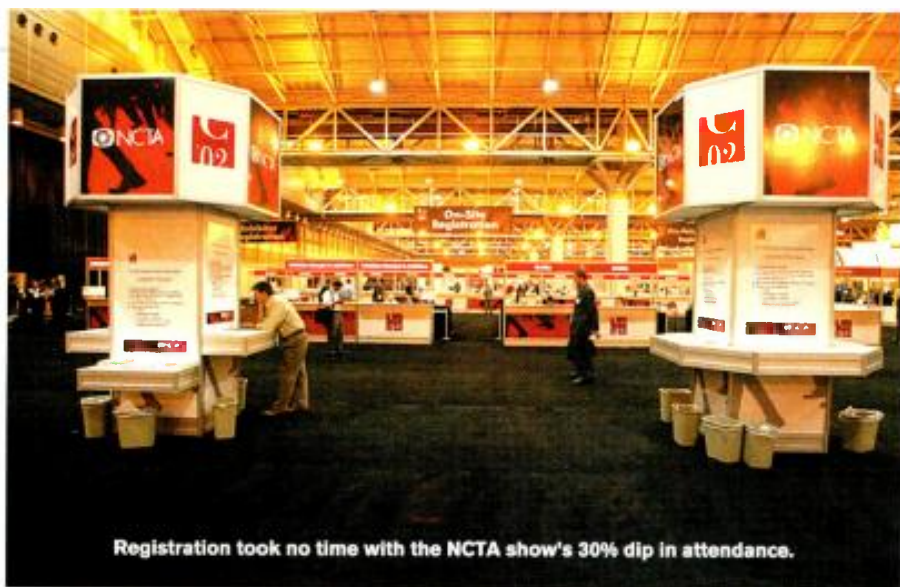
"The action is on the floor, and they can't go over because they have their booth duties," said Fox Cable Executive Vice

President of Affiliate Sales Lindsay Gardner. A booth, he said, gives his channels, which include FX, National Geographic and Speed Channel, a stronger presence. "It's more fun to host a dinner than go as a guest."

Still, said Time Warner Cable CEO Glenn Britt, "This is better than having them go away to the hotels." At the Western Show,

some programmers paid \$14,000 to be "participants" with hotel suites for meetings and access to the show.

At the booths, meanwhile, exhibitor staffs were noticeably smaller. There were fewer people greeting visitors and giving demonstrations. Many exhibitors cut booth personnel 25%. "We're here making a statement with a booth, but we evaluated every person coming and what they'd do," said Hallmark Channel Senior Vice President of National Distribution Ron Garfield. "This is not a paid vacation." ■



Registration took no time with the NCTA show's 30% dip in attendance.

Photo: Craig T. Mathew / Matthew Imaging



"Really, how long do you expect me to keep this quiet?"

- Oprah Winfrey

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Before long, everyone will know about Oprah's brand-new show. It's coming this fall, every weeknight, only on Oxygen. What's it about? Well, that's still a secret. But not for very long.

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N C T A W R A P - U P

WILNER RE-UPPED

The National Cable & Telecommunications Association re-elected Chairman **Michael Wilner** at its annual convention in New Orleans. The Insight Communications president was supposed to be succeeded by **Jerry Kent**, but the CEO of Charter Communications quit last September and new Charter Chairman **Carl Vogel** was considered too new to the NCTA board to step up. The NCTA named Time Warner Cable Chairman **Glenn Britt** vice chairman. He will likely succeed Wilner next year. Re-elected secretary and treasurer, respectively, were Adelphia Chairman **John Rigas** and Comcast President **Brian L. Roberts**.



Playboy Enterprises CEO Christy Hefner was honored with one of NCTA's two top Vanguard Awards last week.

VANGUARD WINNERS

NCTA honored 10 industry leaders with its Vanguard Awards at a well attended reception Tuesday evening. The top prizes went to Cablevision Chairman **Charles Dolan** and Playboy Enterprises Chairman and CEO **Christie Hefner**. Because Dolan stayed home to care for his ill wife, his award

was accepted by their son, **Jimmy**, the Cablevision CEO.

Other winners: **Bill McGorry**, Reed Business Information, the publisher of *BROADCASTING & CABLE* and *Multichannel News*; **Edward Carroll**, Bravo and the Independent Film Channel; **Ellen East**, Cox Communications; **Herb Scannell**, Nickelodeon, TV Land and TNN; **David Fellows**, AT&T Broadband; **John Rigsby**, Time Warner Cable; **Joe Waz**, Comcast Corp.; and **Len Fogge**, Showtime.

FLOOR WALKER

Cable network **Oxygen** ordered 13 episodes of new weekly half-hour series *Candice Checks It Out*, starring **Candice Bergen**. It is scheduled to debut this fall. In another programming move from Oxygen, *Women & the Badge*, which airs on Sunday nights, has been renewed for a second season. ...

Wendy's will become a presenting sponsor for 13-week documentary series *Adoption*, which will premiere in June on **The Hallmark Channel**. The cable network will also partner with **Wendy's Dave Thomas Foundation** to produce spots within the shows; sources valued the deal at \$1 million. The foundation promotes adoptions (Wendy's founder, the late **Dave Thomas**, was adopted). It's "an enormous partnership," said Hallmark chief **Lana Corbi**. The network will also tie in with local cable systems, including the **Cox Cable fran-**

chise in New Orleans, to push adoption and foster care. ...

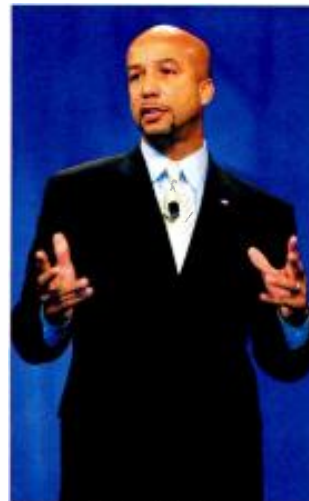
Jamie Kellner, chairman and CEO of **Turner Broadcasting Systems**, says that, if personal video recorders like **TiVo** and **ReplayTV** are going to allow viewers to zap commercials, consumers should pay for the privilege—as much as \$250 a year, or buy cheaper PVRs that eliminate the feature. At an off-the-record dinner with **AOL Time Warner** executives and the media, Kellner said he worries that PVRs installed in set-top boxes threaten to destroy commercial TV, which he argued is already a fragile business. (He later consented to have those off-the-record remarks made public.)

THE ART OF THE DEAL

Fine Living, Scripps' new digital lifestyle network, is partnering with the *Wall Street Journal* on a new original series inspired by the paper's *Weekend Journal*. ...

Discovery Channel's ad sales chief **Bill McGowan**, re-upped with **Discovery Communications** and is adding new duties. McGowan will now be EVP and GM for U.S. ad sales and global integrated partnerships, heading **Discovery's** U.S.-based media sales group, including its 11 domestic channels and **BBC America**. He's also leading **Discovery's** recently unveiled HDTV and video on demand services. ...

National Geographic and **Speedvision** will soon join **Cable One's** digital lineup.



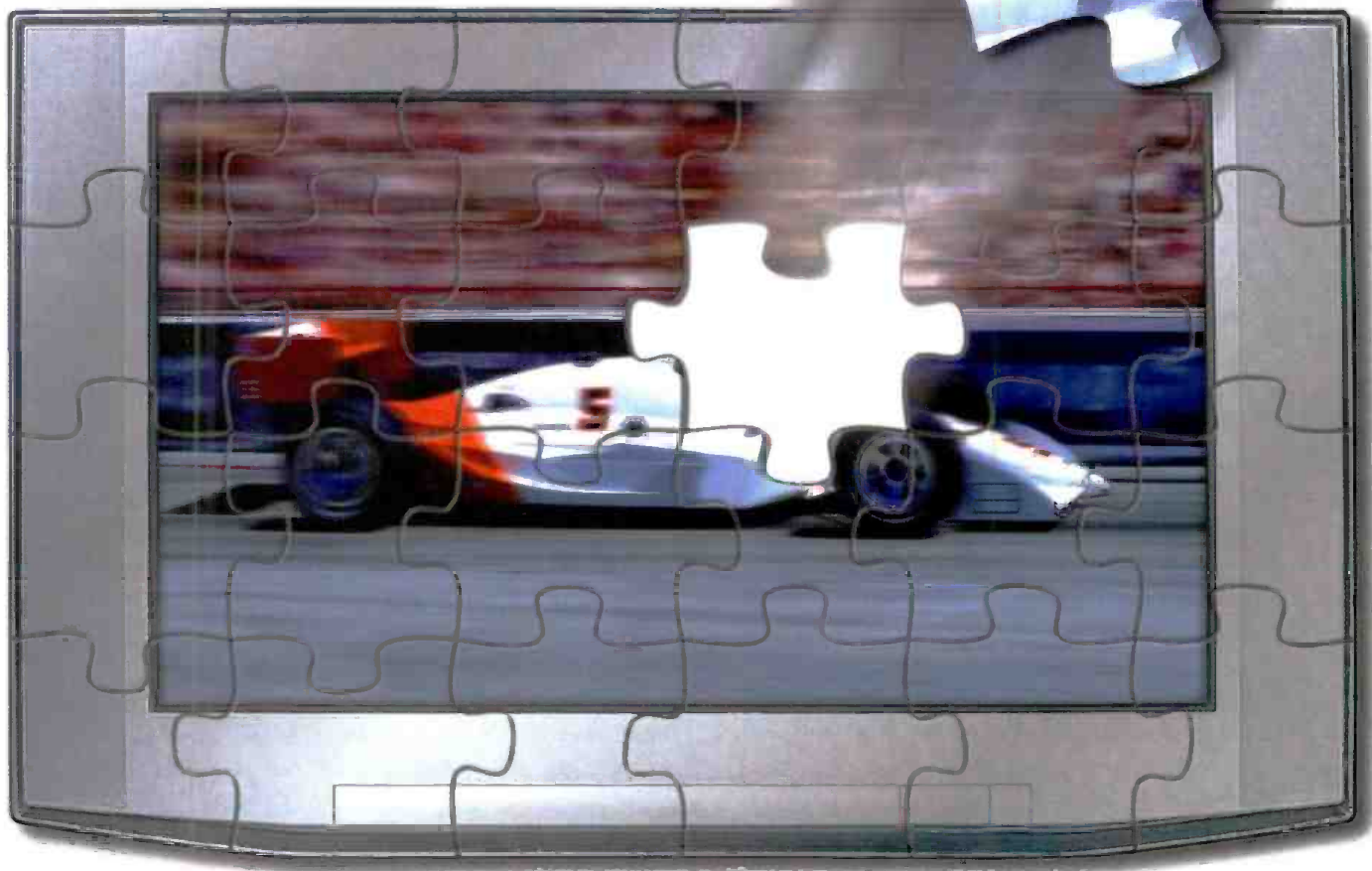
New Orleans' new mayor, C. Roy Nagin, head of **Cox Cable's** New Orleans franchise, received a standing ovation when he addressed an NCTA session.

The networks, both part of the **Fox Cable** family, have signed separate carriage deals with **Cable One**. The **Speedvision** deal calls for a "timely" rollout in **Cable One's** **NASCAR** hotbed markets in Alabama, Texas and Arizona. In a separate deal, **Fox Sports Digital Nets**, a trio of regional sports channels, signed a carriage deal with the **National Cable Television Cooperative**, a broker for small cable operators. NCTC represents 13 million subscribers and negotiates volume discounts. ...

Fox News Channel now reaches 95% of **Comcast's** 8 million subscribers after picking up 52,000 new Comcast homes. **Fox News** is launching on **Comcast's** **Grey, Tenn.**, system (22,000 subs) and **Ocean City, Md.**, systems (30,000), pushing the network's total distribution near 80 million homes.

Photos: Oscar & Associates Inc.

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Dobbs stock still grows at CNN

CNN's Moneyline has come all the way back, along with its powerful host

By Dan Trigoboff

CNN celebrates this week the one-year anniversary of the return of its once and present business-news maven—touting the ratings supremacy of *Lou Dobbs Moneyline* over CNBC competitor *Business Center* and the huge gains over *Moneyline* without Dobbs.

CNN says it has doubled its own ratings while doubling those of *Business Center* with the return of Dobbs, who created *Moneyline* in 1980 and anchored the program until 1999.

Dobbs thought it would take six months to a year to re-establish his presence, but CNN says the gap was closing as early as August. The following month the terrorist attacks on the U.S. brought a phenomenal wave of viewers to CNN, and *Moneyline* went well into million-plus viewership in several weekly averages.

But even with significant drop-offs in viewership as the intensity of that story tapered off, *Moneyline* still retained a six-figure viewership lead over *Business Center* and a 158% increase last month over its own ratings the same month last year—before Dobbs' return.

And CNN notes that *Moneyline's* gains for April over the previous year are twice the overall network's gains. The main factor for *Moneyline's* boost, CNN says, is Dobbs.

"Looking at it from any objective basis," says Bruno Cohen, CNBC's executive vice president for business news, "their numbers have been good. The independent variable is the effect of major news events on a network whose branding identity is covering major news events. There's been a complete paradigm shift for news beginning on September 11."

The gains in business-news viewership not only at CNN but also at Fox, Cohen says, speak to the benefit of being on a more general-news network during a big news story.

Meanwhile, Cohen says, "for business



This is business news for know-it-alls. This broadcast is aimed at the highest common denominator'

—Lou Dobbs, CNN

news, the environment has been shifting. The market has been a terrible story. But there are big, geopolitical stories out there. The rhetorical question for advertisers is, if you're paying a premium to advertise on business news, do you want a program that's focused on business news or one that's offers business news and general news. I've got the most upscale, influential, educated audience in television history, and our job is to satisfy those viewers and keep that audience."

Dobbs, whose shows last week went to the Middle East before Wall Street, embraces the notion that his is a more gen-

eral business-news show. "The broadcast has always been about the political economy," Dobbs says, noting that he was on-site during the Gulf War in 1991. "We've always had a broader context. I cannot think of any part of this news environment—education, war ... that does not influence or is not influenced by economics and our standard of living. This is business news for know-it-alls. This broadcast is aimed at the highest common denominator. The broader inclusion in the *Moneyline* show is just being a part of CNN, part of the brand ... that's why I came back."

Neil Cavuto, whose business-news show on Fox has also shown dramatic growth in the past year and peaked at more than a million viewers in the post-9/11 environment, agrees with the broad view. "I don't have the interest or the inclination to do a market-wonk show. It may seem cliché to talk about how Main Street is connected to Wall Street, but we have to present business news in a way that interests the general-news viewers as well. The jury's still out on whether we'll ever return to any sense of normalcy in the post-9/11 world."

For Dobbs, there have been some distractions. Dobbs was criticized for commentaries defending Enron auditors Arthur Anderson from the Justice Department's pursuit; critics cited ties Dobbs had to the company through paid speeches, past show sponsorship and its auditing of the books of a company in which Dobbs holds an interest. Dobbs maintains those relationships hardly add up to favoritism, and says he remains proud of the commentaries.

His return to CNN, however, has been "a damned ball. I wouldn't have missed this news cycle for anything." ■



Spring
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GUIDE

TO CABLE INDUSTRY
WEB SITES

2002

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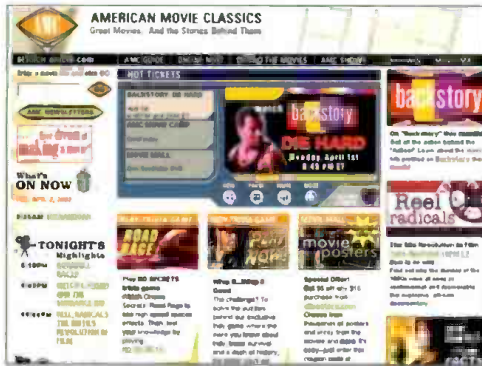
Introduction

It seems unimaginable that in 1994 there were only about 3000 Web sites on the Internet – or that the internet itself was then generally regarded as a shadowy, exotic realm accessible only to an elite group of tech-nerds hunched over their keyboards late into the night, exchanging arcane secrets in indecipherable languages. Today there are an estimated 2.5 million web sites with new ones being launched on what seems to be an hourly basis.

Today, the web can still be a complex and baffling place without a road map.

Hence this guide, which shows at a glance some of the valuable information and resources that are only a mouseclick or two away at industry-related websites.

NETWORK CONSUMER



AMC
amctv.com

From soaring epics to heart pounding action movies, amctv.com is your inside ticket to the fascinating world of movies and moviemaking!

- Enjoy exclusive content
- Play interactive games & trivia
- Weigh in with polls, movie reviews, discussion boards
- Enter exciting contests & sweepstakes
- Print program schedules
- Bring home the movies at our Movie Mall
- Receive email program reminders
- More!



