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NBC'S BOLD WAKE-UP CALL

Boots Ancier and boosts Zucker from Today >> PAGE 8

I'LL BE BUSHED FOR CHRISTMAS

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MAKING AOL, TW PLAY NICE

FTC extracts open-access, interactive requirements

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NO BIZ IN SHOW BIZ?

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Top of the Week December 18, 2000



From A to Z at NBC: Garth Ancier (l), Jeff Zucker.

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Lively Las Vegas

NATPE

тм

A couple of big issues are on the table for the network/affiliate meetings at the NATPE convention in Las Vegas.

Fox will be discussing a deal to move the Fox Kids' block back an hour to 2 p.m.-4 p.m. (from 3-5). Affiliates would like to see the block disappear.

Meanwhile, NBC wants to convince stations to air *Saturday Night Live* live on the West Coast during XFL season, which starts Feb. 3.

Some West Coast affiliates question whether the show is ready for prime time. NBC considered doing two live prime time XFL games (for the East and West Coasts) but couldn't get it done for season one, sources say.

So, the network wants West Coast stations to air the XFL game live at 5, followed by syndicated shows, followed by a live *SNL*. The network then wants West Coasters to repeat *SNL* at 11:30 p.m.

One tip to fans: Half of the XFL teams will be working out in Vegas the weekend before NATPE.

Flagging first-run? Don't tell them

Syndicators and station heads met in Los Angeles last week for Michael Lambert's annual Partners Station Network winter meetings. Nearly every studio pitched its first-run fare for the 2001-2002 season and wined and dined station executives, including Emmis, Pappas, Post-Newsweek and Raycom. Bob Raleigh, head of Carsey-Werner's syndication unit (which at the moment has no first-run offerings), turned a few heads when he advised stations to stay out of first-run. "I told them we had been doing some investigating of the fundamental health of the broadcast audience and how some of what we had found was very disturbing," says Raleigh. "And what we found was there is an oversupply of first-run [programs]." Raleigh said with a laugh that the reaction was "thoughtful, emotional and poignant."



SUNSHINE CANDIDATE

With pressure for some bipartisan picks in a new administration, Florida Democrat Julia Johnson is in a position to grab a spot at the FCC. Johnson is well connected, having served on Florida's Public Service Commission 1992-1999, appointed by late Democratic Governor Lawton Chiles. But Florida Governor Jeb Bush named her to head a task force on Internet technology in 1999. Today, Johnson is VP, communications, with Milcom Technologies, an Orlando-based company that finds commercial uses for military technology. Johnson acknowledges her place in the sun, but says that she's enjoying being an entrepreneur. "I don't want to go back into public service until I've learned all about this," she says.



Kennard cuts up

The five FCC commissioners brought down the house Dec. 14 at the annual Chairman's Dinner of the Federal Communications Bar Association with a San Donaldson-narrated video spoof of their sometimes rocky relations during the three-year tenure of William Kennard. Gloria Tristani's contribution earned the biggest applause as she donned a slinky black dress and belted out a torchy rendition of disco hit "I Will Survive." Susan Ness also was a hit for playing off her wait for reappointment. "You mean I have to leave right now," she asks after receiving a call from an unnamed senator (think John McCain). Kennard's own chief antagonist, House Telcomsubcom Chairman Billy Tauzin appeared, calling him a "great" FCC chair, then shook his head, "I'm sorry I can't do this" and exited.

After the tape Kennard, one of the panel's two African-Americans, compared the FCC voting process to Florida's election count. One mock ballot, unclear because all the holes were punched, "must be Susan Ness." No holes punched, the repeatedly dissenting Harold Furchtgott-Roth.





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TOP OF THE WEEK

Ancier out, Zucker in

In 'reality' quest, NBC replaces entertainment chief with 'Today' veteran

By Joe Schlosser.

BC made the midseason change everybody was expecting, and surprised everybody anyway. Veteran *Today* show producer Jeff Zucker, 36, who has no Hollywood experience, has been

named the network's new entertainment president, replacing Garth Ancier and putting an end to months of speculation about the network's programming direction.

Ancier, former WB and Fox programming chief, who had been NBC's top programmer for the last 18 months, had been under fire for not

producing a *Survivor*-type series and failing to develop a breakout series this season.

He's also executive consultant and part owner of syndicated talk show *Ricki Lake*, and has been offered a deal to set up his own syndication and network production company with NBC. However, because of his WB past and 2% ownership stake, he has a strong relationship with Tribune Co., and he could up there.

Ancier, reached the day after being let go, says he is already looking into some syndicated projects, including a potential daytime talk show. "I would be very surprised if syndication did not play a big part in my future," says Ancier. "It's an area that I really adore, I think its an area that I'm good at and I certainly want to keep at. I'm still involved with Ricki."

Ancier will likely receive between \$2 million and \$4 million to settle the remaining two and half years left on his contract.

Moving Zucker in apparently is a sign NBC wants to do things differently, and in one way of looking at it, "news" is reality programming, just without the prizes: "What last year taught us, is that the conventions of the past don't stand up in the future," says NBC West Coast President Scott Sassa. "You have to come up with new things that are going to capture the

> imagination of people out there. If you think about the job Jeff had, he made hundreds of decisions about popular culture each day."

The Ancier ouster occurred less than two weeks after Sassa failed to give Ancier a vote of confidence during a November sweeps conference call with enter-

Ancier: "I would be very

surprised if syndication did not play a big part in

my future.

tainment reporters. Sassa, a numbers whiz kid who relishes the day-to-day business grind and Ancier, a programming wun-

derkind who trained under former NBC Entertainment chief Brandon Tartikoff, couldn't see eye-to-eye on the daily business chores.

"This is not about the performance of our programming. We are right in the hunt with our new shows and clearly we are right in the hunt where everybody else is with these new shows and

clearly our established shows are doing really well," says Sassa. "This was about it not being a good fit."

A number of rival studio and network executives weren't buying that late last week. They say the failure of *Titans*, *Deadline*, *Tucker* and *The Michael Richards Show*, just highlighted the fact that NBC was out of the reality race.

As for Zucker, he has been overseeing

NBC's enormously successful morning show for the last six and a half years and has strong ties to NBC president and CEO Bob Wright and outgoing GE Chairman Jack Welch. He took a leave five years ago to fight colon cancer (now in remission). He joined NBC Sports in 1988 as a research assistant, right out of Harvard. This season, Zucker also oversaw the network's election and political convention coverage.

"I come as outsider from the inside," says Zucker. "I know what's important for the success of a prime time schedule and I can provide a fresh set of eyes to look for that. I think that what I have done in producing and programming translates exactly to what we need to do. These are the same kinds of decisions we make everyday (at *Today*) in terms of what people like and don't like."

Notes one high-ranking Hollywood

executive, "He is an aggressive guy, who is well liked, and you don't accomplish what he has accomplished at 36 by not having something on the ball."

Zucker will move to Los Angeles and get started in early January. Michael Bass, a senior producer on *Today*, has been named interim executive producer of *Today*.

Zucker joins at a good time for a learner. The development process for next fall is under way and he will now have time to meet the numerous agents, writers, producers and talent that come with the turf. Sassa says Zucker will also be in good hands with NBC Studios head Ted Harbert (who was a likely candidate for Ancier's job) and other veteran executives ready to give a crashcourse on prime time programming.



Zucker: "I come as outsider from inside."

8 Broadcasting & Cable / 12-18-00

Battle-fatigued but stalwart

News crews finally get to go home after the wearying, controversial presidential election

By Steve McClellan and Richard Tedesco

Paul Friedman, executive producer of *ABC World News Tonight*, tells the story of one of his subordinates who recently likened himself to "the missing kid on the milk carton. He went home one day, and his kid asked him, 'Who are you?'"

Indeed, hundreds of television journalists must have felt that way, not just during the past few weeks but over the previous 18 months that constituted the latest presidential election campaign. Just when they thought they'd get a break, after Nov. 7, it turned out they had to work harder than ever, as it took five weeks to sort out who would become the next president of the United States.

It was a remarkable story with unpredictable twists and turns, as well as the remarkable sight, last Tuesday, of on-air correspondents struggling mightily to figure out just *what* the Supreme Court had ruled. Vice President Gore's communications director, Mark Fabiani,

told *The New York Times* that his boss surfed the news specials and never understood until he heard ABC correspondent Terry Moran's explanation.



Shivering on the Supreme Court steps, CBS' Bob Schieffer asked Dan Rather to help him interpret what he was reading.

Mainly, there was confusion. CBS News correspondent Bob Schieffer tried deciphering the court documents and, on the air, asked for anchor Dan Rather's theory. "The

When Gore conceded and Bush accepted on Wednesday night, 54 million viewers watched one of the Big Four networks. honest answer for my own part, Bob, is, I have no idea," Rather responded. "From what we know—if we must level with the viewers—there's a lot we don't know."

The post-Election Day impasse ended as weirdly as it began. In this long, improbable election season, MSNBC correspon-

dent Chris Jansing, for example, set out from New York to cover Al Gore's final 48hour sprint to the finish, figuring it would be a five-day excursion, maybe 10 days at

A HOLIDAY NOTE TO READERS

This is the last issue of BROADCASTING & CABLE magazine for the year. Our next magazine will be dated Jan. 1, 2001.

BR040CASTING & CABLE TV Fax, Cableday and our Web site. broadcastingcable.com. will continue as usual the week of Dec. 18. (None, however, will be updated on Christmas Day.)

In addition, reporters and editors in New York, Los Angeles and Washington will be working this week, as will personnel in other BROADCASTING & CABLE departments.

All of us at BROADCASTING & CABLE wish you, our readers, happy holidays and a prosperous New Year. the outside. But, from the confusion of election night in Nashville, she was immediately dispatched to the ensuing chaos of the recount in Tallahassee.

Jansing recalls telling her producer, "This could get complicated. We could be down there for a week." Her trip ultimately proved to be a 46-day odyssey, with attendant hardships and rewards. On Thanksgiving Day, her crew presented her with a Christmas tree intended to lift her spirits. "It just depressed me," she says.

But then, there were high moments: the conversations with MSNBC viewers who felt as if they knew her, having seen her through all those hours on-air. And there was the "electricity" of the moments when Florida Secretary of State Katherine Harris certified Bush as the winner in Florida.

"I came out of this feeling that I had realized what I went into this business for: to witness history, to be in the middle of history and to give people information about something that made a difference," Jansing explains.

Even so, it was a surreal time for TV news, and for the nation for that matter. CBS News President Andrew Heyward likened Tuesday's coverage to letting viewers "see the back of the factory where the sausage is made."

There were "certainly some awkward moments for everyone," he says, "but, at the same time, people got to see news as it was being made. There were some very seasoned reporters and very seasoned lawyers struggling live with a very complicated Supreme Court decision and trying to read it, make sense of it and explain it properly to an audience of millions on the fly." Friedman calls the post-election story "the most intellectually challenging. It's hard stuff to understand: first the exit-polling problems and the vote-counting problems, and then the court arguments back and forth and finally deci-

INBRIEF

INJURED REPORTER SUES

Adrienne Alpert, the KABC-TV Los Angeles reporter who was badly injured last spring when the mast on her ENG van struck an overhead power line, is suing several equipment manufacturers. Alpert spent months in a burnrecovery hospital and underwent numerous surgeries, including amputation of badly burned fingers, part of her right leg, and part of her left foot. She recently returned home, and the station says she expects to return to work.

PHILLY NEWS BLOCK 'REDIRECTED'

In the words of its assistant news director. Philly TV News "crashed" last week, leaving about 16 reporters, anchors and photographers looking for work. Philly TV News aired several hours a day over independent WTVE(TV) Reading, Pa. A small staff remains, and General Manager Jim Sweeney says new programming on the station, to be announced in first guarter 2001, will be multicultural entertainment, news and business-oriented local programming. Sweeney called the moves "a real grand-scale redirection."

WOMEN'S NET LOSES LADIES HOOPS

After a couple of seasons of stagnant ratings, the WNBA will move from women's network Lifetime to sports network ESPN. Beginning May, the 12 regularseason games that had been slated for Friday nights on Lifetime will go to ESPN and ESPN2 Thursdays and Sundays. Lifetime will get an NBA-produced magazine show. Launched with much fanfare, the games were pulling just 0.4 to 0.5 Nielsen ratings, 66% less than Lifetime's average. phering the Supreme Court opinions." While cable provided thorough and exhaus-

tive coverage and unending analysis, it was to the major networks that most of the nation turned to keep up with the sometimes-blistering pace of new developments.

ABC calculates that it aired 60 special reports on the election between Nov. 8 and the two speeches

last Wednesday totaling fifteen-and-a-half hours; other broadcast networks say their coverage was in that range, too.

One network chose to miss one big moment: When Florida Secretary of State Harris certified the state's vote, NBC didn't break away from its showing of *Titanic.* (And last week, 15 minutes or so after Gore's concession speech, CBS abandoned Dan Rather to air an episode of *Everybody Loves Raymond*, and ABC

delivered The Drew Carey Show.)

Heyward argues that, overall, "it was a very proud chapter for the network news divisions and a very proud chapter for their parent com-

panies. The networks really stepped up and spent millions of dollars and huge amounts of resources to cover this properly."

It's estimated that the Big Four networks combined spent about \$20 million extra to cover the story between Election Day and last week. (But, as

one executive notes, most of that money would have been spent covering other stories anyway.) In addition, another \$10 million in advertising was probably pre-empted for special coverage,



Her crew gave MSNBC's Chris Jansing a Christmas tree to cheer her up during a 46-day stint covering the election and the aftermath.

> million for CBS and 6 million for Fox. On the cable channels, CNN attracted 5.3

according to one network executive's estimate.

Was it worth it? As the story's denouement

emerged

million viewers for the Gore speech, while

Watching reporters struggle to explain the ruling was like letting people see 'how sausage is made,' said CBS News chief Andrew Heyward.

Fox attracted 3.9 million viewers and MSNBC drew 3.2 million viewers. Throughout the election fracas, CNN provided 20 hours of coverage a day. In total, Fox News offered 860 hours, and MSNBC said it did more than 800 hours.

Meanwhile, all the networks and VNS continue to investigate what went wrong

with the missed projections on election night. But in hindsight, says Friedman, given the problems with vote tallies in Florida, "there is probably no computer model in the world

> that could have dealt with that, given what we've found out since then."

Last week, network news managers were finally beginning to schedule leaves for their battle-fatigued troopers. But nobody gets too long a long a break because, while the

networks are packing their tents in Tallahassee, they're sending reinforcements to Washington, Austin and other points to cover the transition and the inauguration. ■



NBC's Dan Abrams (l) and Pete Williams analyzed the Supreme Court decision on the fly, but Gore relied on ABC's Terry Moran.

Wednesday night, the Nielsen ratings show that 81%, or 54 million, of the 66 million viewers tuning in were watching one of the Big Four networks. That broke out roughly as follows: 20 million viewers for ABC, 18

million for NBC, 10

last



TOP OF THE WEEK

Now opening: AOL-TW

FTC approves deal contingent on opening access to independent ISPs; consumer groups see it as model; industry sees it as unique

By Bill McConnell

The merger of America Online and Time Warner won the Federal Trade Commission's blessing last week, but at the price of a sweeping set of conditions intended to prevent the merged company from monopolizing broadband Internet service and interactive TV.

The next step is FCC approval, which is expected within the next several weeks.

Nailed down only in the last few days, the FTC OK comes almost a year after the companies agreed to form a media giant with an overwhelming position in both content production and distribution. Whether the deal was approved or taken to court went down to the wire, but ultimately the firms agreed to enough restrictions to win a unanimous vote from the five commissioners.

The open-access and interactive-TV conditions imposed by the FTC are likely to be a

The deal points

Open access: One non-affiliated cable ISP service must be made available on any Time Warner cable system before offering AOL Internet service over cable in that market. At least two additional non-affiliated ISPs must be offered within 90 days. Unaffiliated ISPs must be offered the same connection location and transmission speeds as AOL gets on the Time Warner platform. AOL must negotiate with all other ISPs seeking carriage but may deny carriage based on capacity or other technical constraints.

Pricing: ISPs must be offered the same fee structure as Earthlink, an ISP with a Time Warner contract already approved by the FTC, or on terms that AOL receives from any other cable company.

Interactive television: Interactive triggers carried by non-affiliated ISPs or program providers must be passed along to consumers without interference.

Digital subscriber lines: To foster competition among competing delivery platforms, AOL must offer broadband Internet via telephone DSL in Time Warner cable markets at the same prices, speed and quality as in markets where the company has no cable broadband service.



AOL's Steve Case (l) and Time Warner's Gerald Levin will get their \$183B merger, but with significant concessions.

headache for other cable companies. Although cable industry officials were quick to point out that they only apply to AOL and Time Warner, the conditions are likely to serve as a model for other cable companies as they roll out broadband Internet service.

Disturbed by that prospect, the main cable trade group said the FTC insisted on

merger conditions only because of the two companies' tremendous market position and that no other cable company possesses the same potential to wield monopoly power in content and distribution. AOL serves 24 million Internet customers, nearly half of the U.S. Internet access market, and Time Warner, the second largest cable compa-

ny has 12.6 million subscribers and breathtaking reach in films, music and publishing.

"No other cable company serves more than a small fraction of the Internet access market," said Robert Sachs, president of the National Cable Television Association.

'The antitrust safeguards imposed are unique to AOL's substantial Internet position and are not a precedent for broader government regulation.'

-Robert Sachs, NCTA

"The antitrust safeguards imposed by the FTC are unique to AOL's substantial Internet position and are not a precedent for broader government regulation."

But FTC Chairman Robert Pitofsky said he hopes the deal will be a template for others. "My hope is this model will apply more broadly," he said. "I really think open access is the way to go for this country."

Recognizing that regulators now have more power to force similar terms on other companies,

a technology industry group criticized the FTC. "Forced access is wrong on principle and its practical impact will be to delay and discourage investment in cable broadband upgrades," the Association for Competitive Technology said.

The \$183 billion merger, the largest corporate deal ever, has already been ap-

proved by European regulators and local cable regulators. The FCC is the last hurdle, and is expected to finish its review by the end of the year or in early January. The FCC is expected to do little more than force AOL to allow subscribers to receives instant messages generated by non-AOL software.

The FTC was prepared to block the merger unless

the companies came to terms. "There were serious antitrust problems here that needed to be addressed," agency chairman Robert Pitosfky said during a press conference to unveil the conditions. "Competition has been preserved and indeed possibly enhanced in the very, very important area of Internet commerce."

AOL and Time Warner insisted all along that conditions were not justified, but ultimately gave in to avoid a protracted court fight that would have delayed the merger indefinitely.

Consumer groups that had lobbied for restrictions on the deal were ecstatic over the FTC's order, while the companies but on a brave face.

The agreement is a "win for consumers", the firms said in a joint statement and predicted it "will become a model for other cable systems."

A surprising coalition of consumer activists and corporate rivals of AOL and Time Warner, including Disney and Microsoft, spearheaded the push for conditions. They feared that a combined company would use its overwhelming content and distribution clout to keep customers away from unaffiliated content. "The FTC has fundamentally changed what AOL Time Warner want do and the cable industry hoped to do," said Jeffrey Chester, executive director of the Center for Media Education.

The FTC's terms cover four key areas: Open access, pricing, interactive TV, and digital subscriber lines (see chart). Absent from the deal was a once-expected order that would have forced AOL to sell its \$1.5 billion investment in DirecTV. Although consumer groups argued that multichannel video competition would be hurt if AOL maintains ties with the satellite TV provider after becoming a cable provider, the FTC said there was no reason to step in. The deal does not address AOL's potential for favoring Time Warner content on AOL. The FTC argues that the mandate for independent ISP's would provide enough competitive options.

Neither did the FTC address AOL's refusal to let its customers receive instant messages from other providers, but the FCC is expected to elicit a promise from the company to drop its ban.

The FTC will appoint a monitor to assess AOL-Time Warner's compliance and to arbitrate any disputes between the merged entity and ISPs that want to get onto its system.

The provisions will be in effect for five years, substantially shorter than the 20-year timetable of most FTC merger agreements. Pitofsky said quick expiration was warranted given the rapid pace of change in digital technology.

Consumer activists said they were happy to accept the short life span in return for a large bundle of strong conditions. ■

AT&T tells FCC of good intentions

By Bill McConnell

T&T is seeking plenty of wiggle room to comply with the cable subscriber cap. Last week, the company told the FCC it would "take steps" to prevent its investments with cable programmers from running afoul of the government's 30% attribution rules.

By May 19, AT&T must take one of three steps to get under the cap as part of the FCC's approval of its acquisition of MediaOne Group. The dilemma was created because AT&T owns a 25% stake in Time Warner Entertainment. That investment pushes AT&T's subscribership share to 41%. Besides eliminating ownership of Liberty Media, Rainbow Holdings and other programmers that sell shows to Time Warner franchises, the FCC said AT&T also could spin off a 25% stake in Time Warner Entertainment or sell other owned or affiliated cable systems.

AT&T had said it would spin off Liberty Media. Last week, it said it might also spin off Rainbow, inDemand and MediaOne-affiliated programmers but might instead take measures to convince the FCC that the businesses should no longer should be counted as AT&T-owned, including converting stakes into non-voting shares, putting them into a trust, or selling enough voting stock to get below the FCC's 5% trigger for attribution.

Consumer advocates said AT&T is trying to have it both ways. "I'm not sure this will be sufficient for the commission, and I'm sure it won't be sufficient for us," said Andrew Schwartzman, president of Media Access Project." FCC officials would not comment. ■

INBRIEF

FREAKYLINKS GETS ANOTHER SHOT

Fox is bringing back freshman series *Freakylinks* to its Fridaynight schedule. The Internetthemed series, which debuted this fall and aired five times, will return on Jan 5. Fox has a total of 13 episodes, eight of which have never aired.

SHOCKWAVE BUYS WEBCASTER

Macromedia's Shockwave.com will acquire indie films Webcaster AtomFilms in a stock swap. AtomFilms shareholders will get 30% of the company. The Shockwave.com animation/gaming site currently claims 30 million registered users.

CABLE UN-READY?

Time Warner has joined the National Cable Television Association in asking the FCC to rewrite labels it required in September for digital TV sets that work with cable. The "Digital Cable Ready" moniker designated for each of three categories of sets "will inevitably invite consumer confusion," Time Warner officials argue.

STERN REUPS

After months of whining that he might sign off for good, fading shock jock Howard Stern renewed his nationally syndicated radio show last Friday. For months, Stern has complained that he hadn't been able to hammer out a "fair" deal, one higher than the \$12 million he collected from Viacom's Infinity Broadcasting. Stern remains the No. 1-rated morning show in his hometown New York City, but his syndicated Arbitrons have slipped, particularly in Los Angeles.

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Streaming media is all business

Entertainment delivery takes a backseat to enterprise delivery

By Ken Kerschbaumer

S treaming Media West, held last week in San Jose, Calif., showcased an industry going from hype to hope, as exhibitors looked to sign up customers and reach business deals with other exhibitors that would help bridge the gap to profitability.

"In today's environment, there is a renewed effort on monetizing assets, and there's also a general maturity," says Ray Weaver, Akamai director, product marketing, streaming media group. "Each time we come, we see the continuing transition from experimental models to people moving their digital business online."

One trend seemed particularly evident: if streaming media once had "gone Hollywood," it's clearly not living there anymore. The mix of exhibitors leaned heavily towards infrastructure and services and away from the promise of online delivery of entertainment programming. It was clear that many of today's business opportunities lie not in the living room but in the boardroom. Activate, a content-delivery network company that was one of eight exhibitors at the first Streaming Media convention four years ago, has also felt the changing show landscape. "The entertainment sites were important to get people used to the technology, but now we're going from the 'What's Technically Possible' stage to the 'What's Economically Practical' stage, and what's practical today isn't necessarily generating new forms of revenue for existing content owners," explains Activate CEO and cofounder Jeff Schrock. "It's saving costs from other ways that people communicate."

Chris Maskill, Activate co-founder and senior vice president, business development, says media streaming's revenues now increasingly come from corporate and institutional users, the so-called "enterprise market." Using media streaming as an entertainment tool is less attractive.

"Literally the first invoice we delivered was for a Fortune 50 company. And we realized that they deemed valuable the means to communicate with their employees and customers and they were going to pay real cash for that. It's going to be a trend that will continue."

Streaming Media West also had a few exhibitors that have a presence at the National Association of Broadcasters and in the broadcast market, including Pinnacle Systems and, notably, Chyron, which recently announced creation of two new divisions aimed at the streaming market.

Chyron CEO Roger Henderson says he'll be interested to see the evolving impact of streaming media at next April's NAB convention. "I'm not sure that the solution for viewers on the Internet will ever be entertainment. At the top end of the streaming business, you have the press companies that want to create breakingnews channels like a CNN, but further down the chain, it's about corporate training and financial institutions delivering their content over the Internet."

The show was kicked off by a keynote address by Microsoft CEO Steve Ballmer, who included a sales pitch for the company's new Windows Media Audio and Video 8 as well as its new Windows Media Player 7 for the Pocket PC.

Microsoft's new compression technology found in Windows Media 8 can deliver what the company calls near-DVD quality video on Internet connections as low as 500 Kbps and near-CD-quality audio streams. When it comes to women's issues, there's one group you haven't heard from.

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Help wanted: Regulators

FCC may have openings for four commissioners

New Year is upon us (or a new millennium if you're one of those kooks who believe the 21st century really starts this Jan. 1). And if a turn of the calendar gets you thinking about a new job, let me suggest one: FCC commissioner. The pay is OK (\$120,000), you hire a staff to do the heavy lifting, and you get to go to a lot of conventions in swell places like Vegas, San Francisco and New Orleans where you are treated like a big shot by the host association.

As our cover story makes clear, Michael Powell will likely assume the chairmanship next month. Powell has everything going for him, including the endorsement of this magazine (see the editorial on page 82). All he has to do is say the word. But as a sidebar to the story notes, there may also be as many as four vacancies on the fiveperson commission next year.