BLOOMBERG TELEVISION
www.bloomberg.com

The BLOOMBERG TELEVISION® website is a sub-site of www.bloomberg.com, Bloomberg's corporate site. Log on to the BLOOMBERG TELEVISION area for breaking business and financial news headlines and popular multi-media tools. With a click of the mouse, visitors can watch BLOOMBERG TELEVISION live via streaming video or register for BLOOMBERG® Television Alert. With Television Alert, whenever user's selected keywords are mentioned on BLOOMBERG TELEVISION they receive an email with the segment transcript and video clip.

NETWORK CONSUMER



BRAVO NETWORK
www.bravotv.com

Through bravotv.com, Bravo is committed to driving cable modem sales and helping pave the way for new interactive services. Compelling, interactive initiatives like "Interact With Inside the Actors Studio" offer Bravo's viewers an engaging interactive experience, leading the way for future services. In addition, bravotv.com has now incorporated Go2Broadband, an initiative established by CableLabs® to drive cable modem sales by providing site visitors instant access to information about cable modem service in their area.



C-SPAN
www.c-span.org
Public Affairs on the Web

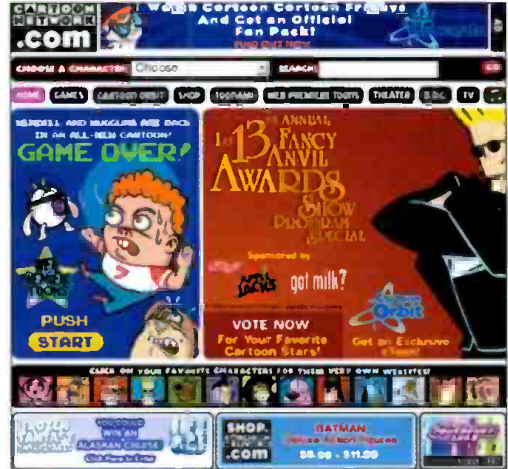
C-SPAN.org offers access to the current events, issues and history that shape the nation. Watch live events online and check schedule information for C-SPAN programming. Take advantage of educational opportunities with C-SPAN in the Classroom and explore the world of nonfiction books with Book TV. Tune in to C-SPAN's new series, *American Writers: The 20th Century* and visit the site for information about the selected works and writers, an online book club and archived video from the series. Visit c-span.org for schedule information or to link to other public affairs resources from C-SPAN. For resources to help you market your cable system, visit c-span.org/affiliates.

NETWORK CONSUMER



CRN NETWORKS
www.CRNi.net
The Radio Channels

CRN Networks offers six themed channels of talk radio programming that provide added value to your analog and digital cable customers. Program highlights include Radio America, comedy, sports talk, Wrestle Talk, UFO Sightings, lifestyle and travel programming, and nationally known talk show hosts like Bob Dornan and Michael Savage. CRN also offers a customized digital music on hold service. Visit www.CRNi.net for more information or to listen live 24 hours a day!



CARTOON NETWORK
www.cartoonnetwork.com

CartoonNetwork.com is the online home of original cartoons like The Powerpuff Girls, Dexter's Laboratory and Samurai Jack, as well as animated classics like Scooby-Doo. In the Cartoon Orbit community, millions of fans collect and trade digital cards of their favorite stars. A wildly popular Games area and the anime-themed Toonami.com have generated record-breaking traffic for the site.

NETWORK CONSUMER



CINEMAX
www.cinemax.com

Check out Cinemax.com and get closer to your favorite movies - with original web programming and fan communities:

- Live events and chats with movie stars and directors featured on Cinemax
• Discussion boards and chat rooms
• Background information on Cinemax's exclusive Reel Life documentary series
• Complete Cinemax programming schedule and a downloadable monthly guide
• Online Cinemax sign-up



CNN
CNN.com

CNN.com is among the world's leaders in online news and information delivery. Staffed 24 hours, seven days a week by a dedicated staff in CNN's world headquarters in Atlanta and in bureaus worldwide, CNN.com relies heavily on CNN's global newsgathering team of almost 4,000 news professionals. CNN.com features the latest multimedia technologies, from live video streaming to audio packages to searchable archives of news features and background information. The site is updated constantly throughout the day.

NETWORK CONSUMER



**CNNfn
Money.com**

The CNNfn Web site draws on the full editorial resources of CNN and Time Inc. and utilizes AOL's easy-to-use and convenient functionality. The new destination focuses on breaking financial news, up-to-the minute market and industry coverage for at-work business visitors and in-depth advice and planning tools for at-home personal finance visitors.



**CNN en Español
CNNenEspanol.com**

CNNenEspanol.com is CNN's award-winning Spanish-language Web site that offers comprehensive, breaking global news, information and event coverage for Latin America. Leveraging the resources of the CNN News Group's global newsgathering operation of more than 3,900 news professionals, 42 bureaus and a network of more than 850 broadcast affiliates, CNNenEspanol.com brings users the world's top Latin American, International and U.S. news stories, as well as global business and financial news, special in depth sections and weather reports and forecasts for over 10,000 world cities. The site also offers information on sports, technology, entertainment, health and travel as well as chats with newsmakers and a community message board.

NETWORK CONSUMER



**CNN/SPORTS ILLUSTRATED
CNNSI.com**

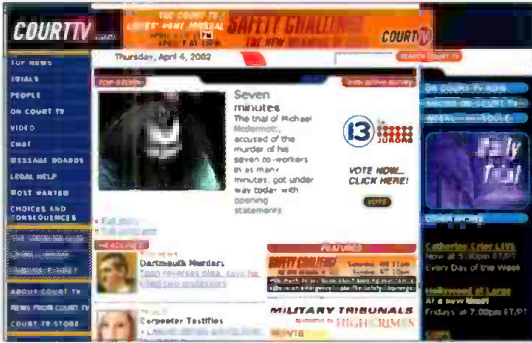
CNNSI.com is AOL Time Warner's sports Web site, the home of Sports Illustrated on the Web and the sports site for CNN.com and CNN/Sports Illustrated, the sports news network. The site features up-to-the minute scores, news, statistics and analysis of domestic and international sports, as well as free fantasy sports, live streaming video and a local sports section for more than 150 cities. The site features the renowned journalism and photography of Sports Illustrated and content from CNN/Sports Illustrated, as well Turner Sports' NBA, golf and motor sports coverage.



**COMEDY CENTRAL
www.comedycentral.com**

comedycentral.com is the ultimate destination on the web for comedy seekers. Visitors find extras for the shows they love, plus joke-of-the-day, games, downloads, contests, a full TV schedule and other just-for-the-web content. Users can even take home a bit of Comedy Central with our online store. Web surfers who need a laugh break come to comedycentral.com.

NETWORK CONSUMER



COURT TV
CourtTV.com

CourtTV.com is the award-winning Web site for Court TV. On it you'll find the latest updates on Court TV's trials, including video of key testimony, a verdicts directory, viewer polls, the nation's latest legal news, live chats and message boards, programming information on all of the network's primetime shows, episode descriptions and mini-sites devoted to Court TV documentaries and original movies. *Choices and Consequences*, our public service initiative is also featured. TheSmokingGun.com and CrimLibrary.com are integrated within the site, offering a wide range of distinctive crime and justice resources.



DO IT YOURSELF NETWORK
DIYnet.com

If you're looking for concise and complete do-it-yourself step-by-step instructions, DIYnet.com is the website for you. With more than 7,500 projects on topics ranging from crafts and decorating to home improvement and hobbies, completion of your next DIY venture is just a click away.

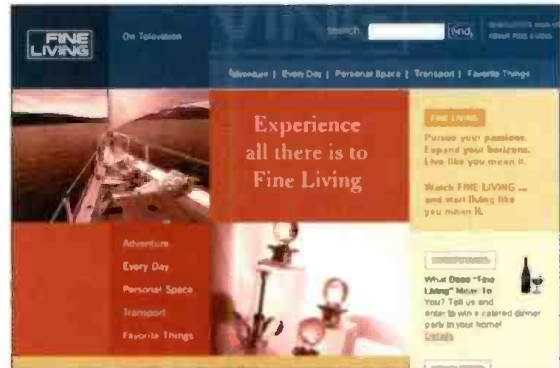
Think of DIYnet.com as your "encyclomedia" of do-it-yourself information. With DIY, just Watch. Click. Print. Do!

NETWORK CONSUMER



E! ONLINE
www.eonline.com

E! Online is the number one entertainment news Website, providing the latest daily news and celebrity inside information in a fun, irreverent tone. E! Online presents up-to-the-minute entertainment news, original features, gossip, celebrity interviews, special live event and award show coverage, as well as in-depth information on all E! programming including *True Hollywood Story*, *Wild On*, *Revealed* and *Rank*. Popular columns featured on the site include *Fashion Police*, *The Awful Truth* by Ted Casablanca, *Watch with Wanda*, and *Movie Scoop* by Anderson Jones.



FINE LIVING NETWORK
FINELIVING.com

The first television Website dedicated to the pursuit of personal passions and making every moment count, FINELIVING.com is a powerful companion to the Fine Living Network. Along with air times for all our shows, from *Radical Sabbatical* to *The Great Adventure*, FINELIVING.com provides resources you can find nowhere else. Take an in-depth look at the Corvette; learn about Beauty Boot Camp, where positive thinking is as important as losing pounds; visit Bill Wilson, who walked away from a lucrative job to pursue his dream to run a winery. FINELIVING.com is all about inspiration, information and the resources to make your dreams come alive.

NETWORK CONSUMER
FOOD NETWORK
 FoodTV.com

Food Network's website, is the perfect accompaniment to your favorite Food Network shows. The site is easy to use, with complete programming schedules, information about Food Network chefs and shows, and, of course, lots and lots of good food. In addition to more than 20,000 recipes, the newly expanded website features innovative articles, tips for holidays and special occasions, five different areas that explore all aspects of food, from cooking basics to travel to wine, and a recipe and menu search page that can locate your favorite dishes in seconds.


GAME SHOW NETWORK
 www.GameShowNetwork.com

GameShowNetwork.com is an exciting virtual playground! Log-on and play sync-to-broadcast games, win cash and prizes, watch streaming video clips, chat with new friends, send e-cards to old ones, enter contests and sweepstakes or boost your trivia IQ. Anyway you play.. GameShowNetwork.com puts you in the game!

NETWORK CONSUMER
HALLMARK CHANNEL
 hallmarkchannel.com

hallmarkchannel.com is the place to go for the stories behind-the-scenes on Hallmark Channel. Sneak previews of upcoming Hallmark Channel originals, exclusive behind-the-scenes video, cast interviews, photo galleries and the latest sweepstakes enhance the entertainment experience. Innovative and useful features include up-to-date program schedules, a monthly newsletter and "My Hallmark Channel," which provides e-greetings from Hallmark, plus customizable show reminders.


HBO
 HBO.com

Check out HBO.com to get closer to your favorite HBO shows featuring exclusive online entertainment and fan communities:

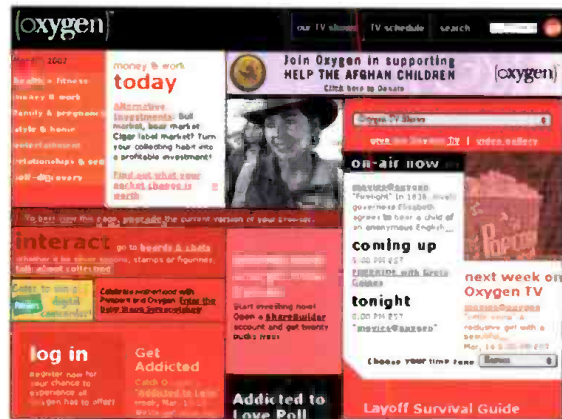
- Live events and chats with HBO stars
- Original web programming
- Discussion boards and chat rooms
- Games and polls
- Video clips from your favorite shows
- Exclusive kids entertainment web site
- Complete HBO programming schedule and a downloadable monthly guide
- Online HBO sign-up

NETWORK CONSUMER



OUTDOOR LIFE NETWORK
www.OLNTV.com

On the Outdoor Life Network site, you'll discover shows that will help you take your outdoor adventures to the next level. Shows that will inspire you to push yourself to the limit when you're skiing, hiking, fishing, cycling or doing anything outside. You'll also find the latest news direct from leading outdoor adventure magazines. Plus, OLN is the official English language site of the Tour de France. So before you head outside, go to www.OLNTV.com.



(oxygen)
oxygen.com

Oxygen entertains women in a revolutionary new way. Our programming reflects the best that women see in themselves: their curiosity, boldness, irreverence, diversity and passion for life. We connect women to their whole world with shows that are funny, wise, provocative, invigorating and captivating. Millions of women watch our television shows and come to Oxygen.com to talk about them, use our tools, meet our experts and talk to one another. Come see why Oxygen is fresh media for women, on TV and online.

NETWORK CONSUMER



PAX TV
www.pax.tv

PAX TV has launched a new and improved website at www.pax.tv. The site offers a sleek, exciting design that complements the network's on-air look and provides an array of new features for fans. The new website includes more in-depth programming information, improved message boards and forums, and a new on-line store for PAX-related merchandise.



QVC
QVC.com

For Quality, Value and Convenience, shop with QVC's top-rated Web site. You'll find nearly a million products over a wide range of categories, including jewelry, fashion, beauty, electronics, and home décor. Watch QVC TV on the Web. Check out our Today's Special Value. And use our LiveHELP for instant online Customer Service.

NETWORK CONSUMER



HOME & GARDEN TELEVISION
HGTV.com

Whether you're remodeling a room or redoing your landscape, hgtv.com is the source for everything home and garden! Visitors can get in-depth info about their favorite shows and hosts, search thousands of step-by-step projects, and chat live with HGTV experts. Plus, stay in the know by signing up for our free e-mail newsletter, *HGTV Ideas*.



THE INDEPENDENT FILM CHANNEL (IFC)
www.IFCTV.com

IFCTV.com was developed with the objective of driving cable modem sales. As the online companion to The Independent Film Channel, IFCTV.com offers an extensive array of video, audio, and other multimedia content best viewed through a broadband connection.

In addition, IFCTV.com has now incorporated Go2Broadband, an initiative established by CableLabs® to drive cable modem sales by providing site visitors instant access to information about cable modem service in their area.

NETWORK CONSUMER

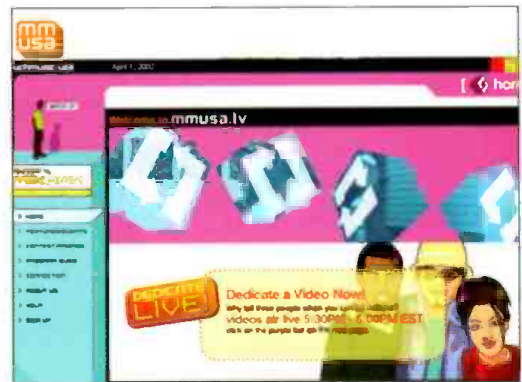


IN DEMAND
www.indemand.com

INDEMAND.com is the most comprehensive source of up-to-date, accurate pay-per-view information online. Designed to drive pay-per-view buys, it offers complete schedules and comprehensive movie, event and sports package information.

Frequent promotions like the highly successful Mega Movies, drive buys and contribute to a growing opt-in consumer database used for targeted marketing initiatives.

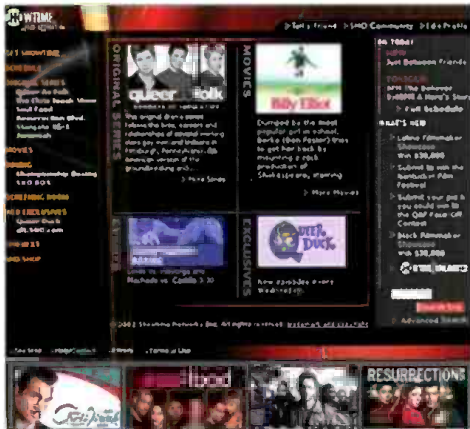
Look for a new and enhanced INDEMAND.com - launching Summer 2002.



muchmusic usa
www.mmusa.tv

Be heard. Viewers take control of music television @ mmusa.tv. Our community of music fans tells us what's cool, giving them a voice and choice in the music programming they see on muchmusic usa. Viewers get involved by uploading their text messages, audio and video commentary and the music videos they create using software provided @ mmusa.tv. The site delivers a unique entertainment experience with programming information, artist promotions and contests, customizable e-greeting technologies and access to exclusive video clips not shown on-air.

NETWORK CONSUMER



SHOWTIME
SHO.com

Showtime's website SHO.com provides extensive information on:

- The Showtime Unlimited Package
- Hollywood Hits and Showtime Original Pictures
- Original series websites including Queer As Folk, Soul Food, The Chris Isaak Show and Jeremiah
- Showtime Championship Boxing
- Programming schedules, celebrity chats, video previews, virtual set tours
- Exclusive online content (Queer Duck)



STARZ ENCORE GROUP
www.starzsuperpak.com

This fully loaded consumer site has the latest information on all 12 STARZ Super Pak channels, including:

- Programming Schedules and a Special "Remind Me" Feature
- Movie Search
- Screening Room
- Upcoming Feature Films with Synopsis and Cast Information
- "Request the Super Pak" Feature
- About Us
- Career Opportunities

NETWORK CONSUMER



SUNDANCE CHANNEL
www.sundancechannel.com

Sundance Channel online provides an informative and up-to-date companion to Sundance Channel programming, including:

- A comprehensive program guide and searchable film finder.
- In-depth information on the people, places and events of the independent film community.
- Background information and interviews on the Sundance Channel original program Anatomy of a Scene
- Weekly updated news digest from 24 Frame News.
- Customizable Members Services, including a monthly e-guide and weekly programming updates.



THE WEATHER CHANNEL®
weather.com

With over 12 million unique visitors and 350 million pageviews every month, weather.com ranks Top 5 among news and information web sites and #3 among cable television-related sites. We're the world's leading source for weather on the web with:

- Forecasts for over 80,000 locations worldwide
- Weather-related lifestyle information for travel, health, golf and more
- Spectacular weather video

The industry leader in ITV and Broadband.

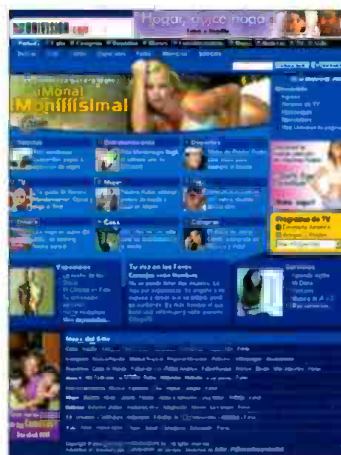
Our weather content is optimized for Broadband and ITV applications. Leverage our brand recognition and software to power your Web, Broadband and ITV initiatives.

NETWORK CONSUMER



TURNER CLASSIC MOVIES
Turnerclassicmovies.com

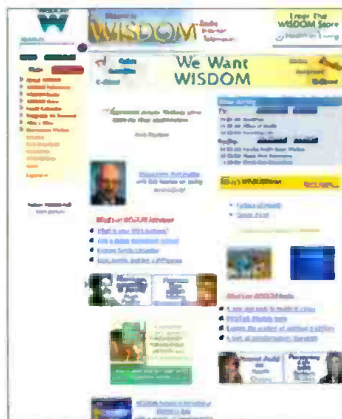
Turnerclassicmovies.com is the leading online destination for classic movie lovers featuring monthly streaming video content such as movie trailers and clips, as well as photo galleries, message boards, polls, trivia and games. The site provides visitors movie search capabilities by genre, star, director and year of release and an extensive interactive program schedule that includes personalized email notification.



UNIVISION
www.univision.com

Univision Online (www.univision.com) is the most popular Spanish-language internet destination in the United States. It caters to Hispanic Americans by offering them culturally relevant entertainment, news, sports and services. Univision Online provides an unparalleled experience that entertains, educates, and empowers the nation's online Hispanics by leveraging the power of America's leading Spanish-language broadcaster, the Univision TV Network.

NETWORK CONSUMER



WISDOM TELEVISION
www.wisdommedia.com

The \$230 Billion Mind, Body, Spirit and Earth industry is supported by WISDOM Media Group's Consumer Website. Over 128 million adults are actively involved in the category and www.wisdommedia.com is a reliable resource for programming schedules, events and conferences, in-depth chat discussions, radio streaming, and on-line store for books, tapes, audios and other related products. WISDOM Television, Radio and Internet appeal to Everyone who wants to live a happier, healthier life.

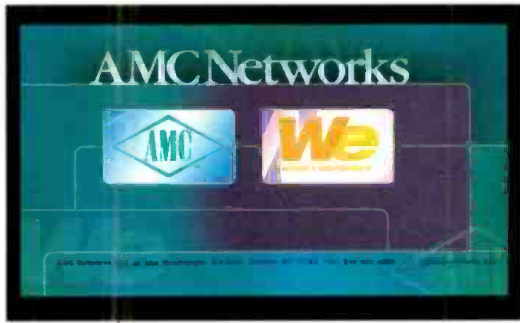
NETWORK AFFILIATE



ABC CABLE NETWORKS GROUP
abccng.com

abccng.com is a brand-new affiliate website from ABC Cable Networks Group. Our affiliate partners can now access the latest Programming, Marketing, Local Ad Sales, and Public Affairs information for ABC Family, Disney Channel, SoapNet, and Toon Disney. For more information and log-on directions, please contact your ABC Cable Networks Group representative.

NETWORK AFFILIATE



AMC NETWORKS

www.amcnetworks.com

We've put it all together in one place so you can get it 24 hours a day. Visit amcnetworks.com and gain immediate and up-to-date access to powerful campaigns and promotions, downloadable ad slicks, logos, programming highlights, cross-channel, Local Ad Sales resources and much more. AMCNetworks.com is your exclusive affiliate resource – visit it today!



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NETWORK AFFILIATE



COMEDY CENTRAL
"Get It Online"

www.get-it.comedycentral.com

"Get It Online" is a valuable resource exclusively for Comedy Central affiliates. "Get It Online" offers up-to-the minute local ad sales and marketing information, as well as instant access to programming, research, promotions, pro-social opportunities, VOD information, CSR updates, materials, contacts, premiums, games and more. Take advantage of this comprehensive affiliate resource and receive a free gift just for registering on the site.



HALLMARK CHANNEL

insidehallmarkchannel.com

Insidehallmarkchannel.com is an online service providing valuable resources for Hallmark Channel affiliate partners. From program schedules, research and company news to quarterly promotions, print collateral, and online merchandise ordering to e-launch kits, CSR training, and technical data, insidehallmarkchannel.com offers information and tools vital to developing successful marketing and local ad sales programs. Go to insidehallmarkchannel.com to sign-up and discover how you can partner with Hallmark Channel to grow your business today.

NETWORK AFFILIATE



INDEMAND
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IN DEMAND's Affiliate web site provides affiliates and industry vendors with everything they need to market and promote pay-per-view to their customers.

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Lifetime Connection gives you access to the latest programming, research, and promotional information for Lifetime Television, Lifetime Movie Network and Lifetime Real Women. Easy navigation lets you find the information you want quickly and easily.

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- Download Programming Schedules a Quarter in Advance
- Get the Latest Research and Ratings Highlights
- Download Print Quality One Sheets and Ad Slicks
- View In-Depth Movie and Episodic Descriptions

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NETWORK AFFILIATE



NBC CABLE NETWORKS
www.nbccableinfo.com

This comprehensive site provides ongoing and updated support for all of the NBC Cable Networks affiliates' Marketing, Local Ad Sales and Community Relations efforts. Information can be found on CNBC, MSNBC, The Complete Olympics, CNBC World (digital service) and ShopNBC. Contents include, but not limited to: program schedules, launch forms, promotions, downloadable art, press releases, research, and technical information.



PLAYBOY TV NETWORKS
www.pbtvnetworks.com

Log on to pbtvnetworks.com for schedules, marketing support, and everything else you need to promote each of our networks. Available online and easy to download -- it's convenient, immediate, and always ready when you are!

NETWORK AFFILIATE



OUTDOOR LIFE NETWORK
www.OLNTVAFFILIATES.com

All the support you need to successfully promote the Outdoor Life Network is just a click away. On www.OLNTVAFFILIATES.com you'll find program descriptions, schedules, logs and streaming video. Review exciting special event programming and promotion materials for Adventure Cruesoe, the Tour de France* and more! Log onto www.OLNTVAFFILIATES.com today and let the adventure begin!

* The Louis Vuitton Cup Challenger Races for the America's Cup

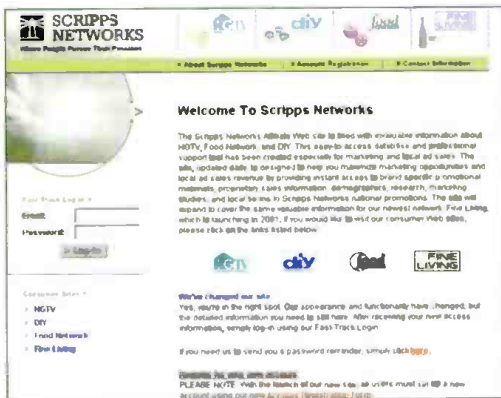


PAX TV
www.PAXpartners.com

PAX TV debuts its new affiliate website this month, www.PAXpartners.com. This online resource provides important information and tools to help promote family-friendly PAX:

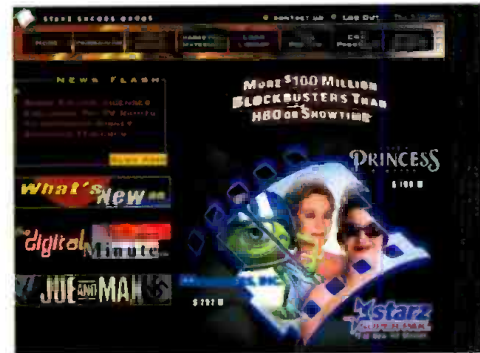
- Network contact information
- Promotions
- Programming schedules
- Downloadable graphics
- Technical changes
- Marketing and sales materials
- Updated programming information on PAX original and classic series, movies and specials

NETWORK AFFILIATE



SCRIPPS NETWORKS
Affiliate.scrippsnetworks.com

The Scripps Networks Affiliate website is filled with invaluable information about HGTV, Food Networks, DIY- Do It Yourself Network and Fine Living Network. This easy-to-access database and professional support tool has been created especially for marketing and local ad sales. The site, updated daily, is designed to help you maximize marketing opportunities and local ad sales revenue by providing instant access to brand specific promotional materials, proprietary sales information, demographics, research and marketing studies.



STARZ ENCORE GROUP
www.starzencoreaffiliate.com

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- 2002 Marketing Plans
- Quarterly Campaigns
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NETWORK AFFILIATE



THE GOLF CHANNEL
TGCAffiliate.com

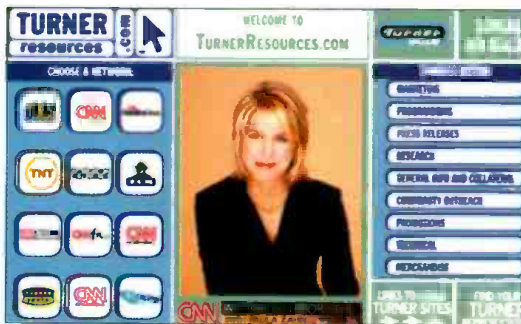
There's always something new at TGCAffiliate.com and we make it easy to instantly recognize the latest updates, promotions and materials with colorful "New" and "Featured Item" icons. Log on for sortable programming schedules, downloadable ad slicks and player photos, plus streaming video of our latest cross channel spots.



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- Ad Slicks and Logos
- Turner Representative Contact Information



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- Research on Hispanic television viewers, buying habits and lifestyles
- Programming schedules and highlights
- Street ready presentations
- Promo spots
- Logos and images

ORGANIZATIONS

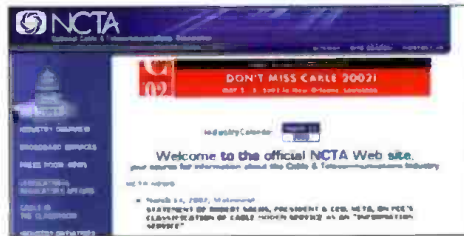


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NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION (NCTA)

www.ncta.com

The National Cable & Telecommunications Association (NCTA), formerly the National Cable Television Association, is the principal trade association of the cable television industry in the United States. NCTA represents cable operators serving more than 90 percent of the nation's cable television households and more than 150 cable program networks, as well as equipment suppliers and providers of other services to the cable industry. In addition to offering traditional video services, NCTA's members also provide broadband services such as high-speed Internet access and telecommunications services such as local exchange telephone service to customers across the United States.

Visit us at www.ncta.com for the latest information about the cable industry, including recent press releases, industry statistics, NCTA regulatory and court filings, cable's commitment to customer service, quality programming, education and technology initiatives, and much more.

ORGANIZATIONS



NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION (NCTA) CABLE 2002

www.cable2002.com

The Cable 2002 Web Site is your source for the most up-to-the-minute information about the National Cable & Telecommunications Association (NCTA) 51st Annual Convention & International Exposition. This year, the National Show will take place May 5-8, 2002 in one of the nation's most exhilarating cities, New Orleans, Louisiana!

On www.cable2002.com, you will have the latest convention news, speaker announcements, and exhibitor information at your fingertips. In addition, the Cable 2002 web site features new and improved search engines that will allow you to find speakers and/or exhibitors in just a few clicks!

So be sure to check out www.cable2002.com for the tools you need to a successful participation at the industry's premiere convention for cable & telecommunications.



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Discover a wealth of practical resources for broadband engineers, technical personnel and trainers at SCTE Online. The site features professional development resources like engineering acronyms, webinars, lectures and certification programs. Plus, CT's Pipeline, the SCTE-List, the Standards Bulletin and industry links will help you stay on top of industry news and connected to the technical community. The site also features SCTE's job bank powered by BroadbandCareers.Com—a valuable resource for both job seekers and employers.

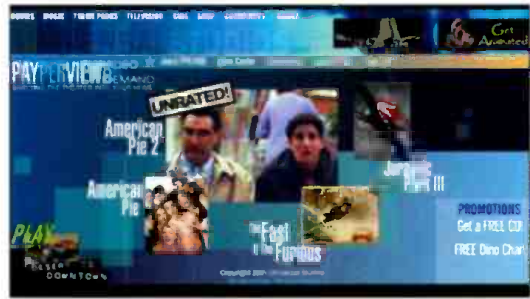
For more than 30 years, SCTE has helped to advance the careers of cable telecommunications professionals. To join SCTE for only \$48 visit www.scte.org or call 800-542-5040 for more information.

STUDIOS



**UNIVERSAL STUDIOS PAY-PER-VIEW
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affiliate.universalppv.net

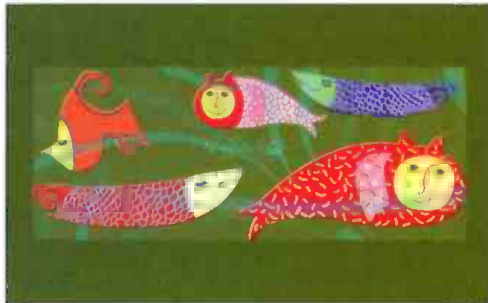
Learn more about Universal Studios titles and all aspects of our pay-per-view and video-on-demand promotions at the affiliate extranet. The extranet is THE way to order and download most of your marketing materials. It also is the place to get the most current availability, programming and promotional information on all Universal Studios PPV and VOD titles. The registration process takes just one business day to authorize you for total access to the best of Hollywood!



UNIVERSAL STUDIOS PAY-PER-VIEW
www.universalppv.net

Movie information and more awaits the consumer at the Universal Studios Pay-Per-View site, now with a new URL and enhanced with Video-On-Demand information. A VOD-specific URL (www.universalvod.net) can be used for target marketing. Sweepstakes, fun promotions and value-added offers entertain as well as inform. Get the scoop on featured movies with video trailers, cast and filmmaker biographies, and behind-the-scenes buzz. Features include the Press Center, with the freshest news from Universal PPV and the Game Center, a world of movie-themed online games.

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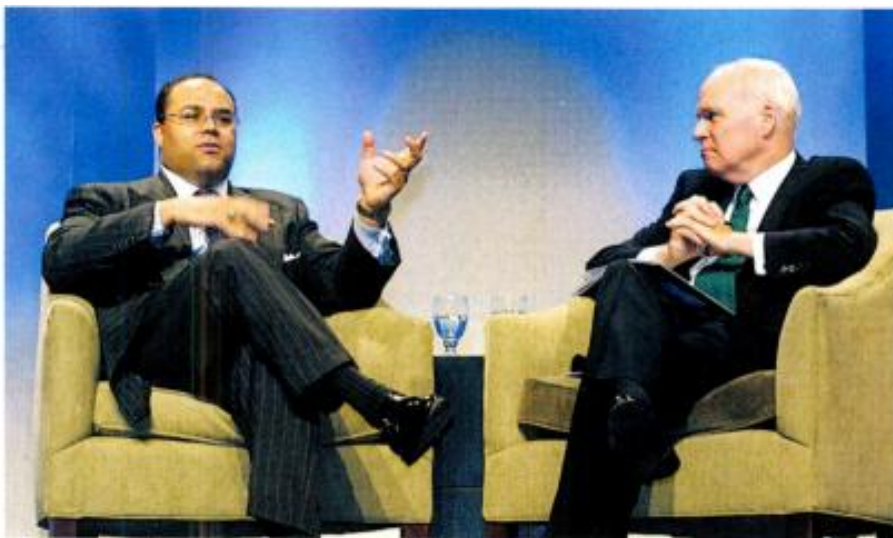
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Interviewed by C-SPAN's Brian Lamb (r), FCC chief Michael Powell said, "Everybody [in media entertainment] wants high-definition television because the digital revolution is genuine and real."