The current chairman, Bill Kennard, will quit around Inauguration Day rather than be reduced to a mere commissioner. Susan Ness' valiant campaign to hang on to her seat will fail. Harold

Furchtgott-Roth will probably be shown the door, too, despite a voting record no Republican could question. (He's just a bit too quirky.) And Gloria Tristani, whose politics are too far left, is expected to cut her term short and return to New Mexico, even though she appeared to have fun for the first time in her video at the chairman's dinner last week (see B&C Eye, page 4).

To get one of the jobs, you don't need to know much about the industries you'll be regulating. As Furchtgott-Roth proved, you don't even need a TV set. It's kind of a learn-asyou-go deal. What you do need, of course, is the right kind of friends in the incoming Bush administration. These jobs are going to people who helped get Bush elected, friends of those who did and relatives of Katherine Harris. Others need not apply.

One friend of the Bush administration past and present who could really help is former FCC Chairman Dick Wiley. He has quietly suffered through eight years of a Democrat-controlled FCC and now has the ear of the Bush camp on telcom matters. He undoubtedly will be making some recommendations.

But even if you're an FOG (Friend of George) and persuade the new administration's chief of patronage to put you up for an FCC seat, you still have to run a gauntlet between the Old Executive Office Building and that coveted office on the eighth floor of the Portals.

You have to say the right things to the telcom powersthat-be on Capitol Hill, namely Sen. John McCain and Rep. Billy Tauzin. Then, you must

These jobs are

going to people

who helped get

Bush elected,

their friends, and

relatives of

Katherine Harris.

Others need not

apply.

expunge anything from your public or private record that would suggest hostility toward any of the major telecommunications industries. The lobbies can't make a commissioner, but they can

break you if they try hard enough.

And this year, you'll also have to meet the approval of the incoming chairman. Because of his close association with the Bush administration and McCain and Tauzin, Powell should have a lot of say over who his agency colleagues will be.

By the way, being in on the appointments of three or four commissioners will give Powell unusual, if not unprecedented, power. Once his team is in place, he'll be able to move quickly on his agenda, whatever it may be. When he calls for a vote, he'll have at least two



that are beholden to him.

It's a rare opportunity for the Republicans. But they could screw it up as they did during the previous Bush administration. Then Al Sikes spent much of his energy battling his two fellow Re-

> publicans, Andy Barrett and Sherrie Marshall. The latter almost beat out Sikes for the chairmanship and spent much of her time at the commission trying to demonstrate that she should have.

Clinton's first FCC chairman, Reed Hundt, was also dealt a bad hand. He was repeatedly frustrated by his fellow Democrats. Jim Quello opposed many of his initiatives, while Ness proved less deferential and pliable than he had expected.

So, if you've always had a hankering to serve your country and don't mind working in a building that's miles from a decent expense-account restaurant, the FCC might be just the thing. I wish you luck. ■

Jessell may be reached at jessell@cahners.com or 212-337-6964.

COVERSTORY

Michael Powell is now odds-on favorite to succeed Kennard atop FCC

Chairman 111 waiting

CC Commissioner Michael Powell is blessed with a keen mind, a good résumé, and excellent timing. That combination will likely unlock the door to the FCC chairman's office.

He has great family connections (his father is Bush insider retired Gen. Colin Powell). He's a Republican at a time when the GOP more desperately than ever wants to show it's more than the party of rich white guys. And in his own right, he has proved himself congenial, energetic, fair and a man of great intellectual capacity.

Capping that is a sharp political instinct that the next chairman must put to use if he is to successfully lead the agency through a tumultuous digital revolution. With William Kennard likely to abandon his chairmanship when President Clinton leaves office and with Republican George Bush, finally, the president-elect, Powell's time may be now.

But although Powell has had an easy three years as the FCC's Republican wun-

derkind, it's all but certain he'll find the chairman's job a lot tougher.

Powell's strengths were on display Dec. 8 in a speech to the conservative Progress & Freedom Foundation about the debate over broadband policy.

He skillfully navigated the nuances of the debate over the rollout of high-speed digital communications, which could be the overriding issue of a Powell tenure. He showed characteristic eagerness to buck conventional wisdom, suggesting that the FCC shed its past reliance on low consumer

Commission attrition

George W. Bush's presidency may bring more than a new chairman to the FCC. Four of the five seats could soon become vacant. Commissioner Michael Powell is widely regarded as a shoo-in for the chairman slot, but the tenure of the other four panel members is looking increasingly short.

> A combination of factors is conspiring to push the three Democrats-Chairman William Kennard, Susan Ness and Gloria Tristani—out of their seats, perhaps by the end of January.

> > Although Kennard says he hasn't made up his mind, by tradition he will leave the commission next month rather than ride out the remaining six months of his term with a significant reduction in clout.

Tristani, who dropped plans to return to New Mexico last spring to campaign for a U.S. House seat, is frustrated with the FCC job, sources say, and eager to head home.

Ness would like to remain on the job, but her term expired in June 1999 and her holdover period expires with the Clinton administration. She has been hoping for a full reappointment but would settle for a temporary

appointment by President Clinton during the congressional recess. That would let her hang around without Senate reconfirmation for up to a year or until a new appointee to her spot is confirmed. That would give her more time to seek another full term. So far, however, Senate Commerce Committee Chairman John McCain has opposed a second full appointment.

A recess appointment, once considered a certainty, is increasingly less likely because of the extended congressional session and uncertainty about when Congress will leave. Further complicating chances for the temporary posting is the increasing likelihood that the other Democrats will flee. President Clinton may be less inclined to let her stay with Republicans commanding a 2-1 majority. By making sure all

Democrats leave, he could deny the Republicans a quorum and stall the GOP's deregulatory plans, at least until Bush's slate of appointees

makes its way through what is certain to be a contentious and lengthy confirmation process.

Republican Harold Furchtgott-Roth's term expired last summer, and he can remain in his post until June 30. But several FCC and industry sources suggest that his rigid and minimalist approach to regulation is frustrating even to Republicans. Furchtgott-Roth's

uncompromising stance, which earned him the nickname "Dr. Dissent," Furchtgott-Roth was fine with party leaders as long as he was hectoring Kennard and other

Democrats. With the GOP now in control, they worry that he will frequently block Republican majorities and hinder implementation of Powell's agenda.

Adding yet one more wrinkle is the possibility the FCC will be forced to tackle a major issue in the next few weeks. For instance, the federal appeals court in Washington could order the commission to rewrite its new equal-employment-opportunity recruiting rules for broadcast stations and cable systems. An issue so dear to Democrats conceivably could persuade President Clinton to ask Kennard and the other Democrats to stay on board. That unprecedented scenario, admittedly a long shot, could put Powell in the uncomfortable position of temporarily presiding over a slate of Democrats that could outvote him. -В. МсС. prices as a gauge for competitive markets and instead look to the availability of new services. "Competition through innovation is perhaps more important than price competition," he said, crediting the late economist Joseph Schumpeter, a darling of information-age prognosticators. "Government regulation should promote innovation."

But Powell's fluency in telecommunications policy and intellectual heft aren't news to anyone who has followed the FCC during the three years he has been a commissioner. More notable was the display of political cunning that will be necessary to navigate the telcom ocean's shoals as the once disparate sectors transform into competing technologies for delivery of a nearly identical mix of digital information services.

Powell took the podium as the apparent next chairman of the FCC, followed by a rousing endorsement by House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). The next sound could have been the air being let out of the candidacy of Texas Public Utility Commission chairman Pat Wood, who is said now to be seeking chairmanship of the Federal Energy Regulatory Commission. Wood, though, isn't publicly conceding that the FCC post is out of his reach.

Powell also managed to give a major policy speech, miraculously, without being criticized for being presumptuous in his claim to the post or of Bush's to the White House, given that the Florida recount fight was still at full boil.

Determined not to appear too far ahead of his future boss. Powell last week declined to comment for this article.

Nevertheless, Powell demonstrated in his Dec. 8 speech a most useful skill, articulating clear statements of principle with which few could disagree, while giving not a clue to what action he would take.

After all, his key phrase "promoting innovation" could go both ways, implying either a hands-off approach to broadband regulation or a determination to block major players such as America Online from dictating which technologies succeed through their overwhelming market presence.

Tristani

Ness

"People on both the left and the right see good things they want to see in him," says NBC lobbyist Robert Okun. "He makes people feel comfortable, and they project attributes they like onto him."

Keeping options open and all sides guessing until the last minute is often necessary for building support on contentious issues, and Powell has practiced that tenet since he joined the commission.

His inclination to settle the many key but narrow issues—such as cable carriage of broadcast digital TV signals—is often unclear. But there's no question that a Powell FCC would take on some big issues that have been brought to the fore by the digital revolution but so far have been considered too hot to handle.

For starters, Powell, a critic of the FCC's broad use of the "public-interest standard" to impose conditions on mergers or saddle various industries with unique programming or service obligations, almost certainly would consider relaxing the key media ownership restrictions, such as the 35% cap on national broadcast reach and bans on crossownership of local stations, newspapers and cable systems. He also would aggressively pursue a restructuring of the FCC and encourage the agency to step back and let the market settle concerns over programming diversity and consumer prices.

"I do not believe that the commission has justified its decision that the 35% audience reach cap ... or the cross-ownership rule[s] continue to serve the public interest," Powell said in his dissent when the FCC upheld the rules in June. "Such an analysis is critical in light of the challenges facing the broadcasting industry, especially the reality that technical advances in digital capabilities will allow more platforms to deliver video programming."

He also worries about the agency's ability to hamstring the telecommunications industry at a time when new digital services are being developed at great expense. "We should recognize that regulatory intervention necessarily directs the course of a market and may distort it by diverting capital away from certain enterprises and towards others."



Powell's deregulatory mantra has won him a lot of fans in the industry and among Capitol Hill Republicans. "He is the brightest light on the commission, the brightest mind," Tauzin told the Progress & Freedom Foundation. "He always has a logical and extraordinarily clear reason for what he says and does." Tauzin has hounded the current FCC chairman for what he sees as Kennard's pursuing a liberal activist agenda. Powell, on the other hand, could "write the script" for FCC reform, Tauzin has said.

Powell's congressional friends also include Senate Commerce Committee Chairman John McCain (R-Ariz.), who with Sen. Herb Kohl (D-Wis.)—and Powell's help—drafted legislation that would provide tax breaks to telcom companies that sell to minority owners.

Powell has been careful to avoid making any industry angry, but, as the chairman, he'll have to take the heat when agency decisions rile one side or another. "There's a big difference between saying rhetorical

Powell in profile

Michael Kevin Powell's career in government service began when a Jeep accident nearly took his life. Although the injuries cut short his military career, today he calls it "the best thing that ever happened to me," for teaching him to make the most of each day.

Age: 37

Career: FCC commissioner since November 1997; chief of staff, Justice Department antitrust division, 1996-97; associate, O'Melveny & Meyers, Washington, 1994-96; law clerk, Chief Judge Harry Edwards, U.S. Court of Appeals, Washington, 1993-94; policy adviser, U.S.-Japan relations, Department of Defense, 1988-90; Army officer, 1985-88

Education: JD, Georgetown University, 1993

AB, government, William and Mary, 1985

Family: Wife, Jane Knott; children, Jeffrey and Bryan

things as a commissioner and building consensus on controversial issues as a chairman," said one former FCC official.

Powell also may have to bite his tongue to avoid conflicts with Capitol Hill and perhaps even a new president. He has repeatedly spoken out against the temptation to regulate violent or sexual programming. But post-Columbine worries over the impact of TV violence have prompted some GOP lawmakers to call for tougher ratings or other restrictions. Bush, perhaps in his only telcom-related statement during the presidential campaign, urged a revival of the old Family Hour for TV viewing.

Powell has voiced deep reservations about free-speech constraints, but he may have to temper those remarks to keep GOP teammates on his side.

Of course, Powell's overwhelming faith in the market doesn't go over well with public advocacy groups, which managed to persuade the Kennard FCC to hold the line on industry ownership caps. They warn

Powell on point

"Convergence is radically altering economic assumptions and underlying cost structures. It is changing the game of capital formation and altering business models. The culmination of these changes is what I am referring to as the Broadband Digital Migration. The challenge for us is to make a similar leap from analog-rooted regulations to ones that are applicable and relevant to the digital environment."

Dec. 8, 2000

"The [broadcasting] industry has regularly traded its First Amendment rights to obtain favors from the government. However, I submit, the Framers did not mint the First Amendment to serve as currency. To offer it as such is to trade away one's moral right to cry victim when the bargain is accepted."

Oct. 20, 1999

"The important public-policy question is not whether to regulate the Internet or not, as if that were a realistic choice. Rather, it is how to regulate it responsibly in a manner that maximizes consumer welfare and does not stunt its infinite growth and innovation potential. ... A dynamic marketplace, driven by change and innovation, should not be tipped by government but should be allowed to play out."

Sept. 29, 1999

"With scarcity and the uniqueness of broadcasting such demonstrably faulty premises for broadcast regulation, one is left with the undeniable conclusion that the government has been engaged for too long in willful denial in order to subvert the Constitution so that it can impose its speech preferences on the public."

April 22, 1998

"Television and radio are not the source of all society's problems. Even if what is portrayed on television encourages or perpetuates some societal problem, we must be careful in invoking our regulatory power."