Let there be HDTV

FCC's Powell carries his message to cable execs

By Harry A. Jessell

FCC Chairman Michael Powell preached the HDTV gospel at the NCTA convention last week. "You want high-definition television," he told cable's top execs in an on-stage interview with C-SPAN's Brian Lamb. "Everybody [in media entertainment] wants it because the digital revolution is genuine and real."

Under pressure from Powell, the top cable operators have already committed to providing at least five channels of HDTV programming starting next year. "It's an enormous opportunity," he said, "for cable as well or anyone who hopes to be access-

ing consumers in their home with the products of the future."

Powell suggested that his HDTV evangelism is motivated principally by the government's desire to speed the transition of TV broadcasting from analog to digital. The sooner consumers buy digital TV sets to receive broadcasters' HDTV service, he said, the sooner the government can recover broadcast analog spectrum. "That spectrum is extremely valuable. And the government wants it back so many of these other great digital things we see being experimented with have more breathing room, more spectrum. To get it back, the transition has to succeed."

But Powell said he believes there's consumer demand, perhaps latent, for HDTV's wide screens and high resolution: "When I go into Circuit City, nobody is standing there staring at the 13-inch black-and-white. They are all in that really dark room with the big ones. And if they are not buying it, they are wishing they could buy it."

Powell rejected the notion that his pro-HDTV policy was forcing Americans to buy new sets. "Unless TVs are better built than I think they are, you are going to do that anyway sometime in the next 10 years."

He also refused to blame broadcasters for the slow progress of their analog-to-digital transition. "I think they have challenges in making the transition. It's an expensive one."

"It was always a mistake to think that something as significant as swapping out of the TV sets of at least 85% of all Americans was going to be a broadcast-only proposition." Given that "84% of Americans have cable or DBS, how on earth did anybody think the digital transition would be a broadcast-only phenomenon?"

Nonetheless, he added, broadcasters "could do better." Powell has asked the broadcast networks and their affiliates to meet deadlines for the distribution and broadcast of HDTV. He is also pushing TV-set manufacturers to equip most sets with HDTV tuners by the end of 2006.

Powell's goal is to take the confusion out of the marketplace so retailers can readily answer all the questions potential HDTV-set buyers will ask. ■

NBC gives a high sign

Criticized for lagging competitors, NBC will do more of its prime time lineup in HDTV next season, network officials say.

The network now offers only one prime time show, *Crossing Jordan*, in high def (*The Tonight Show Starring Jay Leno* in late night is in HD).

NBC officials say no final

decisions have been made on which shows will be offered in HD, but orders will be made soon after this week's upfront.

Privately, NBC officials are a bit touchy on criticism of their HD offerings, or lack thereof.

CBS offers almost its entire prime time lineup in high def, plus several sports events. All

ABC's filmed series are in high def; its movies, particularly Disney product, are hits among the few who own sets. Fox's 480p digital is hardly HD but is an improvement over standard NTSC. PBS is aggressively pursuing high definition, and cable nets, including HBO and Showtime

(and soon Discovery), have special HDTV channels.

NBC argues that it has pushed its HD efforts in sports. Partnering with Mark Cuban's HDNet, NBC has carried the Olympics, several NBA games and now the Triple Crown horse races in HD.

—Bill McConnell

BroadcastWatch

COMPILED BY KENNETH RAY

APR. 29–MAY 5 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	U/PIN	WB
32	6.6/10	8.7/13	10.0/15	5.5/8	0.8/1	2.2/3	3.7/6
MONDAY	8:00 35. G Radner's Greatest Moments 5.7/9	27. King of Queens 7.5/12 27. Yes, Dear 7.5/12	22. Fear Factor 8.2/13	48. Boston Public 5.9/9	121. Miracle Pets 0.6/1	104. The Hughleys 1.8/3 98. One on One 2.0/3	69. 7th Heaven 4.6/7
	9:00 42. ABC Monday Night Movie—Gilda Radner: It's Always Something 6.4/10	9. Ev Lvs Raymnd 11.2/16 16. Becker 9.4/14	13. Third Watch 11.0/16	56. Ally McBeal 5.0/7	121. Touched by an Angel 0.6/1	95. The Parkers 2.3/3 91. Girlfriends 2.7/4	91. Angel 2.7/4
	10:00	22. 48 Hours 8.2/13	14. Crossing Jordan 10.8/17		107. Diagnosis Murder 1.2/2		
TUESDAY	8:00 65. Dharma & Greg 4.7/8	19. JAG 9.0/14	19. Bob Hope: Fun Outtakes 9.0/15	60. That '70s Show 4.9/8		89. Buffy the Vampire Slayer 2.8/5	83. Gilmore Girls 3.4/5
	9:00 63. Spin City 4.8/7	12. CBS Tuesday Movie Special—Living With the Dead, Part 2 11.1/17	15. Frasier 10.5/16 33. Scrubs 7.0/11	52. That '70s Show 5.3/8 63. That '70s Show 4.8/7	112. PAX Mystery Movie—Lucky Day 0.8/1	103. Roswell 1.9/3	82. Smallville 3.6/5
	10:00 32. NYPD Blue 7.1/11		24. Tonight w/Jay Leno 10th Anniv 8.0/13		114. Diagnosis Murder 1.1/2		
WEDNESDAY	8:00 36. My Wife & Kids 6.8/12	31. 60 Minutes II 7.3/13	44. Ed 6.3/11	78. Malcolm/Middle 3.9/7		83. Enterprise 3.4/6	93. Dawson's Creek 2.6/4
	8:30 42. According/Jim 6.4/11			79. Grounded/Life 3.7/6	115. Candid Camera 0.7/1		
	9:00 51. Drew Carey 5.4/8	49. The Amazing Race 2 5.8/9	7. The West Wing 11.4/18	56. Bernie Mac 5.0/8	110. Touched by an Angel 0.9/1	105. Wolf Lake 1.7/3	96. Felicity 2.2/3
	9:30 65. Drew Carey 4.7/7			52. Bernie Mac 5.3/8			
	10:00 60. Primetime Special Edition 4.9/8	69. 48 Hours 4.6/8	6. Law & Order 12.5/21		109. Diagnosis Murder 1.1/2		
THURSDAY	8:00 60. America's Funniest Home Videos 4.9/8	8. Survivor: Marquesas 11.3/18	3. Friends 15.4/25 4. Friends 13.1/21	71. Fox Movie Special—Return of the Jedi 4.5/7	115. It's a Miracle 0.7/1	88. WWF Smackdown! 2.9/5	98. Charmed 2.0/3 87. Charmed 3.1/5
	9:00	2. CSI 15.9/24	9. Will & Grace 11.2/17		115. Touched by an Angel 0.7/1		
	9:30		16. Just Shoot Me 9.4/14		110. Diagnosis Murder 0.9/1		
	10:00 37. Primetime 6.7/11	29. The Agency 7.4/12	1. ER 16.6/27				
FRIDAY	8:00 46. American Bandstand's 50th Celebration 6.1/11	41. CSI 6.5/12	37. Providence 6.7/13	83. The Simpsons 3.4/7	115. PAX Family Movie—Lightning Fire From the Sky 0.7/1	98. UPN's Movie Friday—The Glimmer Man 2.0/4	97. Sabrina/Witch 2.1/4 98. Raising Dad 2.0/4 89. Reba 2.8/5 98. Maybe It's Me 2.0/4
	9:00	65. First Monday 4.7/8	25. Dateline NBC 7.9/14	79. Dark Angel 3.7/7			
	9:30						
	10:00 29. 20/20 7.4/13	79. 48 Hours 3.7/7	9. Law & Order: Special Victims Unit 11.2/20		115. Weakest Link 0.7/1		
SATURDAY	8:00 74. ABC Saturday Night Movie—The Sixth Sense 4.3/8	56. Touched by an Angel 5.0/10	73. NBA Playoffs—Dallas vs. Sacramento 4.4/10	74. Cops 4.3/9 71. Cops 4.5/9	112. Diagnosis Murder 0.8/2		
	9:00	52. Touched by an Angel 5.3/10	49. NBC Saturday Night Movies—Men in Black 5.8/11	65. AMW: America Fights Back 4.7/9			
	9:30	37. The District 6.7/13			121. PAX Big Event—Recipe/Murder 0.6/1		
SUNDAY	7:00 76. ABC Sunday Picture Show—Stuart Little 4.2/8	21. 60 Minutes 8.5/17	47. NBA Playoffs—L.A. vs. San Antonio 6.0/14	86. King of the Hill 3.2/6 77. King of the Hill 4.1/8	115. Candid Camera 0.7/1		93. Flix From the Frog—The Mummy 2.6/5
	8:00	33. Touched by an Angel 7.0/12		37. The Simpsons 6.7/12 45. Malcolm/Middl 6.2/10	107. Doc 1.2/2		
	8:30						
	9:00 56. Alias 5.0/8	18. CBS Sunday Movie—Little John 9.1/14	5. NBC 75th Anniversary 12.7/21	55. The X-Files 5.1/8	112. Ponderosa 0.8/1		106. Jamie Kennedy 1.5/2
	9:30				124. Touched by an Angel 0.5/1		
	10:00 26. The Practice 7.6/12						
	10:30						
WEEK	5.6/9	8.0/13	9.7/16	4.7/8	0.8/1	2.4/4	2.8/5
5-D	6.4/10	8.1/13	8.8/15	5.7/9	0.9/1	2.7/4	2.4/4

KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
 • TV UNIVERSE ESTIMATED AT 105.5 MILLION HOUSEHOLDS;
 ONE RATINGS POINT IS EQUAL TO 1,055,000 TV HOMES
 • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN
 • *PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-O = SEASON TO DATE
 • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH

Syndication Watch

APRIL 22-28 *Syndicated programming ratings according to Nielsen Media Research*

TOP 25 SHOWS

Rank/Program	HH	HH
	AA	GAA
1 Wheel of Fortune	9.0	NA
2 Jeopardy	7.6	NA
3 Friends	6.9	8.0
4 Oprah Winfrey Show	5.9	6.0
5 Seinfeld	5.8	6.3
5 Judge Judy	5.8	8.5
7 Everybody Loves Raymond	5.7	6.4
7 Entertainment Tonight	5.7	5.8
9 Seinfeld (wknd)	5.1	6.0
10 Wheel of Fortune (wknd)	4.2	NA
11 Live With Regis & Kelly	3.5	NA
11 Entertainment Tonight (wknd)	3.5	3.6
13 Judge Joe Brown	3.4	4.5
14 Everybody Loves Raymond (wknd)	3.3	NA
15 Maury	3.2	3.4
16 Frasier	3.1	3.3
16 King of the Hill	3.1	3.4
16 Inside Edition	3.1	3.1
19 Friends (wknd)	3.0	3.2
20 Jerry Springer	2.8	3.1
20 The Practice	2.8	3.0
22 Divorce Court	2.6	3.4
22 Access Hollywood	2.6	2.7
22 ER	2.6	3.1
22 Hollywood Squares	2.6	NA

TOP ACTION HOURS

	HH	HH
	AA	GAA
1 Andromeda	2.7	2.9
2 Stargate SG-1	2.5	2.7
3 Mutant X	2.2	2.3
4 VIP	1.9	2.0
4 Beastmaster	1.9	2.0

According to Nielsen Media Research Syndication Service Ranking Report April 22-28, 2002
 HH/AA = Average Audience Rating (households)
 HH/GAA = Gross Aggregate Average
 One Nielsen rating = 1,008,000 households, which represents 1% of the 100.8 million TV Households in the United States
 NA = not available

Hosts and other news

Game strip *Family Feud* gets a new host next season: Richard Karn, who played Al the carpenter in "Tool Time," the show-within-a-show on sitcom *Home Improvement*. He'll replace Louie Anderson, who has an agreement with *Feud* producer FremantleMedia Productions to develop other shows. The switch is part of what Fremantle Entertainment President David Lyle calls an effort to give *Feud* "a new lease on life. We felt the show had stalled a bit in the ratings." Karn, he says, has a "warmth" that comes across on screen, "and he gets on with people." In any case, *Feud*, distributed by Tribune Entertainment, has been renewed for next year and is cleared in 125 markets (80% of the U.S.), including 47 of the top 50 markets.

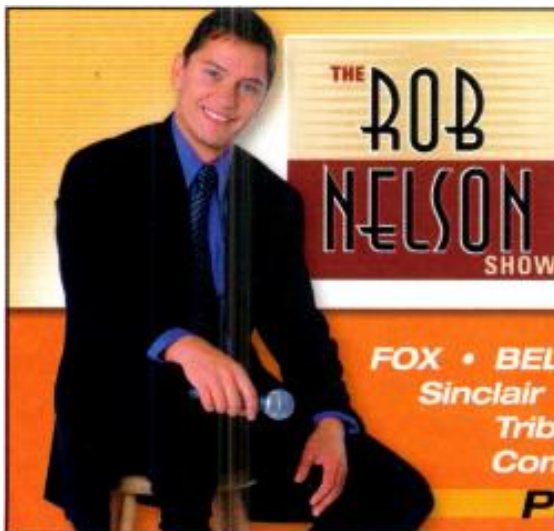


Richard Karn takes over as host of *Family Feud* next season.

The View co-host Meredith Vieira will host the syndicated version of *Who Wants to Be a Millionaire*, debuting this September.

She signed on for an initial three-year stint and also re-upped for another five years at *The View*. Some station executives who have bought the show were surprised by the announcement; they had expected a young male comic. According to executive producer Michael Davies, though, that was never in the works. "Being a comic isn't enough," he says, adding that someone with "weight, credibility and authority" is needed when you're potentially giving away a million bucks each day. One difference in the syndicated version: Instead of playing the "fastest finger" round to get to the hot seat, contestants will be preselected to bring greater diversity among those who play.

New weekly series *Livin' Large* has been cleared in 170 markets, covering 96% of the U.S. The one-hour lifestyle magazine is produced by Heritage Networks in association with Dick Clark Productions and Basic Elements and is syndicated by Carsey-Werner Entertainment. Hosted by Carmen Electra and Kadeem Hardison, the program is described as a younger, hipper version of *Lifestyles of the Rich and Famous*. —Steve McClellan




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Premieres This September



StationBreak

BY DAN TRIGOB OFF

WOODCOCK FLIES KCBS-TV

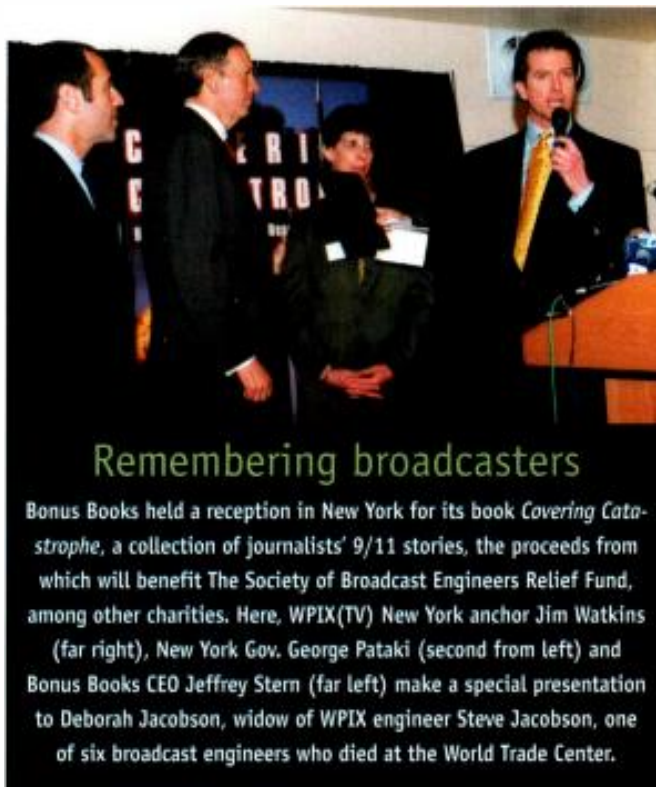
After less than a year on the job, David Woodcock is out as general manager of KCBS-TV. Station owner Viacom is about to complete its \$650 million acquisition of KCAL(TV) from Young Broadcasting. An internal memo said Woodcock had chosen to leave, adding that he would pursue "other interests," typically code for an involuntary exit.

This will leave KCAL General Manager Don Corsini in charge of both stations when the deal is completed. Many knowledgeable sources believed it would be Woodcock running the duopoly, although CBS station executives never confirmed that and frequently touted Corsini's abilities.

Prior to joining KCBS-TV, Woodcock left KCOP(TV) Los Angeles last year when its owner, the Chris Craft group, was taken over by Fox. Princell Hair, Viacom's No. 2 in local news behind group News VP/WCBS-TV New York News Director Joel Cheatwood, recently took over the news at KCBS-TV and is expected to emerge as head of news for both, although KCAL News Director Nancy Bauer-Gonzales, who previously ran news at KNBC(TV), may stay on, too.

NONCOMPETES BARRED

The Arizona House of Representatives last week approved a bill that would ban non-compete clauses in TV and radio contracts. Scott Bundgaard, the Republican senator



Remembering broadcasters

Bonus Books held a reception in New York for its book *Covering Catastrophe*, a collection of journalists' 9/11 stories, the proceeds from which will benefit The Society of Broadcast Engineers Relief Fund, among other charities. Here, WPIX(TV) New York anchor Jim Watkins (far right), New York Gov. George Pataki (second from left) and Bonus Books CEO Jeffrey Stern (far left) make a special presentation to Deborah Jacobson, widow of WPIX engineer Steve Jacobson, one of six broadcast engineers who died at the World Trade Center.

who sponsored the bill, says that it is likely to get final approval in the Senate, but local broadcasters are expected to lobby Gov. Jane Hull for a veto.

NO EXIT

WCSH(TV) Portland, Maine's proposed "Get Out Alive" feature took an unexpected turn. Reporter Shannon Moss was not, in fact, able to get out of a car submerged in several feet of water in a Durham lake without the help of police divers. Moss, who has done several such pieces, was unable to break the car window with a "punch" hammer in the simulated incident; the divers had to open the window with a crowbar. The reporter was unhurt.

Besides the divers standing by, Moss had oxygen and an

air mask in the car and so was in no danger, according to General Manager Steve Thaxton. He estimates that about 50 to 60 people attended the demonstration, including several kinds of rescue crews.

"We may not even run the story," says Thaxton. "It was not as easy to get out as we imagined." The story may be shot again, this time with a clear means of escape—presumably one that allows for travelers without rescue crews.

HERE'S JOHNNY

This may be the first time that saying a station's sweeps ratings are "in the toilet" would constitute praise. Spanish-language WXTV(TV) New York is hoping to draw some extra eyeballs with a local news spe-

cial report, "*Baños de Horror* (Bathrooms of Shame)," identifying the city's worst public restrooms. A word to the streetwise: The three worst discovered were John Jay Park, DeWitt Clinton Park and the East 180th St. subway station; floors in the last were covered with, well, what you'd expect with standing water and toilet paper. The best of the dozen restrooms in high-traffic areas WXTV surveyed was Bryant Park, at W. 42nd St. and Sixth Ave. in Manhattan, adjacent to the New York Public Library.

A FRESH START

Sharon Reed, who lost her job at WCAU(TV) Philadelphia amid a controversy involving e-mail threats against colleague Alicia Taylor, will soon be anchoring WOIO(TV) Cleveland's new 5 p.m. newscast.

In March, Taylor reported to police a series of Internet postings she considered harassing and threatening. Police did not charge Reed with threatening Taylor but left any action to the station. Reed has admitted involvement.

"I'm an opportunist at a ratings-challenged station," says WOIO News Director Leesa Dillon Faust, who worked with Reed briefly in Philadelphia. "Everybody makes mistakes. Everybody has issues. She's coming here with a clean slate."

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrig@starpower.net or fax (413) 254-4133.

FocusShreveport

THE MARKET

DMA rank	79
Population	995,000
TV homes	372,000
Income per capita	\$13,977
TV revenue rank	81
TV revenue	\$43,600,000

COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KSLA-TV	12 CBS	Raycom
2	KTBS-TV	3 ABC	Edwin Wray
3	KTAL-TV	6 NBC	Nexstar
4	KMSS-TV	33 Fox	Comm. Corp.
5	KSHV(TV)	45 UPN/WB	White

*November 2001, total households, 6 a.m.-2 a.m., Sun.-Sat.

CABLE/DBS

Cable subscribers (HH)	226,920
Cable penetration	61%
ADS subscribers (HH)**	96,720
ADS penetration	26%
DBS carriage of local TV?	No

**Alternative Delivery Systems, includes DBS and other non-cable services, according to Nielsen Media Research

WHAT'S NO. 1

Syndicated show	Rating/share***
<i>Inside Edition</i> (KSLA-TV)	12/20
Network show	
<i>CSI</i> (KSLA-TV)	15/23
Evening newscast	
KSLA-TV	14/25
Late newscast	
KSLA-TV	14/25

***November 2001, total households

Sources: Nielsen Media Research, BIA Research



Legalized gambling has given a boost to the economy in Shreveport, La.

Where football is king

Signals from the Shreveport, La., DMA stretch into four states—Louisiana, Texas, one county in Oklahoma, and Arkansas—and local sales executives try to bring in advertising money from all four. Like most, the market is recovering from a rough 2001, with a drop of more than 12% and \$6 million in revenue from a strong 2000, according to BIA. But general managers there say signs look good for the future.

Good enough for KTBS-TV General Manager George Sirven to feel upbeat about his station's investment last year in a million-watt Doppler radar system—the most powerful in the country, he says.

Having been a test market for satellite TV, Shreveport has an especially high ADS penetration: 26%, among the highest in the country. Combining that with 61% cable penetration, the market is nearly 90% multichannel.

"Football is king in the South," says KTBS-TV GM/Sales Manager/ Program Manager George Sirven. "We're 180 miles from Dallas, 320 miles from New Orleans. Add in college football—Louisiana Tech, LSU—within driving distance." Sirven and KLSA-TV GM Ed Bradley agree high school football and other local sports are big; local sports reports pay considerable attention to high schools and show local high school football in season.

Bradley and Sirven say Shreveport has come back from some tough times in the 1990s. Legalized gambling in the area, local executives agree, has helped the economy. "Gaming is huge in this town," says Bradley. "We've got luxury hotels, lots of service-industry jobs. Unemployment is low, and the crime level has dropped."

And, while the major ad sectors are standard for a local market, local tourism from gambling strengthens the restaurant and hotel sectors.

More good news for the local economy: General Motors will begin building its new "Colorado" truck at its Shreveport plant late next year.

—Dan Trigoboff



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JUDGE HATCHETT Delivers Big May Sweeps Ratings on WOIO!

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The Judge America's Watching!

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+30% vs Year Ago!

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Source: NSI, WRAP Overnights, Cleveland, HH rtg Cume, May '02 (4/29/02 - 5/3/02) vs. May '01 Sweep



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Changing Hands

TVs

KPHZ-TV Holbrook, KPHZ-LP and KPSW-LP Phoenix, Ariz.

Price: \$7.5 million

Buyer: NBC/GE (Jay Ireland, president)

Seller: Venture Technologies Group, LLC (Lawrence Rogow, president)

Facilities: KPHZ-TV: ch. 11, 1.58 kW, ant. 177 ft.; KPHZ-LP: ch. 58, 23.6 kW; KPSW-LP: ch. 41, 24.9 kW

Affiliation: Unknown

KMMB-CA & KSUV-LP Bakersfield, Calif.

Price: \$1.3 million

Buyer: Univision Communications Inc. (A. Jerrold Perenchio, president)

Seller: Caballero Television Texas LLC (Eduardo Caballero, CEO)

Facilities: KMMB-CA: ch. 4, .28 kW, ant. 1,188 ft.; KSUV-LP: ch. 52, 14.1 kW, ant. 1,185 ft.

Affiliation: KMMB-CA: Telefutera; KSUV-LP: Telefutera

Combos

WTCF-FM Carrollton, WCEN-FM Mt. Pleasant, WSGW(AM), WGER-FM and WTLZ-FM Saginaw (Saginaw-Bay City-Midland), Mich.

Price: \$55.5 million

Buyer: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); owns 243 other stations, none in this market

Seller: Wilks Broadcasting LLC (Jeff Wilks, CEO)

Facilities: WTCF-FM: 100.5 MHz, 3 kW, ant. 328 ft.; WCEN-FM: 94.5 MHz, 100 kW, ant. 981 ft.; WSGW(AM): 790 kHz, 5 kW day, 1 kW night; WGER-FM: 106.3 MHz, 2 kW, ant. 381 ft.; WTLZ-FM: 107.1 MHz, 5 kW, ant. 361 ft.

Format: WTCF-FM: Hot AC; WCEN-FM: Country; WSGW(AM): News/Talk; WGER-FM: Soft Rock; WTLZ-FM: Urban AC

Broker: Michael J. Bergner, Bergner & Co.

KCNN(AM) and KZLT-FM E. Grand Forks (Grand Forks), Minn.

Price: \$2.5 million

Buyer: Leighton Enterprises (John Sowada, president); owns nine other stations, including KNOX(AM) and -FM and KYCK-FM Grand Forks, N.D.

Seller: KRAD Inc. (David Norman, owner)

Facilities: KCNN(AM): 1590 kHz, 5 kW day, 1 kW night; KZLT-FM: 104.3 MHz, 100 kW, ant. 443 ft.

Format: KCNN(AM):

News/Talk/Sports; KZLT-FM: Hot AC **KTNZ(AM) and KBZD-FM Amarillo, Texas**

Price: \$1.1 million

Buyer: Amigo Broadcasting LP (James Anderson, CEO); owns 12 other stations, including KGRW-FM and KQFX-FM Amarillo.

Seller: Metropolitan Radio Group Inc. (Mark Acker, president)

Facilities: KTNZ(AM): 1010 kHz, 5 kW day, 500 W night; KBZD-FM: 99.7 MHz, 22 kW, ant. 351 ft.

Format: KTNZ(AM): News/Talk/Sports; KBZD-FM: Rhythm & Blues

Broker: John Pierce, John Pierce & Co.

FMs

WAVH-FM Daphne (Mobile), Ala.

Price: \$5.11 million

Buyer: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); owns 247 other stations, including WDLT(AM), WGOK(AM) and FM,

WBLX-FM, and WYOK-FM Mobile.

Seller: Baldwin Broadcasting Co. (Barry Wood, president)

Facilities: 106.5 MHz, 50 kW, ant. 450 ft.

Format: Oldies

KPQZ-FM Amarillo, Texas

Price: \$3 million

Buyer: Feuer & McCord (Norm Feuer, owner); no other broadcasts interests

Seller: Mandujano Y Asociados Inc. (Socorro Mandujano de Medina, president)

Facilities: 100.9 MHz, 100 kW, ant. 591 ft.

Format: Mexican

WZEW-FM Fairhope (Mobile), Ala.

Price: \$1.89 million

Buyer: COM+ Inc. (Kenneth S. Johnson, CEO); also owns WNSP-FM/Mobile

Seller: Baldwin Broadcasting Co. (Barry Wood, president)

Facilities: 92.1 MHz, 14 kW, ant. 449 ft.

Format: AAA

AMs

WVIP(AM) Mount Kisco (Westchester), N.Y.

Price: \$1.36 million

Buyer: Radio Vision Cristiana Management Corp. (Milton Donato, trustee/president); no other broadcast interests

Seller: Suburban Broadcasting Corp. (Peter Baumann, president)

Facilities: 1310 kHz, 5 kW day, 33 W night

Format: News/Talk/Sports; will operate as a non-commercial station

—Information provided by BIA Financial Networks' Media Access Pro, Chantilly, Va. www.bia.com

C L O S E D

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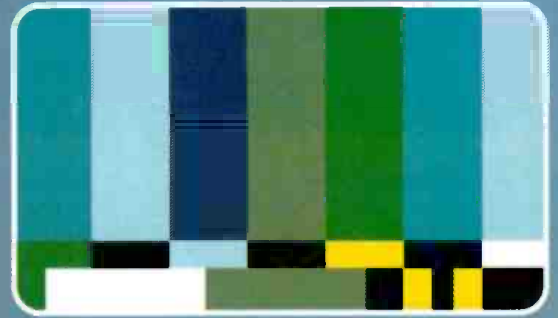
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Chris Albrecht



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Technology

HD set-tops take center stage

Boxes debuting at NCTA offer features intended to reduce cable operators' digital churn

By Ken Kerschbaumer

Cable operators looking for ways to lower the waves of digital churn may have a friend in an unlikely place: HDTV.

"Clearly, if a viewer makes an investment in HDTV, they're more than likely a high-end customer, and those customers are people that take quite a bit of premium content," says Dave Davies, Scientific-Atlanta director of strategic marketing, subscriber networks. "So operators want to put a solution in front of them that is compelling."

The first step toward that solution is the announcement last week by the National Cable & Telecommunications Association (NCTA) that the top five MSOs will carry HDTV channels in the major markets. The second is the continued improvement in digital set-top boxes that can bring HDTV services to consumers.

"We're hearing from folks like Time Warner Cable in Manhattan that there is a four-month wait list to get HDTV-capable set-top boxes," says Davies. "We've ramped up production in the factory so we can meet demand."

Scientific-Atlanta's 3100HD is actually the company's second-generation HD set-top box. More than 38,000 of the set-tops



Scientific-Atlanta's 3100HD set-top box (above) is already in 38,000 homes. Motorola's HD5100 (right) will be available this summer.



have already been delivered to six North American cable operators. Davies says the 3100HD is much smaller than its predecessor, the 2000, but runs all the interactive services that the 2000 and 3000 models run, including VOD and SVOD and the walled-garden e-mail, chat and shopping application.

"It's pretty compelling because operators can deliver HD service plus get revenues from the other services," he says.

Digital set-tops like the 3100HD could go a long way towards helping cable operators solve the digital-churn problem. Many HD owners have moved over to satellite so that they can receive HD programming.

"I think it's definitely going to decrease churn because now you have more content, and it's all about content," explains Dan Ward, director of marketing for Pio-

near Electronics business systems division. "Off-air, the viewer will only get a limited amount of broadcast HD, so cable really has the opportunity to take advantage of bandwidth and program

offerings to decrease churn."

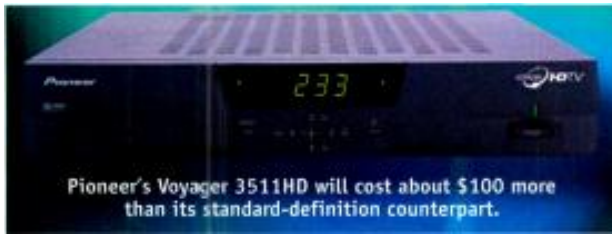
It also will allow for a new revenue stream. Bernadette Vernon, director of strategic marketing for Motorola, says that, while the cost of deploying the HDTV boxes may be higher than anticipated, the impact on churn makes it a good investment.

"When you look at the economies of the boxes and the payback," she says, "there are a lot of features in these boxes that in effect reduce the cost of the box because operators can turn around and charge a fair amount for the features."

Motorola has three HD-capable set-tops. The HD5100 is an HD version of the DCT2000 available this summer; the HD5200 (a 5100 with PVR functionality) will be available in the fourth quarter. The BNC9000 (available next year) also will have

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HD capability on top of such other features as DVD player and PVR.

According to Vernon, Shaw Communications and Comcast will deploy the HD5100, and Insight and Cox are also showing strong interest.

Pioneer's first HD set-top is the Voyager 3511HD. Based on the Voyager 3000 architecture, it has 4 MB of Flash memory, 16 MB of SDRAM, and an additional 16MB for processing and decoding the HD signals.

The HD set-top that appears to be best-prepared for the future may be Pace Micro Technology's 550 HD. It's the first set-top box on the market to have digital connections, including DVI 1.0 and Firewire, which allow content owners to copy-protect the signal. The box will ship early next year, so it's likely also to include an interface to HDMI, the next generation of DVI. Secure delivery of copy-protected content will make the Hollywood-studio community happy. "You're not going to get *Star Wars* in HD delivered unsecured," says Pace Micro Senior Product Manager Matt Grabhan.

The box also addresses the problem of different aspect ratios and formats from one channel to the next. "With DVI, there are active format descriptors that enable the box to tell the TV screen how it should be

displaying the content so there aren't squashed or stretched people on the screen," says Grabhan. "We want to make the experience as consistent and seamless for average users as possible."

The Pace box is expected to be available around the beginning of next year, because the evolving DVI and HDMI standards need to be integrated into the box. Cost is expected to be around \$100 more than standard-definition set-tops.