April 5, 1998

"Regulatory policy in the next century must be marked by (1) regulators yielding to competitive markets as the means for allocating communications resources; (2) a greater focus on policies that promote innovation; (3) deconstruction of the categorical regulatory scheme in which what law you are subject to is dependent upon how you send your message; and (4) regulatory efficiency."

April 6, 1998

"Mergers are often a natural consequence of a sound competitive marketplace and should not be roundly denounced. Some mergers are troubling in that they result in anticompetitive harm, but most are good things for the market and consumers." Feb. 18, 1998

"I acknowledge that campaign finance reform is of profound significance to the American public. I do not believe, however, that our general mandate to regulate in the public interest entitles the FCC to engage in election reform." Jan. 28, 1998

Source: Powell Web site at FCC.gov

that accelerated industry consolidation will put the media in too few hands and will give big corporations power to dictate what content gets wide distribution.

Conceding that Powell worries about many of the access issues raised by the groups, they fear that, ultimately, their complaints will have little impact. "He would be a good chairman in the abstract 'good-government' sense," said Andrew Schwartzman, president of Media Access Project. "But I foresee a lot of decisions we would not like that were reached in a very responsible way."

Schwartzman and his allies warn that what they see as Powell's ivory-tower dedication to the market will hurt minorities' and lowincome individuals' access to media jobs and service. "I am old enough to have a first-hand sense of the systematic and often irrational exclusionary practices common in telecommunications. I don't think you can eliminate the vestiges of problems without more forceful action than Commissioner Powell supports," he maintained.

Powell, however, has insisted that he is concerned about the harm posed by heavy concentration and discrimination but that most of the solutions should be in the hands of Congress or other branches of government, especially when there is great public debate. "There are only three branches of government, and we are not one of them," he told the American Bar Association in 1998.

More recently, he suggested that, rather than set merger conditions aimed at preventing hypothetical abuses, the FCC step in only when problems actually occur. For instance, he told AOL and Time Warner Chairmen Steve Case and Gerald Levin this summer that they should be hammered by the FCC if, post-merger, they hindered customers from accessing non-AOL-Time Warner Internet content.

He reiterated that view, which no doubt reflects his previous job as a Justice Department antitrust staffer, before the Progress & Freedom Foundation. His own summation of his regulatory philosophy: "We need a greater emphasis on enforcement, rather than 'by the grace of us' regulation."

FORGET THE JONESES

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Programming

Davies' Disney deal

Davies has big plans:

'I intend to operate

on a volume basis.

Entertainment giant funds development exec's firm

By Steve McClellan

ere's a sweet deal: Start your own company but have someone underwrite all the costs of doing business. That's what Disney is doing for Michael Davies, executive producer of the hit game show *Who Wants to Be a Millionaire*?

That happens a lot in Hollywood, both for executives who get the boot and a face-saving independent-production deal and for producers who have a knack for picking successful shows.

With Davies, obviously, it's the latter. The financing deal is his reward for bringing various Disney program units a handful of successful shows during his tenure as a development executive for ABC and, before that, Buena Vista Television. Disney is funding his new company, Diplomatic.

He has also been named executive producer for life of *Millionaire*.

And Davies has big plans. He says he has close to 20 projects in

various stages of development, most of which he believes will be picked up for air by this time next year. "I intend to operate on a volume basis," he says.

Disney, of course, isn't just rewarding Davies for past successes. For its investment in Diplomatic, Disney will also get a big piece of any Diplomatic hits. The *Millionaire* producer confirms that, while he'll own 100% of Diplomatic, Disney will own the underlying rights to the individual shows that come out of his company. The company also gets a first look at all broadcast syndication and network prime time projects coming out of the new company. Nevertheless, Davies says, in success, "there will be plenty of money to go around for everybody."

Nonfiction shows will be the breadand-butter projects for his company. Even so, he says, "I'm truly desperate to break out of the game-show business. I'd love to make some dramas," as well as documentaries and feature films.

Last week brought good news on a second front for the 34-year-old producer. ESPN renewed the sports-trivia game show he developed for the network, called *ESPN's 2-minute Drill*.

Unlike *Millionaire*, 2-*Minute Drill* was created by Davies and is the model for what he hopes will be a slew of projects coming out of his new company. "That's really the first Diplomatic show," he notes. "It's low budget, high quality, and

the audience is growing. We'll be coming out with online and interactive [TV] games [for 2-*Minute Drill*] in the new year, and we'll start marketing it around the

world. It's a great template for the rest of the business that we're trying to do."

Among other projects in the works is The People Versus. As with Millionaire, Davies acquired the rights to it from Celador Productions. The People Versus is an interactive game in which viewers at home quiz contestants on the program. Currently, Celador is re-shooting the pilot, Davies said last week. But it could be ready for airing on ABC by the summer, he says. As with Millionaire, Davies' rights for The People Versus extend through North America but not to the rest of the world.

Another game show, Mastermind,



Michael Davies has also been named executive producer for life of Who Wants to Be a Millionaire?

licensed from the BBC will likely end up on cable in the U.S., says Davies.

Diplomatic will be based in New York, although Davies plans to open offices in London and Los Angeles.

The London office makes sense. Davies is British and has numerous contacts in the British production community. And he's working with several of them on upcoming projects. "I'm trying to help them crack the American market," he explains, "but I'm also working with people over here who are trying" to crack UK market.

Davies broke into the U.S. entertainment business as a tour guide at Universal Studios in Orlando, Fla., in 1989. He joined Buena Vista Television in 1992, where he developed *Win Ben Stein's Money* and *Bill Nye the Science Guy* for syndication. He then moved to ABC, where he developed Drew Carey spin-off *Who's Line Is It Anyway?* and a series of specials that included *Millionaire*.

In August '99, he left the ABC development post to produce *Millionaire* full time.

Davies is constantly on the lookout for the Next Big Thing. When he first brought *Millionaire* to ABC, he says, "they thought I was crazy. Often the shows that are successful are the last thing that people are looking for."

The ploy's the thing

Publicists mastermind the play shows get, but get no respect

By Joe Schlosser

ast October, a story in USA Today told of a new reality show at CBS that was going to strand 16 people on a deserted island somewhere in the South China Sea.

The same day that the story ran, CBS' publicity department in Los Angeles was swamped by calls from journalists wanting to know more about this new show, dubbed *Survivor*. Another 50 calls came in that day from radio stations, *Access Hollywood* and *Entertainment Tonight*.

And that was only day one of the publici-

2nd Annual TPEC Awards

Outstanding Publicity Campaign for a returning Primetime Network Television Series Will & Grace (NBC)

Outstanding Publicity Campaign for a returning Primetime Cable Television Series Sex & the City (HBO)

Outstanding Publicity Campaign for a new Primetime Network Television Series Survivor (CBS)

Outstanding Publicity Campaign for a new Primetime Cable Television Series Bull (TNT)

Outstanding Publicity Campaign for a Primetime Network Movie or Miniseries Annie (ABC)

Outstanding Publicity Campaign for a Primetime Cable Television Movie or Miniseries Introducing Dorothy Dandridge (HBO)

Outstanding Publicity Campaign for a Syndicated Series Xena: Warrior Princess (Studios USA)

Outstanding Publicity Campaign for a Primetime Network, Cable or Syndicated Special

The 51st Annual Primetime Emmy Awards (Fox)

Winners selected by TPEC (Television Publicity Executives Committee) members.

ty effort behind *Survivor*, the highest-rated summer series in the history of television, and a show that is rewriting the definition of prime time television fare. *Survivor* made the covers of *US*, *Newsweek*, *Time* and *Entertainment Weekly*—not to mention the front pages of *The New York Times* and *The Wall Street Journal*.

"The best thing about *Survivor*, for those of us in the PR business, was it showed how potent publicity can be in a show's campaign," says Chris Ender, CBS Entertainment's senior vice president of communications, who oversaw the show's publicity efforts from Los Angeles. A couple weeks ago, CBS got one of the eight awards for outstanding television public relations from a group called the Television Publicity Executive Committee.

The Los Angeles-based organization, formed in 1985 to help raise the profile (and the salaries) of publicists, comprises the top TV publicity executives, including those of the seven broadcast networks, West Coast cable networks, production studios and atlarge members from syndication and private PR firms.

"Over the years, publicity has been a profession that has basically been given no respect," says Shirley Powell, senior vice president of entertainment publicity at NBC and TPEC's vice chairman.

The WB's top publicity executive and former TPEC Chairman Brad Turrell observes that "marketing people had always been looked on as some kind of magical people who create big illusions and who get extremely big money and take tremendous credit for the success of their networks. Publicity people had always been labeled as flacks, and we were only door-to-door salesmen no matter how you dressed us up.

"The reality is, how a company is perceived and how shows are perceived has a great deal to do with what publicists bring to them." ■

INBRIEF

BURKE CONFIDENT ABOUT DISNEY TALKS

Comcast President Steve Burke is optimistic that the third-largest cable operator will complete carriage talks with Disney in two or three weeks, he told the Washington Metro Cable Club last week. The two have been in tough negotiations over whether Comcast systems have to carry Disney's new SoapNet channel and add the Disney Channel to basic tiers.

Burke also outlined the rebuilding of the third-largest cable operator: "Nearly 95% of our company will be rebuilt by next year." Besides rebuilding, the company is focusing on four product offerings: Comcast Digital Cable, high-speed Internet access, Comcast@Home and video-on-demand. In 2002, Burke expects the company to focus on interactive television and advanced set-top boxes with electronic commerce capabilities. Comcast also is working toward closing by year-end its purchase of Home Team Sports, which airs Baltimore and Washington-based sports programming, particularly Orioles Major League Baseball.

NAT GEO, FOX UNVEIL WASHINGTON STUDIO

National Geographic and Fox cut the ribbon on their sparkling new digital television studio in Washington last week, with D.C. Mayor Anthony Williams praising National Geographic for bringing jobs and economic growth to the heart of the city: "This move is helping the District become a center for media and television production."

INBRIEF

NEW CHAIR AT WICT

Sharon O'Malley Monahan, attorney and partner at the Washington law firm of Fleischman and Walsh, will chair Women in Cable and Telecommunications, starting Jan. 1. She succeeds Lifetime Vice President Pat Baughman, who will serve as immediate past chair. The rest of WICT's executive committee: Vice Chair Rori Peters, Comedy Central: Secretary Robin Sangston, Cox; Nancy Carmichael Murphy, AT&T Broadband; At-Large Board Member Susan Lewis, Starz Encore Group; and At-Large Board Member Melanie Penna, Comcast Cable.

Newly elected to the board are Lisa Bryant, HBO; Dana Caterson, Pioneer Studios/QVC; Carol Hicks, Scripps Networks; Victoria Lins, Adlink; Wonya Yvette Lucas, CNN; Maureen O'Hanlon, AT&T Media Services; and Kim Roden, Time Warner Cable. Returning to the board are Pamela Burton, CaritaSoft; Donna Gregg, Wiley, Rein & Fielding; Jane Li, Corning; Nina Henderson Moore, BET Pictures; and Susan Scott, The FeedRoom.

DELIGHTFUL DIVA

VH1 kept climbing with its original movies. The latest edition, *A Diva's Christmas Carol*, scored a 2.1 household Nielsen rating. That's the fourth-highest telecast in VH1 history. The movie starred singer Vanessa Williams in an adaptation of Dickens' *A Christmas Carol*.

CORRECTION

The Dec. 4 article headlined "Into the Breach" incorrectly attributed an image to the Outdoor Life Channel. It should have been The Outdoor Channel. Fox News Channel bites CNN during indecisive aftermath



By Deborah D. McAdams

The 35-day presidential election drove Fox News Channel to new heights, pulled CNN out of a slump, breathed new life into MSNBC and elevated Comedy Central's fake news franchise to record levels.

The shrill debate over dimpled chads was especially sweet for Fox News Channel. It established itself as a real contender for CNN's title as No. 1 cable news net. If December numbers hold, Fox News could beat CNN for its first monthly victory. December-to-date (Dec. 12) in prime time, FNC is tracking a 1.6 compared to CNN's 1.4.

CNN peaked early in the fray with a 6.7 in one 15-minute period on election eve. The last time CNN reached a 6 was during the Columbine slaughter in April 1999. CNN's prime time (8-11 p.m.) for election night was a 4.7. Fox News Channel peaked later in the electoral epoch with a 4.1 for a 10-minute period, during the Nov. 26 vote verification.

In prime time for November, CNN averaged a 1.6, up 266% from last year. Fox News Channel did a 1.3 in prime, up 325%.

Fourth quarter-to-date (Oct. 2-Dec. 12), Fox News did a 1.2 in prime time, just onetenth of a percent shy of CNN's 1.3. In households, CNN's number was 1 million (out of a potential 79 million) compared to FNC's 685,000 (out of a 56 million).

The Fox's biggest win came on Dec. 4 when the network trounced CNN in prime time, both in ratings and households. That night, Fox News did a 2.1/1.2 million compared to CNN's 1.2/1.0 million, with FNC's O'Reilly Factor taking out CNN's Larry King Live, 3.1 to 1.4. In the 35-day, post-election confusion, O'Reilly beat King 18 out of 24 Monday-Friday telecasts.