Bob Van Orden, Scientific-Atlanta vice president, product strategy, subscriber sector, says that, in six to nine months, his company will introduce a set-top box that will allow viewers and broadcasters to more easily handle different formats as well. "The newer generation of silicon will allow the viewer to manipulate that," he says. "And one interesting issue is how will it be done in a way that doesn't confuse the daylights out of the consumer."

Says Ward, "HD and PVRs are tools in the MSO toolbox to keep customers from going to satellite." ■

iTV gets first standard

New spec utilizes XML capabilities in content production

By Ken Kerschbaumer

The iTV Production Standards Initiative had its official coming-out party last week with the release of its first full specification, 1.0. The goal of the standard is to increase interactive television programming by standardizing content production.

Members of the organization include cable operators like Cablevision and Charter; content providers like Warner Bros., ESPN and NBC; and technology companies like Goldpocket Interactive (a major driver of the organization) and nCube.

"We've created a content specification that describes a common nomenclature for interactive content," says iTV Production

Standards Initiative Chairman Martijn Lopes Cardoza. " "

The hurdle faced by creators of interactive television content is a daunting one, especially if the content creator wants to distribute the content over multiple middleware and set-top platforms. Cardoza is hopeful that the new standard will help ease those creative pains.

The use of XML plays a big part in the standard. The specification lays out such elements as leader boards, trivia questions or polls and then the attributes that are used to create those elements (text, e-mail addresses, etc.). With the first spec released, the goal of the group is to drive adoption of the use of the XML mark-ups included in the spec. ■

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NCTA Briefs

BY KEN KERSCHBAUMER

SA OFFERS XOD

Scientific-Atlanta introduced xOD, a new video-on-demand application that runs on Explorer digital set-top boxes with the SARA digital navigator. The company says it allows the operator to bring VOD-type navigation to SVOD services. Features include dual branding of both the cable operator's and the content provider's logos and the ability for content providers to bring direct-to-screen promotions to viewers. Launch is expected next month following trials that have already begun.

PHONE SAFARI

MetroCast Cablevision, with subscribers in New Hampshire and Maine, will begin voice-over-IP field trials of Cedar Point's Safari C3 media switching system this summer. The trial will be used in systems passing 90,000 homes in Belmont and Rochester, N.H., and Sanford, Maine. Safari C3 uses a single CableLabs Packet-Cable-based voice-switching chassis to distribute Class 5-like voice services.

LIBERATE'S TV GUIDE

A Java-based version of TV Guide's interactive program guide will soon be available on the Liberate TV Platform Compact software that runs on Motorola DCT2000 set-top boxes. Todd Walker, TV Guide Interactive senior VP and GM,

says the standards-driven version of the company's IPG presents new opportunities for its distribution.

BIGBAND, TRIVENI DEAL

BigBand Networks and Triveni Digital are co-developing a system designed to allow cable operators to deliver off-air DTV signals. Components are Triveni Digital's ATSC-Cable StreamBridge metadata groomer and BigBand Networks' broadband multimedia-service router (BMR). The BMR interfaces with the StreamBridge so operators can create multiplexes combining SDTV and HDTV at bit rates they're comfortable with.

SEACHANGE TEAMS UP WITH METATV

Video-server maker SeaChange International and interactive-TV-software provider MetaTV will work together to integrate MetaTV's iTV platform with SeaChange's VOD system. The companies believe the move will make it easier for cable operators to provide virtual program channels to viewers.

TVN GETS INSIGHT

Insight Communications has selected TVN as the programming, transport and asset-management provider of the cable MSO's video-on-demand services. Both companies will aggregate the content, to be distributed via TVN's Adoniss

asset-management platform and secure satellite transmission. TVN will provide docking stations at Insight's headends and will also encode and archive content before transporting it via IP over satellite.

TIME WARNER TAPS N2

Time Warner Cable has begun deploying N2 Broadband's MediaPoint Business Management System (BMS) across multiple Time Warner divisions, giving the MSO a standard billing-system interface for VOD and other on-demand services. The two companies developed the Interactive Services Architecture (ISA) that BMS is based on, allowing operators to separate management of the VOD back office from the system itself.

ITV ALLIANCE

Interactive-TV companies have formed the Interactive Television Alliance to drive iTV demand and deployment. Consumer-awareness plans are top of the agenda. According to iTV Alliance President Ben Mendelson, more than 30 companies are already participating, and more than 100 others are ready to join. Canal+, Liberate, OpenTV, Wink and WorldGate are among participating companies. Plans already call for the creation of a 30-minute TV show customized for each network operator, magazine supplements, online information and public demonstrations of iTV.

AT&T HITS LIBERATED

AT&T's Headend in the Sky (HITS) will make Liberate's

interactive services available to its nearly 300 MSO affiliates beginning June 15. Initial content will include information tickers and games, but Liberate says upgrades for such services as video-on-demand, interactive advertising and e-commerce will be developed. Cable operators that use Motorola DCT2000 set-top boxes will be able to offer the service without modifying existing plants.

DIGEO FINDS CHARTER

Digeo's Basic interactive-TV application is now available to more than 550,000 Charter Communications subs with Scientific-Atlanta's Explorer 2100 and 3100 digital set-top boxes. The service includes interactive channels for on-demand news in entertainment and sports as well as shopping.

GETTING THE GIST OF VOD

Gist Communications debuted its VOD Guide, for use in VOD and SVOD systems. A filter system allows films to be sorted by MPAA rating, critical rating, genre and other categories. It can interface with any VOD/SVOD server system and can run on any of the major middleware platforms, according to Gist.

CHARTER TAPS CONVERGYS

Charter Communications signed a five-year contract with Convergys for outsourcing billing services. Convergys will operate Charter's customer-care and billing system in a Convergys data center. Charter will use the ICOMS system, including its Web-based self-care offerings, to support product rollout and bundling.



A Java version of TV Guide's IPG will be available on Liberate software that runs on the Motorola DCT2000.

How the world watches



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TOP 25 MEDIA COMPANIES

Big Deals alter the list of the Big Deals

Consolidation shuffles the B&C ranking

	Revenue (billion)
1 AOL Time Warner	\$38.2
2 Vivendi Universal	\$31.0
3 Walt Disney	\$25.3
4 Viacom	\$23.2
5 Comcast	\$19.1
6 Sony	\$17.1
7 News Corp.	\$13.8
8 Hughes Electronics	\$8.3
9 Cox Enterprises	\$8.0
10 Clear Channel	\$7.9
11 Gannett	\$6.3
12 NBC	\$5.8
13 Tribune	\$5.3
14 McGraw-Hill	\$4.7
15 Cablevision	\$4.4
16 Charter	\$4.1
16 Hearst	\$4.1
18 EchoStar	\$4.0
19 Adelphia	\$3.6
20 New York Times	\$3.0
21 Washington Post	\$2.4
22 Discovery	\$1.8
23 E.W. Scripps	\$1.5
24 Belo	\$1.4
25 Meredith	\$1.1

Media consolidation had a big impact on BROADCASTING & CABLE's Top 25 Media Groups this year: Twenty positions were occupied by different companies last year.

Just last week, Vivendi closed its deal to buy back control of USA Networks Inc., which moved it up a notch to the No. 2 position, knocking Disney back to No. 3. And Comcast's acquisition of AT&T (not done but assured) moves the Philadelphia-based MSO to No. 5, from No. 8.

BROADCASTING & CABLE's list includes only companies with significant TV or radio interests in the U.S. They are ranked by 2001 revenue. In the case of Sony and Vivendi Universal, only their media revenue is used in the ranking. No Walkmans for Sony or water utilities for Vivendi.

Despite the recession, or perhaps in part because of it, DirecTV parent Hughes Electronics had a big year, boosting revenues 58% and jumping to No. 8 on the list, from No. 13 last year. And the company would have jumped several notches higher if the editors were confident that the merger with EchoStar will be allowed to go through. But we aren't—too much static from Washington.

MSO Adelphia gets a big asterisk for being investigated by the Securities and Exchange Commission. The company is in the process of restating the last three years' worth of revenue and earnings statements.

Three newcomers made the list this year: Discovery (No. 22), Belo (No. 24) and Meredith (No. 25). Leaving the list as independents are USA and AT&T. Bloomberg was removed from the list by the editors because its TV and radio holdings were no longer deemed "significant."



AOL TIME WARNER

New York
(NYSE: AOL)
Fiscal year ended:
Dec. 31, 2001
Rank last year: 1



Richard D. Parsons, CEO (above) Steve M. Case, chairman
Revenues: \$38.2B
Operating cash flow: \$9.9B
Operating income: \$703M
52-week high: \$58.51
52-week low: \$17.75
Outgoing CEO Gerry Levin is leaving quite a mess in his wake, but it's pretty much the stuff Chairman Steve Case brought in that's the problem. The old Time Warner units are running fairly well, but the America Online operation is a mess. It's now up to Parsons to revive AOL Time Warner. An executive shake-up sent Chief Operating Officer Bob Pittman back to shepherd America Online, clearing the way for Parsons to run the media and entertainment units. After losing to Comcast in the AT&T Broadband sweepstakes, AOL Time Warner's cable operation is still plotting its next move. The networks—including The WB, TNT and CNN—pulled through a brutal ad year intact. HBO remains a bright spot, even if *The Sopranos* tortures fans with an 18-month hiatus.

America Online may be sputtering, but it still generated \$8.72 billion in 2001, the most of any unit. Time Warner Cable and the TV networks each accounted for 17% of revenues, with cable earning \$6.99 billion and the TV networks kicking in \$7.05 billion.



VIVENDI UNIVERSAL

Paris
(NYSE: V)
Fiscal year ended:
Dec. 30, 2001
Rank last year: 3



Jean-Marie Messier, chairman/CEO
Media revenues: \$31B
Operating cash flow: \$5.9B
Operating income: \$2.1B
52-week high: \$69.15
52-week low: \$30.51
Can you imagine demonstrators' filling the streets to challenge the firing of an American network exec—say, CBS's Les Moonves or MTV Networks' Tom Freston? That's what happened when Vivendi Universal Chairman Jean-Marie Messier fired the head of Canal Plus, the HBO of France. But it's protesting shareholders that worry Messier more.

Nobody seems to believe Vivendi Universal any longer. Messier has successfully built a sizable media portfolio, notably Universal Studios and Universal Music. And, just last week, he closed a \$10.3 billion deal to buy back control of USA Networks. Maybe Barry Diller's taking charge of all the TV and movie assets will help, but Messier has to prove he hasn't simply made a media mess.

NA = Not available

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25

TOP 25 MEDIA COMPANIES



WALT DISNEY

Burbank, Calif.
(NYSE: DIS)
Fiscal year ended:
Sept. 30, 2001
Rank last year: 2



Michael Eisner, chairman and CEO
Revenues: \$25.3B
Operating cash flow: \$5B
Operating income: \$4B
52-week high: \$34.80
52-week low: \$15.50

Like most media companies, Disney has struggled in the face of recession over the past year. ABC has been the company's biggest millstone and major drag on Disney revenues and profits. Overall, Disney revenue was flat in fiscal '01, while operating profits were down 2%. Revenues at the broadcasting division were down 10%, however, while operating income was down 30%. ABC remains well behind NBC and CBS in the ratings. In recent months, two high-level ABC executives departed amidst the ongoing turmoil: ABC Television President Steve Bornstein and co-chief of programming Stu Bloomberg. The company confirms that a major reorganization at ABC will be announced soon.

The nation's second-largest media conglomerate is best-known for its theme parks, resorts and cartoon characters (Mickey Mouse, et al.). But the company also operates ABC and one of Hollywood's biggest motion picture studios and a multibillion-dollar consumer-products division that hawks Mickey Mouse plush toys and Winnie the Pooh key chains to kids of all ages.



VIACOM

New York
(NYSE: VIA)
Fiscal year ended:
Dec. 31, 2001
Rank last year: 4



Sumner Redstone, chairman/CEO (above)
Mel Karmazin, president/COO
Revenues: \$23.2B
Operating cash flow: \$4.5B
Operating income: \$1.46B
52-week high: \$59.69
52-week low: \$28.62
They hate each other. No, they love each other. It's just a love-hate thing they have going.

Depending on whom you believe, the company or the press that covers it, that's the story of the relationship between Viacom's top two executive officers, CEO Sumner Redstone and COO Mel Karmazin. At one point several months ago, the *New York Times* quoted sources saying that Redstone vowed a blood oath that Karmazin's contract (which expires at the end of this year) would not be renewed. The company denied that Redstone said such a thing. But the relationship, whatever state it's in, hasn't stopped Viacom from going out and buying things. Just last week, it plunked down \$650 million for KCAL(TV) Los Angeles, giving the Viacom TV group a duopoly in the nation's second-largest market. CEO Redstone is also said to lust after Discovery Networks, although no deal there, yet.

In the world of electronic media (and outdoor advertising), Viacom is a 900-pound gorilla. It owns the biggest TV group in the U.S.; CBS and UPN; The Paramount

Studio, one of the world's biggest producers and distributors of TV programming; Infinity Broadcasting; King World; Blockbuster Entertainment, the home-video giant; and a slew of major cable networks, including MTV, VH1, Showtime, BET, The National Network and CMT.



SONY

Los Angeles
Fiscal year ended:
March 31, 2002
Rank last year: 7
Nobuyuki Idei, co-chairman and CEO, Sony
Media revenues: \$17.1B
Operating cash flow: \$5.6B
Operating income: \$1.1B
52-week high: \$85.75
52-week low: \$32.80

It's all about PlayStation 2 for Sony, whose Game division accounted for more than \$7.5 billion of the corporation's sales in fiscal 2002. Sony Pictures chipped in \$4.78 billion, with 2001 success stories being *Black Hawk Down*, *A Knight's Tale*, DVDs like *Crouching Tiger, Hidden Dragon*, and game shows *Wheel of Fortune* and *Jeopardy*. The music division kicked in another \$4.8 billion. The question is: Is relying on PlayStation 2 as unhealthy as ABC's reliance on *Who Wants to Be a Millionaire?* two years ago?



COMCAST

Philadelphia
(Nasdaq: CMCSK; CMCSA)
Fiscal year ended:
Dec. 31, 2001
Rank last year: 8

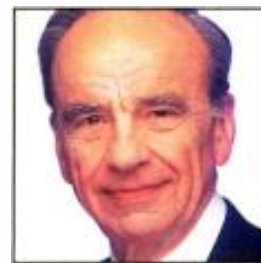


Brian Roberts, president
Revenues: \$19.1B
Operating cash flow: \$4.6B
Operating income: -\$4.9B
52-week high: \$46.00
52-week low: \$25.65
There's little doubt that Comcast will complete its takeover of AT&T Broadband. The big question is how it will do once it gets the properties. AT&T Broadband is big—and it's broken. No one has ever done a cable acquisition on this scale before. AT&T's systems nearly triple Comcast's size, and AT&T managed to halve the margins of its cable systems from the industry-standard 40%-45%. And, although Comcast executives Brian Roberts and Steve Burke think they can turn those systems around in short order, some industry executives say the task may go more slowly than they think. Time will tell.



NEWS CORP.

Sydney, Australia
(NYSE: NWS)
Fiscal year ended:
June 30, 2001
Rank last year: 5



Rupert Murdoch, chairman/CEO
Revenues: \$13.8B
Operating cash flow: \$2.1B
Operating income: \$1.7B

Buffy the Vampire Slayer is a big hit on Viacom's UPN network.



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25

TOP 25 MEDIA COMPANIES

52-week high: \$39.70
52-week low: \$22.91
 The ad slump has been particularly tough on the sports marketplace. Just ask News Corp. The company wrote off \$909 million in losses related to three big sports-rights contracts in its fiscal second quarter ended Dec. 31, 2001. The charges broke down as follows: \$387 million for the National Football League, \$297 million for the National Association for Stock Car Auto Racing and \$225 million for Major League Baseball. As a result, the company said it's reducing revenue projections from the contracts. For the first half of fiscal 2002, News Corp. reported a 36% drop in operating income for its TV division (owned stations and the Fox network), to \$165 million, on an 8% gain in revenue, to \$2.13 billion.

In addition to owning 85% of the Fox Entertainment Group (which includes the movie studio, the Fox network, Fox Television production company, and the No. 2 TV-station group in the U.S.), News Corp. publishes scores of newspapers and books (through such units as HarperCollins). Cable holdings include Fox News, FX and a pocketful of regional sports networks.

Popular sitcom *Friends* helps make NBC's Thursday night **Must See TV**.



The *Bachelor* was an unexpected hit for struggling ABC this season.



HUGHES ELECTRONICS
 El Segundo, Calif.
 (NYSE: GMH)
Fiscal year ended:
 Dec. 31, 2001
Rank last year: 13



Eddy Hartenstein, senior executive VP, Hughes, and chairman and CEO, DirecTV
Revenues: \$8.3B
Operating cash flow: \$389.9M
Operating income: -\$757.8M

52-week high: \$25.09
52-week low: \$11.50
 By now, everyone knows the tortured saga of General Motors' attempt to sell its DirecTV subsidiary. After a year of public negotiations with News Corp.'s Rupert Murdoch, the ever plucky Charlie Ergen, CEO of EchoStar Communications Corp., cut a \$26 billion deal to buy Hughes right out from under Murdoch's nose. That deal is now in regulators' hands, and, by all public accounts, chances are slim that it will pass muster. EchoStar execs assure us repeatedly that it's going to sail right through because, in Ergen's oft repeated words, the deal is good for consumers. We're holding our breath to see if the DoJ agrees.

In the meantime, DirecTV has increased its subscriber list to nearly 11 million. Hughes also owns other subsidiaries that most people are much less interested in: PanAmSat and Hughes Network Systems.



COX ENTERPRISES
 Atlanta
 (Privately held)
Fiscal year ended:
 Dec. 31, 2001
Rank last year: 12
 James C. Kennedy, chairman
Revenues: \$8B
Operating cash flow: \$1.5M
Operating income: -\$118.2M
 Atlanta-based Cox Enterprises delivers cable to more than 6 million customers, including digital cable and high-speed Internet, and is looking to get bigger. Late last year, the company had a disappointing loss to Comcast in bidding for AT&T Broadband but is rumored to be in the hunt for some or all of the Adelphia properties expected to be on the block. Currently, it's the No. 6 MSO and the No. 13 TV-group owner.

Growth seems guaranteed. On the cable side, while the company reported a steep drop in first-quarter earnings, it also added 336,000 subscribers for its advanced digital services, boosting revenue for the quarter by 19%. On the broadcast side,

its worst year is probably behind it. The Olympics and political elections will almost surely help the group post better numbers in 2002.

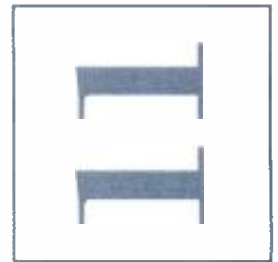


CLEAR CHANNEL
 San Antonio
 (NYSE: CCU)
Fiscal year ended:
 Dec. 31, 2001
Rank last year: 11



Lowry Mays, CEO
Revenues: \$7.9B
Operating cash flow: \$2.1B
Operating income: \$1.92B
52-week high: \$63.98
52-week low: \$36.80
 While it has redefined the term "radio giant" with more than 1,200 stations, Clear Channel has become the largest outdoor-advertising company as well, with nearly three-quarters of a million billboards and other signs in scores of countries worldwide. And, along the way, the company has become a major player in radio programming and live-entertainment promotion and has a greatly expanded TV-station portfolio.

Last year's purchase of the Ackerley Group added to its outdoor-ad presence while contributing 16 television and four radio stations as well. The company said it was pleased to finally have a station in its hometown of San Antonio, but some analysts said it was the billboards that made Ackerley attractive. Meanwhile, the TV stations haven't gone unattended. Clear Channel's WTEV-TV Jacksonville, Fla., recently agreed to take over the market's CBS affiliation after the network and current affiliate, Post-Newsweek's WJXT(TV), couldn't come to terms.



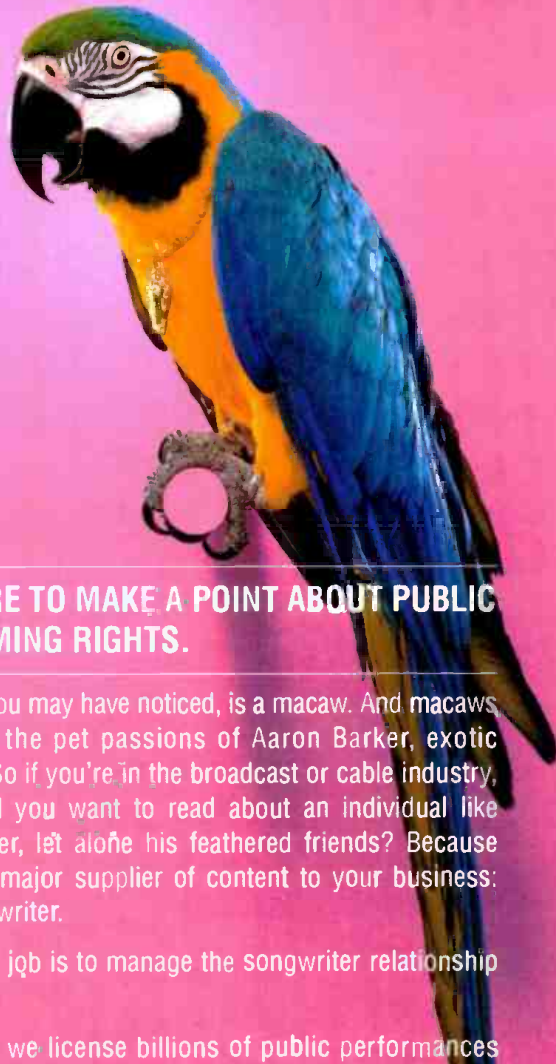
GANNETT
 Arlington, Va.
 (NYSE: GCI)
Fiscal year ended:
 Dec. 31, 2001
Rank last year: 10
 Doug McCorkindale, CEO
Revenues: \$6.3B
Operating cash flow: \$2B
Operating income: \$1.6B
52-week high: \$79.90
52-week low: \$53
 Deeply rooted in the newspaper business, Gannett owns nearly 400 newspapers in the U.S. (including the nation's highest-circulation daily, *USA Today*), nearly 300 titles in the U.K., and 22 television stations.

Gannett's NBC affiliates' Olympics performances helped the company gain 7.4% in the first quarter over the previous quarter, to \$167.2 million. Word is, Gannett is looking at television stations and synergies for its newspapers in anticipation of relaxed regulations on multiple media holdings in a market. But CEO Doug McCorkindale said last month that asking prices are still too high and that, while the company is ready to cut some checks, Gannett doesn't do "dumb deals."



NBC
 New York
 Subsidiary of General Electric
 (NYSE: GE)
Fiscal year ended:
 Dec. 31, 2001
Rank last year: 9
 Bob Wright, chairman/CEO, NBC
Revenues: \$5.8B
Operating cash flow: \$1.5B
Operating income: \$1.6B
52-week high: \$53.55
52-week low: \$28.50
 The difference between 2001

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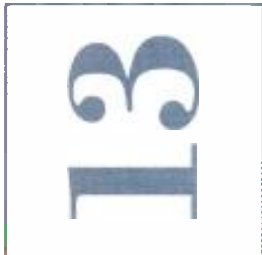
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TOP 25 MEDIA COMPANIES

and 2000 for NBC was a \$1 billion revenue decline. But 2002 should be better: The network sold a record \$720 million in advertising during the Salt Lake City Winter Olympics, and the network is well-positioned in the network prime time competition. The network continues to be acquisitive: In the past few weeks, it completed its purchase of both Telemundo and Granite's KNTV(TV) San Francisco. Both deals were done over the objections of Paxson, which claimed they violated FCC ownership rules as well as its own partnership agreement with NBC. The FCC didn't buy the argument. Meanwhile, an arbitration hearing is still pending between Paxson and NBC. Paxson wants the arbitrator to void the agreement. Stay tuned.



TRIBUNE

Chicago (NYSE: TRB)
Fiscal year ended: Dec. 31, 2001
Rank last year: 14
 John Madigan, CEO
Revenues: \$5.3B
Operating cash flow: \$1.2B
Operating income: \$802.3M
52-week high: \$47.25
52-week low: \$29.71
 More than most, Tribune is a group to watch. Only last month, the Chicago-based company reached an agreement with Sinclair Broadcast Group for its DMA No. 25 WB affiliate, WTTV(TV) Indianapolis, and satellite WTTK(TV) Kokomo, Ind., for \$125 million, giving Tribune its fourth duopoly. The company has owned Fox affiliate WXIN(TV) Indianapolis since 1997. To cover the deal, the company sold Tribune two Denver radio stations to Entercom Communications Corp.
 Tribune—which now owns duopolies in Indianapolis, New Orleans, Seattle and Hartford—appears ready to expand its holdings, particularly with regard to WB affiliates, in the top 30 or so markets and is reportedly looking at Acme's KPLR-TV St. Louis in the No. 22 DMA—likely to cost much more than WTTV.



MCGRAW-HILL

New York (NYSE: MHP)
Fiscal year ended: Dec. 31, 2001
Rank last year: 16
 Harold McGraw III, chairman/president/CEO
Revenues: \$4.7B
Operating cash flow: \$1.18B
Operating income: \$624M
52-week high: \$70.87
52-week low: \$48.70
 McGraw-Hill is best-known as an educational publisher, although it also supplies financial and business information. It publishes *Business Week* magazine and trade journals such as *Aviation Week* and *Engineering News-Record*. It owns four television stations in three states: KMGH(TV) Denver, KGTV(TV) San Diego, WRTV Indianapolis and KERO-TV Bakersfield, Calif. Business remains much the same: steady as she goes. Proof is in the financials: Annual revenues have grown about 7% for the past three years.



CABLEVISION

Woodbury, N.Y. (ASE: CVC)
Fiscal year ended: Dec. 31, 2001
Rank last year: 17
 Charles Dolan, CEO
Revenues: \$4.4B
Operating cash flow: \$708M
Operating income: -\$246M
52-week high: \$42.97
52-week low: \$5.24
 Cablevision's battle over the New York Yankees' new network is the least of its problems. The rollout of digital cable fizzled (just 25,000 sales so far). The company blames software glitches in the set-top boxes that it's buying from Sony. Digital is the company's huge bet. CEO

Dolan and his son, President James Dolan, said they planned to install digital converters in 50% of the basic homes by the end of 2003, betting that new VOD and interactive services would come a gusher. That's not going to happen.



CHARTER

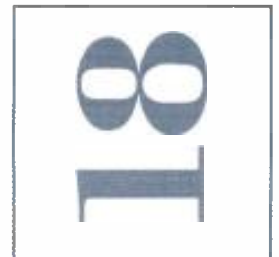
St. Louis (NYSE: CHTR)
Fiscal year ended: Dec. 31, 2001
Rank last year: 19
 Paul Allen, chairman/CEO
Revenues: \$4.1B
Operating cash flow: \$2.3B
Operating income: \$132M
52-week high: \$24.45
52-week low: \$7.64
 Charter used to be one of the few bright spots in Paul Allen's portfolio. Though not heading to the graveyard of many of the Microsoft co-founder's investments, the cable op is fairly battered. CEO Jerry Kent quit in a snit last fall, sending the company's stock crashing. Allen replaced him with cable and DBS veteran Carl Vogel. The ex-Jones Intercable, ex-EchoStar executive is holding the fort but not well enough to overcome anxiety about the company's debt level. Charter is not much of a buyer these days, but Allen could turn into a seller if Cox got interested enough in expanding.



HEARST

New York (Privately held)
Fiscal year ended: Dec. 31, 2001
Rank last year: 18
Revenues: \$4.1B
Operating cash flow: NA
Operating income: NA
 The biggest change at Hearst recently is the departure of long-

time President/CEO Frank Bennack Jr., who retires this month. Bennack oversaw the company's transition from a pure-play print publisher to a multi-media concern with sizable stakes in broadcast and cable TV. In fact, insiders say print revenues now account for less than half the company's total sales, while interests in Hearst-Argyle Television (currently 66% of outstanding stock), ESPN (20%), Lifetime (50%) and A&E Network (37.5%) contribute roughly 55%-60% of all revenue. Succeeding Bennack as CEO is another long-time company veteran, Victor Ganzi, who previously served as chief operating officer/chief financial officer and general counsel before that.



ECHOSTAR

Littleton, Colo. (NASDAQ: DISH)
Fiscal year ended: Dec. 31, 2001
Rank last year: 24
 Charles W. Ergen, chairman/CEO
Revenues: \$4B
Operating cash flow: \$511M
Operating income: \$212.3M
52-week high: \$39.03
52-week low: \$19.49
 No one can deny that EchoStar CEO Charlie Ergen is one of America's savviest businessmen, even if many people don't agree with the way he goes about conducting that business. Ergen, personally worth \$7.1 billion, is the 22nd-richest person in the country. If that doesn't impress you, consider this: Ergen keeps beating News Corp. Chairman Rupert Murdoch at his own game. No one's luck holds that long.
 But Ergen is facing his most challenging maneuver yet: buying Hughes Electronics from General Motors for \$26 billion and then merging his company with No. 1 DBS provider DirecTV. The deal is getting heavy regulatory scrutiny, endless skepticism from antitrust lawyers, and strident opposition from competitors and broadcasters. Still, Ergen has been known to pull a rabbit out of his hat.
 EchoStar had investments in two broadband providers—Giltat Satellite Networks and WildBlue—but has written both of them

Malcolm in the Middle has become a mainstay of the programming lineup at News Corp.'s Fox Network.



down to nothing. Vivendi Universal also took a \$1.5 billion stake in the company last year.



ADELPHIA

Coudersport, Pa.
(NYSE: ADLAE)

Fiscal year ended:
Dec. 31, 2001

Rank last year: 21
John J. Rigas, chairman/CEO
Revenues: \$3.6 billion
Operating cash flow: NA*
Operating income: NA*
52-week high: \$42.97
52-week low: \$5.24

*Adelphia delayed release of 2001 earnings.

Adelphia Chairman/founder John Rigas and his family have provided the cable industry's version of the Enron scandal. The company is currently restating earnings for the past three years to account for \$2.3 billion in debt generated by family-controlled partnerships for which Adelphia might bear liability. The family apparently used some of the money to buy Adelphia stock and bonds. Whatever news comes out of Adelphia this year is likely to be bad: The company may not be able to obtain new credit and is being investigated by the SEC.



NEW YORK TIMES

New York
(NYSE: NYT)

Fiscal year ended:
Dec. 30, 2001

Rank last year: 20
Arthur Sulzberger Jr., chairman of the board/publisher of the Times
Revenues: \$3B
Operating cash flow: \$558.3M
Operating income: \$374.4M
52-week high: \$48.75
52-week low: \$35.48

Last year, the newspaper segment contributed 80% of company revenues. That might help explain the

\$470 million drop: It was a lousy year for publishers everywhere. The Broadcasting segment includes television stations WREG-TV, WTKR(TV), KFOR-TV, WNEP-TV, WHO-TV, WHNT-TV, WQAD-TV, and KFSM-TV and radio stations WQXR-FM and WQEW(AM).



WASHINGTON POST

Washington
(NYSE: WPO)

Fiscal year ended:
Dec. 30, 2001

Rank last year: 23
Donald E. Graham, chairman/CEO
Revenues: \$2.4B
Operating cash flow: \$437.2M
Operating income: \$219.9M
52-week high: \$634
52-week low: \$470

Coverage of the war against terrorism by flagships *Washington Post* and *Newsweek* may draw all the attention, but they're also eating cash in what Post Co. officials acknowledge is an "unbelievably bad" advertising market. Look to the cable division as a sorely needed driver for growth in 2002. Fees from cable and the Kaplan education business will drive any bottom-line gain. The company says its Cable One systems are tops in the U.S. in digital-tier and cable-modem penetration, and the rewards of recent buildout and marketing campaigns should show up in this year's numbers.



DISCOVERY

Bethesda, Md.
(Privately held)

Fiscal year ended:
Dec. 31, 2001

Rank last year: Not ranked
John S. Hendricks, chairman/CEO
Revenues: \$1.8B
Operating cash flow: \$418M
Operating income: NA
Even Viacom Chairman Mel Kar-

mazin has said he'd love to buy Discovery. For now, though, the company—whose value has ballooned to \$20 billion—doesn't appear to be on the block. Talk of a sale to NBC never materialized, although Discovery Kids now programs NBC's Saturday-morning block. The company's key domestic analog nets—Discovery Channel, TLC and Animal Planet—have seen ratings growth, but Travel Channel is still finding its way. President Johnathan Rodgers is moving on after six years, leaving a hole in the executive ranks.

Liberty Media controls 49% of Discovery, with Cox Communications, Advance/Newhouse and John Hendricks holding stakes. Discovery's U.S. holdings also include seven digital networks.