CNN is not rolling over, however. Stalwart correspondents emerged as network stars during the longest election. Starting today (Mon., Dec. 18), Wolf Blizter is getting his own newscast, *Wolf Blitzer Reports*, at 8 p.m., and Greta Van Susteren, a host on *Burden of Proof*, will take the helm of a new show at 8:30 p.m. Jeff Greenfield is being considered for the 10 p.m. spot, now occupied by *NewsStand*.

MSNBC trailed the two top contenders after actually beating Fox News Channel and tying CNN in the third quarter total day. Numbers nonetheless jumped at MSNBC, from a 0.4 in 3Q prime to a 0.7 month-to-date. Even business-focused CNBC reversed a long-

SONY

"The Betacam SX laptop editor is my secret weapon."

- Rick Minutello, Operations Director, WPXI-TV Pittsburgh

"Nobody in town beats us in spot news," says Rick Minutello, "and Sony's DNW-A225 laptop is a big reason why. The Betacam SX[®] laptop editor enables us to edit breaking stories anywhere, getting us on-air that much faster."

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SIEMON

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CableWatch

DEC.4-10 Cable programing ratings according to Nielsen Media Research

CABLE'S TOP 20

Following are the top 20 basic cable programs for the week of Dec.4-10 ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

ALC: 16		and the second				Rati		HHs	Cable
Rank	Program	Network	Day	Time	Duration	Cable	U.S.	(000)	Share
1	NFL/Jets/Raiders	ESPN	Sun	8:30P	200	7.0	5.6	5603	10.7
2	WWF Entertainment	TNN	Mon	10:00P	70	5.3	4.1	4139	8.3
3	WWF Entertainment	TNN	Mon	9:00P	60	4.7	3.7	2682	6.6
4	m/"Dune Part 3"	SCFI	Tue	9:00P	120	4.3	2.8	2807	6.2
5	m/"Dune Part 2"	SCFI	Mon	900P	120	4.2	3.5	3484	6.0
6	NFL Primetime	ESPN	Sun	7:30P	58	4.1	3.2	3243	6.4
7	m/"Pretty Woman"	TBS	Sat	8:05P	151	3.7	3.0	2978	6.6
8	Rugrats	NICK	Wed	7:30P	30	3.6	2.8	2829	5.7
9	Rugrats	NICK	Sat	9:30A	30	3.5	2.7	2747	9.8
9	m/"Small Sacrifices, Part 2	LIF	Sun	6:00P	120	3.5	2.7	2722	5.6
11	Rugrats	NICK	Sat	9:00A	30	3.4	2.7	2723	10.1
11	Hey Arnold	NICK	Wed	7:00P	30	3.4	2.7	2706	5.7
11	South Park	CMDY	Wed	10:00P	30	3.4	2.3	2308	5.1
14	Inside Politics	CNN	Mon	5:00P	7	3.3	2.6	2598	7.6
15	Rocket Power	NICK	Mon	5:00P	30	3.2	2.6	2569	6.8
15	Court Rejects Gore Appeal	CNN	Mon	4:43P	17	3.2	2.5	2558	7.9
17	Rugrats	NICK	Tue	5:30P	30	3.1	2.5	2490	6.3
17	Rugrats	NICK	Mon	4:30P	30	3.1	2.5	2470	7.4
17	Rugrats	NICK	Sun	9:30A	30	3.1	2.5	2451	8.5
17	Wild Thornberrys	NICK	Mon	5:30P	30	3.1	2.4	2446	6.0
17	Rugrats	NICK	Mon	7:30P	30	3.1	2.4	2438	4.7
17	Spongebob	NICK	Sat	10:00A	30	3.1	2.4	2433	8.6
17	m/"A Christmas Romance"	LIF	Thu	9:00P	120	3.1	2.4	2395	4.6
17	Dragon Ball Z	TOON	Mon	5:00P	30	3.1	2.1	2130	6.6
17	Dragon Ball Z	TOON	Wed	5:00P	30	3.1	2.1	2124	6.9
17	The O'Reilly Factor	FOXN	Mon	8:00P	60	3.1	4.7	1737	1.7

DEMO TRACKER: PEOPLE 25-54

Following are the top-10 basic cable programs for the week of Dec.4-10, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Source: Fox Family Channel

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	NFL Regular Season	ESPN	Sun	8:28P	200	4.9	3.9	4617	10.5
2	SFC Original Movie	SCIF	Tue	9:01P	120	4	2.7	3234	8.9
3	SFC Original Movie	SCIF	Mon	9:01P	120	3.9	2.7	3152	8.3
4	WWF Entertainment	TNN	Mon	10:00P	70	3.2	2.5	3001	7.4
5	NFL Prime Time	ESPN	Sun	7:30P	58	3	2.4	2886	7.1
6	WWF Entertainment	TNN	Mon	9:00P	60	2.8	2.2	2615	5.7
7	TBS Prime Movie	TBS	Sat	8:05P	151	2.3	1.9	2194	6.4
8	South Park	CMDY	Wed	10:00P	30	2.3	1.6	1927	5.1
9	Movie, USA	USA	Sun	8:30P	150	2.1	1.7	2032	4.3
10	Sun Movie II	LIF	Sun	6:00P	120	2.1	1.6	1951	5.0

time slide in prime, from a 0.4 in 3Q to a 0.5 month-to-date.

Perhaps reflecting what American's really thought of the election, more people tuned into Comedy Central's coverage of the event than ever before. Ratings for *The Daily Show*, a satirical newscast drolly hosted by Jon Stewart, have nearly doubled from their 3Q average. Month-to-date, *The Daily Show* averaged a 0.9, compared to a 0.5 in 3Q. The momentum inspired Comedy Central to go live with the show Wednesday night after Vice President Al Gore's concession speech.

"We didn't want to have Gore give his speech and put the show on with no reference to it," said a Comedy Central spokesman. Wednesday's marked second live episode in *TDS*' history and easily the most spontaneous.

"We went live just once before, on election night. That was planned since January," he said. "This one they decided to do [Wednesday] morning."

Neither ratings nor casualties were available at press time.

Syndication Watch

NOV. 2-29 Syndicated programming ratings according to Nielsen Media Research

TOP 25 SHOWS

R	ank/	(Program	HH AA	HH GAA
	1	Wheel of Fortune	10.7	10.7
	2	Jeopardy	8.5	8.5
	3	Judge Judy	6.8	9.7
	4	Entertainment Tonight	6.1	6.2
	5	Friends	5.9	6.7
	5	Oprah	5.9	6.0
	7	Seinfeld	5.4	5.4
	8	Wheel of Fortune (wknd)	5.3	5.3
	9	Frasier	4.9	5.3
	10	Entertainment Tonight (wknd)	4.0	4.1
	11	Judge Joe Brown	3.9	5.1
	11	X-Files	3.9	4.2
	11	Andromeda	3.9	4.1
	14	Live With Regis	3.8	3.8
	15	Hollywood Squares	3.7	3.8
	16	Jerry Springer	3.6	3.9
	16	Xena	3.6	3.7
	16	Seinfeld (wknd)	3.6	3.6
	19	Drew Carey	3.5	3.8
	20	Maury	3.4	3.6
	21	Friends (wknd)	3.3	3.7
	21	3rd Rock From the Sun	3.3	3.5
	23	Stargate SG1	3.2	3.4
	23	Extra	3.2	3.3
	23	Inside Edition	3.2	3.2

TOP ROOKIE SHOWS

Ra	nk/	Program	HH AA	HH GAA
	1	Power of Attorney	2.4	3.1
	2	Judge Hatchett	2.2	2.5
	3	Arrest & Trial	2.0	2.2
	4	Street Smarts	1.8	2.1
	5	To Tell the Truth	1.7	1.9

According to Nielsen Media Research Syndication Service Ranking Report Nov. 2-29, 2000

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 N/A = not available



fell 11% from last November.

Election doldrums

The month-long election may have brought TV excitement, but it meant depression for a slew of syndicated series during the November sweeps. With viewers caught up in the nonstop coverage on CNN, MSNBC and Fox News Channel, all six veteran court shows, 10 of 12 seasoned talk shows, and nine of the top 10 veteran weeklies were down from November 1999.

The top court show, Judge Judy, post-Judge Judy still reigns, but even this No. 1 show ed a 6.8 rating for the Nov. 2-29 ratings period, 11% below its year-ago showing,

according to Nielsen Media Research. The show was trailed by Judge Joe Brown (3.9, down 9%), Divorce Court (3.1, down 6%), Judge Greg Mathis (2.0, down 5%), People's Court (1.9, down 24%) and Judge Mills Lane (1.7, down 26%).

As for the talkers, only Live With Regis (3.8, up 9%) improved over last year, a sign that few viewers are missing Kathie Lee. Leading the group was Oprah (5.9, down 9%), followed by Jerry (3.6, down 22%), Maury (3.4, down 3%), Rosie (3.1, down 14%), Sally (2.6, down 24%), Ricki (2.5, down 11%), Jenny (2.1, down 13%), Martha (1.6, down 6%) and Queen Latifah (1.2, flat).

It was the same story for veteran weeklies. Only Entertainment Tonight Weekend (4.0, up 8%) fattened its viewing base from November 1999. Runners-up were The X-Files (3.9, down 11%), Xena (3.6, flat), Stargate SG-1 (3.2, dowr 3%), ER (2.9, down 28%), VIP (2.6, down 10%), Earth: Final Conflict (2.3, down 21%), Beastmaster (2.2, down 21%) and Baywatch Hawaii (2.1, down 28%).

The rookies, of course, don't have year-to-year change to show. Court-related freshmen topped the list, led by Power of Attorney (2.4), Judge Hatchett (2.2) and Arrest & Trial (2.0). Spin City (3.1), Sabrina, the Teenage Witch (1.9) and Suddenly Susan (1.6) were the top off-nets. Andromeda (3.9), Maximum Exposure (2.2) and Sheena (1.9) were the best of the weeklies. -Susanne Ault

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- Upgraded to 3:00pm on KING in SEATTLE: +36%
- Upgraded to 10:00am on KSAZ in PHOENIX: +2

Source: NSI. WRAP Overnights, HH Rtg. M-F, Houston, hour block: 12/11/00 vs week of 12/4/00. Seattle. hour block: week of 12/4/00 vs week of 11/27/00. Phoenix, halt-hour: week of 12/4/00 vs Mov 2000 Sweep

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One Dedicated Judge Can Make a Difference.

BroadcastWatch

COMPILED BY KENNETH RAY

 $DEC.\ 4\text{-}10$ Broadcast network prime time ratings according to Nielsen Media Research