E.W. SCRIPPS

Cincinnati
(NYSE: SSP)

Fiscal year ended:
Dec. 31, 2001

Rank last year: 23
Ken Lowe, president/CEO
Revenues: \$1.5B
Operating cash flow: \$373.5M
Operating income: \$274M
52-week high: \$87.50
52-week low: \$56.10

Revenue dropped more than \$200 million in 2001; operating cash flow, about \$80 million. Scripps is optimistic, though, that the Winter Olympics and political advertising will improve revenue and profits at its 10 TV stations this year. The company continues to believe that its niche cable-network division will drive future growth. Its fourth network, Fine Living, launched in March.



BELO

Dallas
(NYSE: BLC)

Fiscal year ended:

Dec. 31, 2001

Rank last year: Not ranked
Robert W. Decherd, chairman/CEO

Revenues: \$1.4B
Operating cash flow: \$348.1M
Operating income: \$163.6M
52-week high: \$24.52
52-week low: \$15.15

An aggressive corporate reorganization begun in early 2001 established a cost structure that allowed Belo to weather the advertising collapse and still improve its stock price by 17% from 2000. With even a slight uptick in business, Belo will be in position to post strong gains. The company continues to believe in its cluster strategy, grouping newspapers, cable news networks and broadcast stations primarily in the Pacific Northwest, Texas and Arizona.



MEREDITH

Des Moines, Iowa
(NYSE: MDP)

Fiscal year ended:
June 30, 2001

Rank last year: Not ranked
William T. Kerr, chairman/CEO
Revenues: \$1.1B
Operating cash flow: \$213M
Operating income: \$127M
52-week high: \$45.00
52-week low: \$26.50

Best-known for *Better Homes and Gardens* and other magazines for the domestically inclined, Meredith has been trying to "unlock" the earnings potential of its 12-station broadcast group for years. 2002 probably won't mark the turnaround.

The company brought in a new broadcast group president to implement a new growth strategy. Industry veteran Kevin O'Brien ran Cox's Fox affiliate, KTVU(TV) San Francisco, and made it the top revenue-producing station in that market for many years. O'Brien also oversaw Cox's other Fox and independent stations.

The Meredith broadcast group has expanded its sales staff and news operations, but those moves won't pay off until the ad market turns around.

The *Survivor* franchise has given a boost to Viacom's CBS network.



Smallville has been a bright spot in an otherwise tough season for AOL Time Warner's The WB network.



People F A C E T I M E



Photo: Kyndell Harkness / ImageDirect

Beloved in bronze

Like Ralph Kramden commemorated in a bronze statue that TV Land erected outside New York's Port Authority in 2000, Mary Tyler Moore (above) was immortalized last week in Minneapolis with an 8-foot likeness of herself (throwing her tam in the air, of course). Moore, star of the CBS comedy classic about the associate producer of the horrible WTM newscast, was still beaming, at 65. At the unveiling, she tossed that winter hat several times, to the delight of thousands of fans.



Photo: Craig T. Mathew / Matthew Imaging

The peacock's pooh-bahs

For its 75th anniversary celebration at the Academy of Television Arts and Sciences two weeks ago, NBC assembled some of the top executives—past and present—that have taken the network from *The Flying Nun* to *ER*. The corner-office crew (l-r): Warren Littlefield, Jeff Zucker, Robert Mulholland, Herb Schlosser, Bob Wright, Grant Tinker, Andrew Lack and Scott Sassa. Chairman Wright, President Lack and Hollywood chiefs Jeff Zucker and Scott Sassa are still working to maintain the network's top ratings. Schlosser, now with Salomon Smith Barney, was NBC president/CEO from 1974 to 1978. Mulholland ruled as president/COO from 1981 to 1984. Tinker, along with the late Brandon Tartikoff, led NBC to prime time dominance in the 1980s. Littlefield helped keep it on top through the 1990s.



Wild about Harry

Attorney Mickey Gardner (above), who represents the likes of NATPE and the Distilled Spirits Council of the United States in Washington, has picked up a new client: Harry Truman. In his just published *Harry Truman: Moral Courage and Political Risks* (Southern Illinois University Press), Gardner persuasively argues that, with the exception of Lincoln, Truman did more to advance the civil rights of African-Americans than any prior president. By executive order, he integrated the armed forces and the federal government and appointed Supreme Court justices who shared his vision of equal rights for all. As the title suggests, Truman's efforts carried considerable political risk. Few white Americans supported his initiatives, and Southern whites vigorously opposed them.

MEDIA BIZ QUIZ

1. Disney Chairman Michael Eisner went to New Orleans to:

- A) enlist the aid of voodoo priestess in assembling ABC's prime time schedule for the fall.
- B) see if he can derail another career by talking someone into taking a top executive post at ABC TV.
- C) convince cable operators that they should be thrilled to pay more for ABC Family and ESPN.
- D) show Wall Street he

can take the heat by wearing a sweater in 90-degree temperatures.

2. A survey of 600 TV viewers by a professor at Indiana University in Pennsylvania concluded that many viewers:

- A) claim to know who committed the crime on *Law & Order* before the detectives do.
- B) would choose to "spend most of their time in heaven watching television."



McHale says picking great shows ain't so tough.

C) think they are friends with the actors they see on TV "even if they don't have any real friends."

3. At an NCTA panel, Discovery's Judith McHale revealed the network's secret for selecting programming:

- A) "Dinosaurs, dinosaurs, dinosaurs."
- B) "We run our biggest ideas by Charlie Rose."

For some reason, he has a golden gut for our kind of stuff."

C) "The bigger the teeth, the bigger the ratings."
D) "Any nature program showing cute animals being born. Folks just love the birthing process."



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Answers: 1) C; 2) C; 3) C

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F A T E S & F O R T U N E S

Broadcast TV

Chuck Chiocco, local sales and marketing manager, WXTV(TV) Paterson, N.J., promoted to general sales manager, WXTV(TV) Paterson, N.J./WFUT-TV Newark, N.J./WFTY-TV Smithtown, N.Y.

Cable TV

David Blau, director, business operations, Central division, Cox Communications, Las Vegas, promoted to VP.

Programming

Appointments at Lifetime Television, Los Angeles: **Jon Landa**, director, affiliate sales and marketing, ESPN Inc., Burbank Calif., joins as VP, distribution and field marketing; **Mark Garner**, senior director, business development, Carorder.com, Austin, Texas, joins as regional director; **Carla Cortis**, director, affiliate relations, Los Angeles, joins as regional director; **Antoinette Brown-Leon**, director, corporate local ad sales, A&E Television Networks, Los Angeles, joins as regional director.

Appointments at Hallmark Channel: **Terry Taylor**, executive VP, sales and marketing, Directrix Inc., Northvale, N.J., joins as regional VP, Eastern region, network distribution and service, New York; **Laura J. Lee**, region manager, affiliate sales, E! Entertainment, Chicago, joins as manager, South Central region, network distribution and services, Chicago; **Jesús Aranda**, VP/media director, Latin

America and Caribbean, Universal McCann, Miami, joins as VP, marketing, Latin America, Crown Media International Inc., Miami; appointments in Hong Kong: **Betty Ho**, director, analysis, iamasia, Hong Kong, named research, manager, Asia; **Laxmi Hariharan**, associate director, Crown Media International LLC, Hong Kong, promoted to marketing director, Asia; **Jenny Tan**, advertising account manager, promoted to director, advertising sales.

Evan Shapiro, VP, marketing, Court TV, New York, promoted to senior VP.

Appointments at National Geographic Channel, Washington: **John Bowman**, VP, executive producer, production, promoted to VP; **Viraj Verma**, deputy production manager, New York Times Television, New York, joins as production manager; **Brian Fox**, senior art director, promoted to design director; **Jamie Reesman**, national director, marketing, High Speed Access Corp., Denver, joins as director, marketing; **Christine Searight**, VP, marketing, PlanetServices.com, Herndon, Va., joins as director, ad sales marketing; **Jennifer Williams**, senior producer, content and partnership, Starbrand Communications Inc., McLean, Va., joins as manager, program scheduling.

Changes at Banyan Productions, Philadelphia: **Kathryn Goree**, director, programming has retired; **Chris Emmanouilides**, co-director,

programming, named director and adds to his duties director, special projects.

Alexandra Soumbeniotis, manager, public relations and marketing, CN8, Philadelphia, promoted to director, marketing and affiliate sales, CN8 and CN8.tv.

Mary Corigliano, VP, marketing, Zilo Networks Inc., New York, joins MuchMusic USA, New York, in the same capacity.

Ted Leuci, manager, event marketing, Cablevision, Jericho, N.Y., named supervisor, advertising sales, Bravo Networks, Jericho.

Radio

Dave Gordon, interim GM, San Antonio cluster, Salem Communications Corp., appointed GM, KLUP(AM) Terrell Hills, Texas/KSLR(AM) San Antonio.

Chris Wegemer, executive in charge, programming, *Hollywood Hamilton's Weekend Top 30 Countdown*, Los Angeles, joins EWTN Global Catholic Network, Birmingham, Ala., as VP, marketing.

Journalism

Mike Rizzo, executive producer, sports, ABC Radio Networks, New York, promoted to GM, news and sports coverage, ABC News Radio.

Joyce Taylor, anchor, KIRO-TV Seattle, returns to KING-TV Seattle, in the same capacity.

Aditi Roy, reporter, KIIQ-TV Spokane, Wash., joins WCAU(TV) Philadelphia, as

general assignment reporter.

Chris Riva, sports director/main anchor, WGBA(TV) Green Bay, Wis., joins KWGN-TV Denver, as sports anchor.

Jenna Wolfe, weekend sports anchor, WPHL-TV Philadelphia, joins *MSG Sports Desk*, New York, as reporter/fill-in anchor.

Technology

Neil Goldberg, VP, entertainment, DIVA, Redwood City, Calif., named senior VP, programming, TVN Entertainment, Burbank, Calif.

Advertising/Marketing/PR

Martyn Straw, president, Interbrand U.S., New York, named chief strategy officer, BBDO, New York.

Craig Stephenson, international sales director, Tribune Media Services, Toronto, Canada, promoted to executive director, video publishing division.

Satellite

Carmen González-Sanfelix, director, Latin American business development, Williams Communications, Tulsa, Okla., joins PanAmSat Corp., Coral Gables, Fla., as VP, Latin America.

William Gerski, senior VP, sales and marketing, Golden Sky Systems Inc., Kansas City, Mo., joins Sirius Satellite Radio, New York, as VP, independent distribution.

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T H E F I F T H E S T A T E R

Turner's chief shopper

Katz acquisitions help drive TNT, TBS, Cartoon successes

As Turner Entertainment's chief programming buyer, Jonathan Katz can't afford to miss a movie or TV show. Every new film or series might be a prospective purchase for his stable of cable networks.

Katz buys for Turner's diverse portfolio of entertainment networks, from Turner South to Cartoon Network to TNT. His selections help drive the successes at TNT, TBS Superstation and Cartoon, which regularly rank among cable's highest-rated nets.

Unfortunately, he says, "there isn't a formula" for acquiring programming. "Each network has priorities, a distinct brand, and demographic and psychographic targets."

Katz took charge of Turner's acquisitions group in January 2002, after long-time department head Bob Levi retired. He had been Levi's deputy for two years.

His goals are simple: "Naturally, you always want to buy a hit." Recent acquisitions include CBS drama *Judging Amy* for TNT and

theatrical films *Legally Blonde* and *Lara Croft: Tomb Raider*.

Whenever possible, he looks to share programming, such as movies that run on TNT and TBS. "Economic conditions," he says, "are dictating that we have to spread our costs and risk across multiple platforms."

A *Sopranos* fan who also is hooked on movies and news, Katz notes that a hit show on a broadcast network might not be a good fit for his cable channels. "There are no black-and-white rules. Buys depend on what a network needs."

His biggest properties, TNT and TBS, have developed very different programming needs. Turner executives have been working hard in the past year to differentiate the two.

TNT hypes its "We Know Drama" brand and has added off-nets *Law & Order* and *The X-Files* to back it up. *Judging Amy*, which draws strong female demos on CBS, fits the mold. "The focus on drama is not a constraint," Katz says. "It provides me with a clear guide of what I'm interested in."

TBS, meanwhile, pushes comedy and action. In September, it will launch an early-evening comedy block of *Seinfeld*, *Friends*, *The Drew Carey Show* and *Home Improvement*. Most acquired movies are in the comedy and action genres.

Buying programming for cable networks never figured in Katz's early career plans. He spent 14 years in local news and production and program-



Jonathan Katz

Senior Vice President,
Program Planning &
Acquisitions, Turner
Entertainment Networks

B. July 7, 1967, Tuscaloosa, Ala.; BA, broadcast & film, University of Alabama, 1989; news producer, WCFT-TV Tuscaloosa, Ala., 1983-87; production manager, WDBB-TV Birmingham, Ala., 1987-89; senior promotion producer, WTOG-TV Tampa/St. Petersburg, Fla., 1989-90; promotion manager, WJZY-TV Charlotte, N.C., 1990-92; advertising, publicity and promotion director, WTOG-TV, 1992-96; director, programming and promotion, WTOG-TV, 1996-97; VP, marketing, CNN Newsource Sales, Atlanta, 1997-2000; current title since October 2000; m. Shelby, Oct. 31, 1992; child: Zachary (4)

ming at stations across the Southeast, including three tours at WTOG-TV Tampa, Fla.

He had jumped into television at 16 as a news producer for WCFT-TV in his hometown of Tuscaloosa, Ala., where his mother taught linguistics and his father still teaches broadcast and film at the University of Alabama. "There was no escape from the business in my house," Katz recalls. "But I wouldn't have had it any other way."

Katz worked at WCFT-TV through his college years at the University of Alabama, where he majored in, not surprisingly, broadcast and film. After graduating in 1987, he stepped up a market, to WDBB-TV in Birmingham as production manager.

His run in local news ended 10 years later. CNN Newsource Sales needed a head of marketing in Atlanta, and Katz made the jump. Newsource manages CNN's relationships with local stations. He says he was very comfortable with the idea of marketing a national news product to local stations. "Your constituents might change, but creating value and satisfied customers does not."

After three years there, he learned that Levi needed a second in command.

Cable originals like *The Shield* and *The Osbournes* are stealing most headlines lately, but acquired programming still drives 70% of cable fare. Katz doesn't see that balance changing any time soon. "Acquiring programming is a long-term aim," he says. "The job is to acquire hit movies and series that fuel the future success."

—Allison Romano

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Television

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Editorials

COMMITTED TO THE FIRST AMENDMENT

Brought to you in living HDTV

We were prepared to roast some peacock this week after seeing a story elsewhere suggesting NBC was planning to leak false fall schedules in an attempt to keep us poor media types from stealing its upfront thunder. NBC flatly denied the charge, so, absent any independent evidence of our own, we will take the bird at its word. Had the story been true, however, we would have pointed out that lying once is like adding a drop of black paint to a can of white. You can't take it back, and it irrevocably taints the product, which in this case would be the network's credibility. Enough said.

Instead of roasting, we want to toast the network for its decision to add more HDTV to its prime time lineup this fall. NBC wouldn't say exactly how much. The same thunder-protecting secrecy that prompted the report about false schedules may also be behind its reticence on HDTV details, but our recollection of earlier conversations with executives on this topic is that it will be a large portion of its prime time lineup. We hope so.

As we said last week in this space, programmers must step up to the plate. Although NBC has done the kind of big-ticket sports event—Super Bowl, Triple Crown, basketball—that is arguably the best advertisement for the technology, it's in broadcasters' best interests to get in the habit of HDTV.

Upbeat in New Orleans

If you look simply at the numbers, you might conclude that last week's NCTA convention was a downer. At 17,000 and change, attendance was down 30% from last year in Chicago, 45% from two years ago. But focusing on those numbers is a mistake. It's like saying the whole band didn't show up, just Wynton and Ellis Marsalis. The crowd was small, but good. With a few notable and excusable absences, cable's top executives turned out: operators, programmers, hardware vendors, Washington reps, everybody. Even billionaire cable investor Paul Allen cruised up the Mississippi to hold court on his yacht. John Malone and Ted Turner would have made the show complete, but only for old time's sake.

With NATPE's demise and NAB's inexorable transformation into a professional audio-video show, NCTA has emerged as the premiere TV convention. If you tired of cable, you could talk broadcasting with Karmazin (CBS), Chernin (Fox), Kellner and Parsons (The WB), and Eisner and Iger (ABC).

NCTA would have preferred more people in the seats and aisles (and the revenue they represent), but it accomplished what it wanted. Through the panels and exhibition, it declared to the world, particularly Washington and a skeptical Wall Street, that cable is healthy and a technological leader pushing deeply into high-speed Internet access, HDTV and VOD. It sent the message. Now it must wait to see if it was received.

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- The merchandising of a hit.
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- The influence of advertisers on program content.

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Lisa Bernhard, Managing Editor, TV Guide

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Art Bell, EVP, Programming & Marketing, Court TV

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