Veek 10	abc		NBC	Fox	ΡΑΧτν	UPN	
	9.2/14	9.4/14	6.7/10	8.0/12	1.2/2	2.3/3	2.9/4
1:00	50. 20/20 Downtown	26. King of Queens 9.5/15				99. Moesha 2.1/3	70 711 11 2 71
1:30	6.8/11	31. Yes Dear 8.8/13	47. Titans 4.8/7	49. Boston Public 7.2/11	123. Miracle Pets 0.8/1	94. The Parkers 2.4/4	79. 7th Heaven 3.7/
00	22. NFL Monday Night	10. Ev Lvs Raymd 11.7/17	57. Dateline NBC 6.2/9	29. Allv McBeal 8.9/13	116. Touched by an Angel	94. The Hughleys 2.4/4	98. Roswell 2.2/
30	Football-New	15. Becker 10.7/16	57. Dateline NBC 6.2/9	29. Ally McBeal 8.9/13	1.3/2	94. Girlfriends 2.4/3	98. Roswell 2.2/
0:00	England Patriots vs. Kansas City Chiefs	43. Tina: One Last Time	28. Third Watch 9.0/14		112. Diagnosis Murder		A Y SE SE
0:30	<mark>9.9/1</mark> 6	Live! 7.8/13			1.4/2		
	\$.4/15	9.2/14	7,6/12	7.3/11	1.1/2	2.0/3	2.6/4
3:00	 Who Wants to Be a Millionaire? 14.6/22 	38. Rudolph the Red Nose Reindeer 8.3/13	70. Mich Richards 5.1/8		127. Mysterious Ways 0.7/1	103. UPN's Movie	89. Buffy the Vampire Slayer 2.6/
:30		Nose Nemueer 0.5/15	67. 3rd Rock fr/Sun 5.2/8 14. Frasier 10.8/16	 48. 11th Annual Billboard Music Awards 7.3/11 		Tuesday—Alien Fury	Suger C.O
35. Dharma & Greg 8.4/12 30 46. Geena Davis 7.5/11		29. 60 Minutes II 8.9/13	42. DAG 7.9/12		117. Touched by an Angel 1.2/2	2.0/3	92. Angel 2.5/
-			42. 040 7.5/12				
):00):30	55. Once and Again 6.3/10	16. J <mark>udging</mark> Amy 10.5/17	35. Dateline NBC 8.4/14		112. Diagnosis Murder 1.4/2		
	9.9/15	8,3/13	54/15	4.5/7	0.9/2	2.3/4	2.4/4
3:00	3. Who Wants to Be a	52. Martha Stewart's		64. The Simpsons 5.6/9	129. Twice in a Lifetime		
R*30	Millionaire? 14.1/22	Christmas 6.6/10	40. Ed 8.1/13	67. Normal, Ohio 5.2/8	0.6/1	107. 7 Days 1.8/3	97. Dawson's Creek 2.3/
9:00	21. Drew Carey 10.0/15		18. The West Wing	04 The Shareh 3.6 /r	118. Touched by an Angel	86. Star Trek: Voyager	00 F-1i-itu 2.6.
1:30	35. Spin City 8.4/13	27. CBS Wednesday	10.2/15	81. The \$treet 3.6/5	1.1/2	2.8/4	89. Felicity 2.6/
00:0	53. Gideon's Crossing	Movie—One Special Night	16 Jan 8 Order 10 5/17		118. Diagnosis Murder		
1:30	6.5/11		16. Law & Order 10.5/17		1.1/2		
	10.1/16	5.6/9	14.4/22	3.5/5	1.0/2	5.0/8	2.5/4
3:00	5. Who Wants to Be a	59. 48 Hours 6.1/9.	4. Friends 13.6/22	84. The Ultimate Auction	123. It's a Miracle 0.8/1		99. Gilmore Girls 2.1
:30	Millionaire? 13.1/20		22. Cursed 9.9/15	Show 3.0/5		71. WWF Smackdown!	
1-00		72. City of Angels 4.8/7	9. Will & Grace 12.0/18	78. World's Funniest	123. Touched by an Angel	5.0/8	86. Charmed 2.8/
9:30	33. Shooting War 8.6/13		7. Just Shoot Me 12.7/19	Special 4.0/6	0.8/1		
):00		60. Diagnosis Murder 6.0/10	1. ER 19.0/30		112. Diagnosis Murder 1.4/2		
):30	4.2/7	8.2/14	6.8/12	5.4/6	1.0/2	1.7/3	2,4/4
:00	79. Two Guys a Girl 3.7/7				122. Encounters With the		89. Sabrina/Witch 2.6/
3:30	86. Dot Comedy 2.8/5	55. The Fugitive 6.3/11	60. Providence 6.0/11	64. Police Videos 5.6/10	Unexplained 0.9/2	104. Freedom 1.9/3	85. Sabrina/Witch 2.9
1.00	83. Norm 3.1/5			74. Guinness World	118. Touched by an Angel		
1:30	82. Madigan Men 3.2/5	18. C.S.I. 10.2/17	51. Dateline NBC 6.7/11	Records 4.6/8	1.1/2	110. Level 9 1.6/3	99. Popular 2.1/
):00	67 20 /20 6 2/11	38. Nash Bridges 8.3/15	45. Law & Order: Special		121. Diagnosis Murder		
:30	57. 20/20 6.2/11	So. Nash briuges 8.3/13	Victims Unit 7.7/14		1.0/2		
	4. /8	6.4/12	5.6/10	2.5/5	0.6/1	KEY: RANKING/SHOW TITLE/P	
8:00	76. Mickey's Xmas 4.3/8	76. That's Life 4.3/8		92. 5th Annual GQ Men	127. Miracle Pets 0.7/1	 TOP TEN SHOWS OF THE WE TV UNIVERSE ESTIMATED AT 	
8.50			64, NBC Saturday Night	of the Year Awards		ONE RATINGS POINT IS EQUA	TO 1,022,000 TV HOMES
9:00	75. ABC Saturday Night	53. Walker, Texas Ranger 6.5/12	Movies—Atomic Train	2.5/5	131. Twice in a Lifetime 0.5/1	 YELLOW TINT IS WINNER O RANKED; RATING/SHARE ESTI 	
1:30 Troo	Movie—Junior 4.4/8	0.5/12	5.6/10			• *PREMIERE • PRDGRAMS L	ESS THAN 15 MINUTES IN
EOO		33. The District 8.6/15		and a head has	129. Mysterious Ways 0.6/1	 LENGTH NOT SHOWN • S-T-D SOURCES: NIELSEN MEDIA 	
):30	9.3/14	11.0/17	6.2/9	9.9/15	1.0/2		1.9/3
7:00			67. World's Most Amazing	(nr) NFL Game 2 16.2/28		a har in gains	104. Jamie Foxx 1.9/
7:30	62. Wonderful World of	11. 60 Minutes 11.3/18	Videos 5.2/8	46. King of the Hill 7.5/12	131. It's a Miracle 0.5/1		107. The PJs 1.8,
8:00	Disney—Annie 5.9/9	12. Touched by an Angel		25. The Simpsons 9.7/15	123. Santa Claus' Fun		104. Steve Harvey 1.9
5:30		10.9/16	43. Dateline NBC 7.8/12	22. Malcolm/Middl 9.9/14	Moments 0.8/1		110. Нуре 1.6,
:00	6. Who Wants to Be a			(0 The Y Files 0.1 /40			99. Nikki 2.1,
1:30	Millionaire? 12.8/18	tillionaire? 12.8/18 12. CBS Sunday Movie— The Runaway 10.9/16 Natolio Cole		40. The X-Files 8.1/12	TTE. Tax Dig Event-Once	걸어나 도 통하님)	107. Grosse Pointe 1.8,
0:00	9 The Practice 12 6/20				Upon a Christmas 1.4/2		
0:30	8. The Practice 12.6/20						
WEEK S-T-D	8.2/13	8.4/14	8.0/13	6.1/10	1.0/2	2.7/4	2.4/4
	8.9/14	8.6/14	8.7/14	6.6/11	0.9/1	2.8/4	2.9/4

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Business

Rural ops face financial squeeze

Classic Communications, Galaxy Telecom and James Cable hurt by DBS, tight money

By John M. Higgins

R ather than happily looking forward to the new year, three MSOs specializing in rural cable are facing deadlines from their lenders that could trigger serious financial crises.

The companies, Classic Communications, Galaxy Telecom and James Cable, are all being hammered by competition from DBS, scaring off new investors in what is already a frosty market for selling stock and junk bonds. Whereas small-town "classic" cable systems were considered the most stable end of the business, operators are stuck with antiquated plants that carry too few channels to keep customers from peeling off to DirecTV or EchoStar.

At Galaxy, for example, 87% of its systems are too small to be upgraded.

Just a year after going public, Classic Cable, with 404,000 subscribers, is in a pinch, at risk of slipping into technical default on \$164 million in bank debt by falling short of fourth-quarter cash-flow targets demanded by bank lenders. The company is scrambling to sell its most liquid asset: antenna towers in about 350 towns scattered across nine states. With cellular companies hungry for places to establish cell sites, Classic hopes to raise about \$70 million.

Galaxy Telecom is worse, forced by nervous banks to skip interest payments on \$120 million in junk bonds. For months 121,000-subscriber Galaxy has promised lenders that it would sell cable systems to repay debt, but the company has seen two deals collapse.

Eight years after emerging from Chapter 11, James Cable is flirting with financial disaster again. Sliding cash flow and customer counts leave the 70,000-subscriber operator warning that it might miss a \$5.4 million bond payment due Feb. 15. All the companies thought they could finance acquisitions and system upgrades with heavy use of debt, generally 7.5 times annual cash flow. Other operators are trying to keep leverage at five to six times cash flow.

"I think these are companies with overloaded capital structures at a time when that doesn't work very well," said Merrill Lynch media high-yield-bond analyst Orren Cohen.

Classic Communications Chairman Merrit Bellisle blames the Federal Reserve's anti-inflation policies for scaring investors and lenders away from all sorts of smaller businesses. "Alan Greenspan is going to get his wish in spades," Bellisle said. "He's broken the economy and kicking it around like a crumpled beer can."

Granite stock in a tailspin

Soft ad market, hefty payments are pounding Cornwell

By Steve McClellan

W ith a couple more bad days on Wall Street, Granite Broadcasting could find itself trading in penny-stock territory. Last week, Granite's stock was hovering just above \$1 per share, still reeling from a

one-day 50% drop last month when it disclosed bad news in its third-quarter earnings report.

The company reported a 10% drop in revenue for the quarter, to \$32.2 million, with a \$5.2 million operating loss vs. \$2.5 million in operating income for third quarter 1999. For the first nine months of this year, the company reported a \$20 million net loss on a 7% drop in revenue, to \$103.1 million.

The company persuaded its bank lenders to waive until March two key financial-performance requirements under the terms of a \$260 million revolving credit agreement. But for the waiver, Granite would be in default on the loan, which had about \$102 million outstanding.

Compounding Granite's problems are a

soft ad market and hefty payments to NBC and to preferred debt holders that start in a little more than a year from now. The payments result from a deal that gives its KNTV San Francisco the NBC affiliation starting Jan. 1, 2002. On that day, the company is



Granite's Don Cornwell has seen the company's stock drop to just about \$1 a share.

supposed to make the first installment, \$61 million, on a \$362 million fee it agreed to pay NBC for the affiliation.

Granite Chairman Don Cornwell wouldn't comment on the possibility of selling out, but SEC filings say that Granite may sell some assets or raise equity if it has to.

The stock market, "I hope, will respond more positively"

once Granite refinances its capital structure, Cornwell said. He declined to say whether he has asked NBC to renegotiate the terms; sources say he has not.

Fact is, Granite may thrive in San Francisco, with a duopoly that includes NBC and The WB affiliations. But others believe Tribune Co. wants Granite for its San Francisco and Detroit stations. ■
ChangingHands

TVs

KWYB(TV) Butte, KTGF(TV) Great Falls and KTMF(TV) Missoula, Mont.

Price: \$15.145 million (for stock) **Buyer:** JSB Acquisition Corp., New York (James Haber, president); no other broadcast interests. Note: JSB will immediately sell stations for \$17.975 million (see next item)

Seller: Continental Television Network Inc., Great Falls (Jim Colla, president); no other broadcast interests

Facilities: KWYB: ch. 18, 2684 kW visual, ant. 1,995 ft.; KTGF: ch. 16, 2,040 kW visual, 204 kW aural, ant. 1,046 ft.; KTMF: ch. 23, 1,820 kW visual, ant. 2,054 ft.

Affiliations: KWYB, KTFM: ABC; KTGF: NBC

Broker: Patrick Communications **KWYB, KTGF and KTMF**

Price: \$17.975 million

Buyer: MAX Media LLC, Virginia Beach, Va. (John Trinder, president); no other broadcast interests

Seller: JSB Acquisition (see preceding item)

Broker: Patrick Communications **Construction permit to build TV in Grants Pass/Medford, Ore.**

Price: \$375,000

Buyer: Better Life Television Inc., Rouge River, Ore. (Robert L. Heisler, president); no other broadcast interests Seller: Grants Pass-TV 30 LLC, Berkeley Heights, N.J. (Birger Brink-Lund, principal); no other broadcast interests Facilities: Ch. 30, 1,820 kW, ant. 1,908 ft.

Combos

Swap of WWFY(FM) (formerly WGTK) Middlebury, Vt., for WDOE(AM) Dunkirk and WBKX(FM) (formerly WCQA) Fredonia/Dunkirk, N.Y.

Value: More than \$775,000 (cash being paid to swapper of WWFY)

Swapper, www: Bulmer Communications of Vermont Inc., North East, Pa. (John A. Bulmer, president/owner). John Bulmer is buying permit for WMHU(FM) Cooperstown, Pa. (see item, below). Note:

Bulmer acquired WWFY along with CP for WRRO(FM) Addison, Vt., in swap valued at at least \$28,500 (Changing Hands, June 14, 1999)

Swapper, WDOE, WBKX: Vox Media Corp., Newton, Mass. (Bruce G. Danziger, presi-

StationTrades

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

THIS WEEK

TV/Radio = \$0 = 0 TVs = \$33,120,000 = 2 Combos = \$1,737,958 = 3 FMs = \$19,465,000 = 7 AMs = \$106,285,000 = 6 Total = \$160,607,958 = 18

SO FAR IN 2000

TV/Radio = \$2,133,450 = 1 TVs = \$1,276,146,089 = 35 Combos = \$3,696,468,085 = 108 FMs = \$1,643,005,292 = 183 AMs = \$399,608,885 = 122 Total = \$7,017,361,801 = 449

dent/60% owner); owns/is buying 19 other FMs and nine other AMs. Note: Vox bought WDOE as part of package deal (Changing Hands, April 10) **Facilities:** WWFY: 100.9 MHz, 3 kW, ant. 300 ft.; WDOE: 1410 kHz, 1 kW day, 500 W night; WBKX: 96.5 MHz, 660 W, ant. 686 ft.

Formats: WWFY: classic rock; WDOE: oldies, news/talk; WBKX: country 55% of KOVE(AM)-KDLY(FM) Lander, Wyo. Price: \$487,958 (for stock)

Buyer: Joseph R. and Andrea L. Kenney (husband and wife with rights of survivorship), Lander. Upon closing, Kenneys will own 100% of KOVE-KDLY

Seller: Daniel E. Breece, Lander; no other broadcast interests

Facilities: AM: 1330 kHz, 5 kW day, 1 kW night; FM: 97.5 MHz, 62 kW, ant. 420 ft.

Formats: AM: C&W; FM: contemporary rock

WCVI(AM) Connellsville and WPQR-FM Uniontown/Connellsville (near Pittsburgh), Pa.

Price: \$475,000

Buyer: Keymarket Licenses LLC, Carnegie, Pa. (Donald J. Alt, Kirby E. Confer and Lynn A. Depen, members); owns/is buying 15 other FMs and seven other AMs, including the following Pittsburgh-area sta-

tions: WASP(AM) Brownsville, WESA-AM-FM and WPNT(AM)-WOGI(FM) Charleroi and WASP-FM Oliver/Uniontown, Pa., WOMP-AM-FM Bellaire, Ohio/Wheeling, W.Va., WOHI(AM)-WOGF FM East Liverpool, Ohio-WELI(FM) East Liverpool/Wheeling and WSTV(AM)-WRKY(FM) Steubenville. Ohio/Wheeling. Alt and Confer each own 40% of Forever Broadcasting LLC, which owns/is buying 17 FMs and nine AMs. Alt and Confer also each own 35% of WRUS Inc., which owns/is buying six FMs and five AMs; is selling WVVR(FM) Hopkinsville, Ky./Clarksville, Tenn., to Saga Communications Inc., of which Alt is a director (Changing Hands, Nov. 6). Seller: Robert H. Slone (receiver), Greenburg, Pa.; no other broadcast interests Facilities: AM: 1340 kHz, 1 kW; FM: 99.3

MHz, 3 kW, ant 300 ft. Formats: AM: adult standards; FM: AC Broker: Ray H. Rosenblum (courtappointed for seller)

FMs

KMJK(FM) Buckeye/Phoenix, Ariz. Price: \$10 million

Buyer: Entravision Communications Corp., Santa Monica, Calif. (Walter A. Ulloa, chairman/10.6% owner; Philip C. Wilkinson, president/10.6% owner; Univision Communications Inc., 26.25% owner); owns/is buying 18 TVs and 57 radios Seller: Syndicated Communications Venture Partners II LP, Silver Spring, MD (Herbert P. Wilkins Sr., principal/53.4% owner); owns three other FMs Facilities: 106.9 MHz, 6 kW, ant. 305 ft.\ Format: Urban contemporary WSEG(FM) Brunswick and WXMK(FM)

Dock Junction/Brunswick, Ga. Price: \$2.8 million

Prince: \$2.8 millio

Buyer: Golden Isle Broadcasting LLC, Atlanta (Edward N. Esserman, James E. Hickey III and Richard S. Hickey, principals); no other broadcast interests **Seller:** Admiral Broadcasting Co. Inc./Southland Radio Inc., Brunswick (Lorraine Wiggins, president); no other broadcast interests

Facilities: WSEG:104.1 MHz, 4.2 kW, ant. 390 ft.; WXMK: 105.9 MHz, 15 kW, ant. 489 ft.

Format: WSEG: MOR; WXMK: top 40 Broker: Hadden & Associates

WLFJ(AM)-WOWB(FM) Little Falls/Utica and WOWZ(FM) Whitesboro/Utica, N.Y.

Price: \$2.65 million (\$500,000 for WLFJ; \$2.15 million for WOWB and WOWZ) Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman; Randy Michaels, chairman, Clear Channel Radio); owns/is buying 18 TVs and about 1,120 radios, including WUTQ(AM)-WOUR(FM) Utica, WADR(AM)-WRFM(FM) Remsen/Utica and WRNY(AM)-WSKS(FM) Rome/Utica, N.Y.

Seller: Kenneth F. Roser Jr., Utica; owns WBUG(AM) Amsterdam, WBGK(FM) Newport Village and WBUG-FM Fort Plain/Utica, N.Y.

Facilities: WLFJ: 1230 kHz, 1 kW; WOWB: 105.5 MHz, 2.3 kW, ant. 152 ft.; WOWZ: 97.9 MHz, 1.5 kW, ant. 669 ft.

Formats: WLFJ: country; WOWBM WOWZ: CHR, rhythmic

WSLE(FM) Cairo, Ga. (near Tallahassee, Fla.)

Price: \$1.5 million (includes noncompete agreement)

Buyer: Cumulus Media Inc., Atlanta (Lewis W. Dickey Jr., president/75% owner of one of Cumulus' three attributable shareholders; brother John W. Dickey, executive vice president); owns/is buying 219 FMs and 92 AMs, including WALG(AM)-WNUQ(FM) and WGPC(AM)-WKAK(FM) Albany, WQVE(FM) Camilla, WJAD(FM) Leesburg and WEGC(FM) Sasser and construction permit for WWSG(FM) Sylvester/Albany, all Ga.

Seller: Lovett Communications Inc., Cairo (Jeff Lovett, principal); owns WGRA(AM) Cairo

Facilities: 102.3 MHz, 3 kW, ant. 300 ft. Format: AC

Broker: Media Services Group Inc. (seller) WMDC(FM) Mayville (near Fond du lac), Wis.

Value: More than \$1.44 million (\$1.4 million cash; new truck worth up to \$40,000; airtime [see buyer's note])

Buyer: Good Karma Broadcasting LLC, Beaver Dam, Wis. (Craig Karmazin, owner); owns/is buying three other AMs and three FMs. Note: Buyer will provide seller 150 minutes of airtime during *Howard Stern Show* on its WTLX(FM) Columbus, Wis.

Seller: Mayville License Corp., Kaukauna, Wis. (Lyle Robert Evans, president/ 75%owner). Evans owns WZRK(FM) Kentland and KHAM(FM) St. Ansgar, Iowa; WMXG(FM) Stephenson, Mich., and WNOB(FM) Old Forge, N.Y.; 50% of WMBE(AM) Chilton, Wis.; has applied to build five FMs and six AMs; is selling WZRK(FM) Kentland, Ind.; WOBE(FM) Crystal Falls, Mich. (see next item), and WJOK Kaukauna, Wis.

Facilities: 98.7 MHz, 6 kW, ant. 246 ft. **Format:** Hits of the '60s and '70s

WOBE(FM) Crystal Falls, Mich. Price: \$800,000

Buyer: Results Broadcasting of Iron Mountain Inc., Iron Mountain, Mich. (Bruce D. Grassman, president/owner). Grassman also owns WJNR-FM Iron Mountain, three other FMs, two AMs and permit to build FM in Birnamwood, Wis. **Seller:** Lyle Evans (see preceding item) **Facilities:** 100.7 MHz, 100 kW, ant. 256 ft.

Format: Dark

KEJJ(FM) Gunnison, Colo. Price: \$275,000

Buyer: John H. Rees, Gunnison; owns KPKE(AM) Gunnison and KFQX(TV) Grand Junction, Colo.

Seller: Gunnison Broadcasting Co. LLC, Montrose, Colo. (J. Stephen Glasmann, managing member). Glasmann is president of Woodland Communications Corp., which owns KUBC(AM)-KKXK(FM) Montrose

Facilities: 98.3 MHz, 3 kW, ant. 304 ft. **Format:** AOR

Broker: McCoy Broadcast Brokerage Inc.

AMs

KMPC (formerly KCTD) Los Angeles, WNRB Boston and WJWR Newark, N.J./New York

Price: \$100 million

Buyer: Vulcan Radio Corp., Bellevue, Wash. (Paul G. Allen, owner; William D. Savoy, president). Allen owns KXL(AM)-KXJM(FM) Portland, Ore. Seller: One-on-One Sports Inc., Chicago (Christopher Brennan, president); no other broadcast interests. Note: One-on-One will be renamed Sporting News Radio Network Facilities: KMPC: 1540 kHz, 5 kW day, 10

kW night; WNRB: 1510 kHz, 50 kW; WJWR: 620 kHz, 5 kW

Formats: KMPC, WJWR: sports; WNRB: contemporary Christian

WHOO Orlando, Fla.

Price: \$5 million cash **Buyer:** ABC Radio Inc., Dallas (John Hare, president; Walt Disney Co., parent [Robert Iger, president]); owns/is buying 53 other radios

Seller: Cox Radio Inc., Atlanta (Robert F. Neil, president); owns/is buying 67 FMs

and 16 AMs, including five FMs and one other AM in Orlando

Facilities: 990 kHz, 50 kW day, 5 kW night

Format: Big Band (to be Radio Disney) **WGTA Summerville, Ga.**

Price: \$410,000

Buyer: Azteca Communications, Smyrna, Ga. (Javier Macias, president/owner); no other broadcast interests

Seller: TTA Broadcasting Inc., Rome, Ga. (Randy Davis, president); no other broadcast interests

Facilities: 950 kHz, 5 kW day, 140 W night

Format: C&W

Broker: Media Services Group WFVR Valdosta, Ga.

Price: \$350.000

Buyer: Cameron Broadcasting Inc., Valdosta (Ron Cameron, president); no other broadcast interests

Seller: Peoples Network Inc., White Springs, Fla. (Chuck Harder, president);

owns WNTF(AM) Bithlo, Fla.

Facilities: 910 kHz, 5 kW

Format: News/talk

Broker: Frank Boyle Co. LLC WMVI Mechanicville, N.Y.

Price: \$280,000

Buyer: Anastos Media Group Inc., Malta, N.Y. (Ernest Anastos, president/66.7% owner); owns WUAM(AM) Saratoga Springs, WVKZ(AM) Schenectady and WQAR(FM) Stillwater, all N.Y. **Seller:** Christian Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns WBOK(AM) New Orleans. Willis owns 11 FMs and 23 other AMs

Facilities: 1160 kHz, 5 kW day, 570 w night

Format: Gospel

WCRS Greenwood, S.C.

Price: \$245,000 cash **Buyer:** Mae Radio Investments Inc., Spartanburg, S.C. (Matthew Y. Fulmer, president/owner); owns WZJY(AM) Mount Pleasant, S.C.

Seller: Douglas M. Sutton Jr., Union, S.C.; owns WVGC(FM) (formerly WDXZ) Newberry and WBCU(AM) Union, S.C.; is selling WCRS-FM Greenwood

Facilities: 1450 kHz, 1 kW **Format:** MOR, local news/talk

-Compiled by Alisa Holmes and Elizabeth A. Rathbun

Advertising

Cable ads face slowdown

Growth in sales expected to reflect softer overall marketplace

By Richard Tedesco

A s the boom in the U.S. economy settles down to more of a dull roar, the immediate cable advertising picture has dimmed along with the outlook for broadcast ad sales.

Cable ad sales aren't expected to tank but are likely to take a distinctly southerly tack. "The cable guys are little bit softer because broadcast pricing is such that it's put extra pressure on the cable guys," says Jonathan Mandel, co-managing director at Mediacom. "If clients continue to feel the economy's going south, it'll continue to be soft."

It's the trickle-down theory of TV economics, and ad agency executives believe that the cable networks are generally though not universally—susceptible to the current downturn. "The cable marketplace, with a few exceptions, is highly derivative of the [broadcast] network marketplace," says John Rash, senior vice president and director, broadcast negotiations, for Campbell Mithun Esty. "Except for those marketers looking for highly specialized demographics that are found only in certain venues, the

slowdown will continue to affect the cable industry to at least the same degree." Among those exceptions are MTV and ESPN, according to Rash.

Harvey Ganot, president of MTV Networks advertising sales world-

wide, professes to be "optimistic" about the MTV group's relative safety from the projected turbulence in TV ad sales. "Niche is nice," he says. "Generation Y and anything attached to it will win. It's a fickle demo. It's tough to get ahold of them, and, if you stop advertising to them, you are gone."

But no cable networks are immune, and no one can predict how hard the soft market will be on ad sales. "Everyone is feeling the crunch," says Neil Baker, senior vice president of ad sales for E! Entertainment.

Slowdown, however, hardly means that cable's ad gains over the past few seasons will

alike expect the current downturn to extend beyond the fourth quarter into early next year. Scatter is expected to remain sluggish, but the upfront is expected to show much slower growth than the 20% hike, to \$4.6 billion, it experienced this year. "All indications are that the upfront will be much softer than it has been over the last couple of years," says Larry Blasius, senior vice president and director of national broadcast for TN Media.

Cat	ole & D	BS Ad	Rever	nue
Year	Network	Local	Regional Sports	Total
1998	6,916	2,233	305	9,454
1999	8,298	2,546	351	11,195
2000e	9,894	2,818	404	13,116
2001e	11,173	3,241	464	14,878
200000000000000000000000000000000000000	NUMBER OF STREET	an all server as		

Sources: Veronis Suhler, The Publishing & Media Group, Paul Kagan Associates; e=estimated

evaporate. New York-based media merchant bank Veronis Suhler projects combined cable-network and DBS advertising at \$11.1 billion in 2001, up from \$9.9 billion this year, with local advertising at \$3.2 billion and

Slowdown, however, hardly means that the industry's gains over the past few seasons will evaporate. rtising at \$3.2 billion and regional sports at \$464 million. In terms of the total pie, it projects cable ad sales at \$14.8 billion in 2001, 13% over 2000. This year's estimated sales represent a 16% jump from 1999.

Some cite a hangover from Olympics ad spending. "The market's very

quiet. It's somewhat of a buyer's market," says William Cella, executive vice president of broadcasting and programming for McCann Erickson. "The election and the Olympics sucked up a lot of money."

But ad agency and cable sales executives

The absence of dotcoms from ad schedules is one major factor. Also, public companies are paring ad budgets to improve Wall Street's opinion of their bottom lines. "We all know what happened in the Nasdaq in April. We expected there would be a shakeout," says Joe Uva, president of Turner Enter-

tainment group sales and marketing.

But Uva expects another year of doubledigit cable ad sales growth in 2001, fueled by a strong second half. And he considers the Turner networks particularly well positioned because they own the copyright to so much of the content they broadcast and can build promotional programs to keep ad revenues coming.

CNN's heightened profile as the result of the extended presidential election has given a very positive twist to what would have otherwise been a flat fourth quarter. "This has attracted a lot of advertising that would not have come our way," says Larry Goodman, president of sales and marketing for CNN.

But that surge has passed. And all the major cable networks face what figures to be a major speed bump in the months ahead, with repercussions that will likely extend to the upfront season and beyond.

Washington

Kennard pushes for inclusion

FCC Dems want changes to boost minority media ownership

By Paige Albiniak

CC Chairman William Kennard last week advocated government-sponsored initiatives that would increase ownership of communications properties by minorities and women.

Joined by Commissioners Susan Ness and Gloria Tristani, he recommended four steps be taken:

Congress should reinstate tax breaks for companies selling to minorities or women Senate Commerce Committee Chairman John McCain (R-Ariz.) plans to reintroduce tax-certificate legislation next year. McCain, with help from FCC Commissioner Michael Powell, introduced such a tax bill in this session of Congress, but the Senate Commerce Committee didn't hold hearings on it.

• Congress and the FCC should identify funding mechanisms that help minorities and women build broadcasting or wireless businesses and "determine how we can make them better."

The commission should form partnerships with industry and public-interest advocates to promote opportunities for small and women- and minority-owned businesses.

■ The FCC should take another look at how it defines minority ownership. "A more accurate ownership measure than the current one would decrease the likelihood of minorities' being used as 'straw' participants without real opportunities for ownership," Kennard explained.

Both Commissioners Ness and Tristani expressed their concern that nothing has changed in terms of bringing more minorities and women into the telecommunications arena.

"The anecdotal evidence suggests that the numbers have not risen," Ness said. "In fact, they may have decreased." She also nlted that two of the largest media organizations in the country—the National Cable Television Association and the Newspaper Association of America—have no female board members.

Said Tristani, "Access to the airwaves by minorities and women has become, if any-thing, more difficult."

At a half-day FCC session on the topic last week, the three Democratic commissioners were presented summaries of five studies that examined "market-entry barriers" for small telecommunications companies. During Kennard's chairmanship, the FCC has emphasized fighting for the rights of the less advantaged in radio- and TV-station ownership and getting them in on the benefits of the new information-based economy.

The FCC requested the studies in response to sections of the 1996 Telecommunications Act that direct the commission to "identify and eliminate marketentry barriers" and require the commission to increase "opportunities in the allocation of spectrum-based services for small businesses and businesses owned by women and minorities."

In working to encourage minority and female participation in broadcast- and wireless-company ownership, the FCC also must consider various rulings by the Supreme Court that specify what govern-



FCC Chairman William Kennard argues that "a more accurate ownership measure would decrease the likelihood of minorities' being used as 'straw' participants."

ment's role can be. While remedies considered by federal agencies must be "narrowly tailored" and "specific," said Prof. Allen Hammond, of Santa Clara University, the Supreme Court has found that the government has a "substantial interest" in promoting minorities in broadcasting.

"The theme question is, 'Does the FCC's licensing processes help or hinder women and minorities when they are applying for licenses?' " said Sharon Bradford Franklin, special counsel in the FCC's office of the general counsel.

The study by Hammond and Prof. Laurie Mason found that minority-owned radio stations are more likely to offer minority-focused programming than minority-owned TV stations. Authors of the study said they had a hard time locating minority-owned TV stations but eventually talked to executives at 21 such stations.

This is the case, Hammond and Mason speculated, because, even with consolidation, there are still many more independently owned radio stations than TVs. The large majority of non-network-owned TV stations are affiliated with a major TV network. The studies also found that minorities did not necessarily fare better in FCC auctions, but sometimes did if disputes over results went to hearings. ■

Tauzin keeps heat on news networks

Continues to investigate election-night miscues: Media Institute panel expresses concern about possible government intrusion

By Paige Albiniak

he presidential election finally came to an end last week, but Rep. Billy Tauzin (R-La.) has no plans to let the news networks off the hook.

In letters to CBS News President Andrew Heyward, NBC President Bob Wright, ABC News President David Westin, Fox News President Roger Ailes and CNN President Tom Johnson, the would-be chairman of the House Commerce Committee said he will continue his investigation of election-night miscues.

"Our own analysis of the networks' election night 'victory

calls' indicates an incontrovertible bias in the results that were reported," Tauzin wrote. He

listed examples to show that the networks more readily called close states for Gore than for Bush.

"In short," he said, "the datacollection system and models used by the networks produced results which consistently reported Vice President Gore's victories earlier than Governor Bush's victories, portraying a skewed electoral picture and disenfranchising many American voters. By any definition of the word, isn't that bias?"

The news networks had no comment, other than to say they are conducting internal investigations on exit polling and early predictions.

Tauzin kept the tone civil, thanking the net-

works "for taking this matter seriously enough to launch your own internal investigation." He also thanked them "for assuring our committee and the public that your network was not intentionally biased in its election-night coverage. I hope that will prove to be true, as I have carefully avoided making any such charges."

Though planning to persist in his investigations, Tauzin says he does not plan to introduce legislation other than a uniform-poll-closing bill co-sponsored by Rep. Ed Markey (D-Mass.). He plans hearings in January or February.

Tauzin's assurances may be comforting to some news-media executives, but others remain concerned about government intrusions.

"Almost any form of regulation would be a disaster," said Terence Smith, of PBS' Newshour With Jim Lehrer, at a Media Institute lun-

> cheon last week in Washington. At that event, news executives discussed whether the media made a mistake on election night and what should be done.

> Most of the panelists agreed that all the major news organizations lost some credibility.

"There are questions that all of us have to answer. We just have to hope that [the public] will continue to trust us," said CBS' Bill Plante.

Barbara Cochran, president of

"Credibility is the single greatest issue here," agreed Smith, "and it's the highest price

to pay."



PBS' Terence Smith told media gathering, 'Credibility is the single greatest issue here, and it's the highest price to pay."

The panelists said it is likely unconstitutional to make any law that prevents the networks from

using exit polls or predicting election results. And, with the Internet, "it's hard to believe it would be possible to enforce a ban on releasing exit polling," Plante said. "The information would be out there."

is very important."

INBRIEF

MCCAIN OPPOSES AT&T AMENDMENT

Sen. John McCain (R-Ariz.) last week made clear his objections to allowing AT&T to bypass cable ownership rules. "These proposed rider provisions clearly seek to circumvent the proper legislative process for only one reason: to serve the needs of special interests," he wrote in a letter to Senate Majority Leader Trent Lott (R-Miss.) and Senate Appropriations Committee Chairman Ted Stevens (R-Alaska). McCain chairs the Commerce Committee, of which Lott and Stevens are members. AT&T wants Congress to amend a spending bill to allow AT&T to override the FCC's cable ownership rule and thus hold on to all the cable systems it acquired when it bought Media One.

ANTIVIOLENCE EFFORT

The entertainment industry is being asked by a group of 10 health organizations to curtail the violence in its offerings. The groups—including the American Medical Association and the U.S. Department of Health and Human Services—put together a list of priorities on which to focus, including "[reducing] exposure to media violence."

That means urging parents to "monitor and control the use by children of television, music, videogames and the Internet" and urging "the media industry to reduce the amount of violence in TV programming, the movies, music, videogames, and the Internet: depicting successful nonviolent solutions for anger and conflict; and depicting accurately the pain, remorse, and other consequences of violence and violent behavior on individuals, families and society."



Rep. Billy Tauzin sees "an

incontrovertible bias in the

results that were reported"

by the news networks on

election night.

Interactive Media



Trying before buying

Minerva IP Television Lab allows operators to see whether the protocol is a good fit for delivering video to homes

By Ken Kerschbaumer

Minerva Networks has introduced its Internet Protocol (IP) Television Lab to help companies investigate whether an IP television headend is a good fit, without having to take the risk of deploying an IP-based system. "With this new environment, there are companies wondering if they can deploy 4 Mb of video over their network and what the experience will be," says Vice President of Marketing Patrick Sweeney. "But they don't want to spend \$1 million for a headend without testing it out. So we're shipping a rack-mounted unit that can be deployed into their system so they can evaluate their ability to serve up video to homes in their network."

The use of IP to deliver video services has gained much attention as a way to allow competitive local exchange carriers (CLECs), incumbent local exchange carriers (ILECs), cable operators and satellite to offer a bevy of video, data and phone services. And while that competition could be a boon to both consumers and providers of equipment and services, it also could prove to be a tricky business decision for cable operators that, at least for the time being, don't have to consider CLECs and ILECs to be competitive threats.

The IP Television Lab comprises a number of pieces that make up a small IP television headend connected via a broadband network to set-top boxes. It includes an application server running Minerva's iTV Manager subscriber-management software, two Minerva VNP-200 MPEG-2 video encoders, and a video server—all connected through a 100 BaseT Ethernet switch. It can be configured with either an SGI Origin server or an nCube video server and two set-top boxes, from either Pace or Motorola.

Sweeney adds that the company has already received orders for 12 Lab systems, almost all of them placed by CLECs.



"We think there will be three general waves of deployment of IP video services," he observes. "First will be the hungry and advanced CLECs that are looking to eat into ISP, cable and regional Bell markets. Wave two will be the ILECs, which currently number around 1,500 across the country. Last will be cable operators."

He does believe that some cable operators will be ahead of the curve and deploying IP-based video services in the

first wave, but the majority won't seriously begin considering the move until they feel the pinch of gains from competition.

"Once cable realizes they're having their market shares eaten into," he says, "they won't care what the physical delivery mechanism is. The important thing is delivering content and deriv-

ing a revenue stream from it."

The Lab will allow operators to try out a number of IP-delivered TV services, including live television, near video-ondemand, time shifting, personal video recording, and video on demand. Backoffice functions such as billing, subscription management, channel creation and channel listings can also be investigated.

"We looked at the business model and recognized they can't make money by deploying just television or data services; they have to offer all three," says Sweeney. "They have to be able to deploy voice, video and data."

Greg Estes, vice president and general manager, SGI Broadband and Internet Solutions division, believes that an IPbased system can allow operators to offer a much greater variety of movies and content because the high-bandwidth pipe and server structure can move content easily. "Our servers will find a place in Minerva's system not only as the small server where the software that controls

'The first to deploy IP video services will be the hungry and advanced CLECs looking to eat into ISP, cable and regional Bell markets.'

—Patrick Sweeney, Minerva Networks the system sits, but also as the larger server that acts as the video pump, holds all the video and blasts it out."

Estes agrees with Sweeney that the CLECs will be the first on board with IP video, noting that they have a very good reason to be first: "They aren't making money now, and they need a reason to provide

rich-media services or something that is compelling. When you look at it, VOD and rich-media services turns out to be a good thing to go do, and that's why they're interested.

"When the CLECs put the technology in, it will be like a Third World country that has been existing with a very crude communications-technology infrastructure," Estes explains. "And then they'll bypass whole technologies that we've had for 20 years and jump to technologies we won't have here for three years." ■

CABLE-TV SITES

	October 200	00	
Ranked by	y unique page	es per mont	h
		Avg. uniqu pages per	e
SITE	UVs (000)	month	Change**
ESPN*	7,140	35.1	down
CNBC.COM	1,204	20.9	down
CNN.COM	8,023	16.2	down
FOODTV.COM	1,230	14.9	down
SCIFI.COM	785	13.7	down
EONLINE.COM	3,900	12.1	up
CARTOONNETWORK.C	OM 2,119	11.7	down
HGTV.COM	756	11.6	up
PBS.org	2,616	11.3	down
ABC*	3,308	11.3	up
LIFETIMETV.COM	354	11.2	up
NBCi*	14,657	11.0	down
MSNBC.COM	9,454	10.2	down
Fox.com Sites*	1,269	10.0	up
WEATHER.COM	7,646	8.8	down
Total WWW	78,534	706.8	up
Cable and Network			
Universe	38,850	26.4	down
Source: Media Metriv			

Source: Media Metrix

TELEVISION-NEWS SITES

October 2000

Ranked by unique	e pages per month	ו
SITE	Avg. unique pages per month	Change**
1 CNBC.com	20.9	down
2 CNN.com	16.2	down
3 CNNFN.Com*	10.3	down
4 MSNBC.com	10.2	down
5 Bloomberg.com	10.2	down
6 ABC News*	9.6	up
7 Foxnews.com	6.5	up
Total WWW	706.8	up

Source: Media Metrix

... = Statistically insignificant traffic.

* Represents an aggregation of commonly owned/branded domain names.

** From previous month

Media Metrix definitions:

Average Unique Pages per Visitor in a Month: The average of the sum of the number of unique pages viewed per day over the course of the month by those persons visiting a specific Web site or category, channel or application.

UVs: Unique visitors

- NC: No change from previous month.
- Sample Size: More than 60,000 individuals throughout
- the U.S. participate in the Media Metrix sample.





All New 3's a Crowd - 9:30pm EST weeknights.

www.gameshownetwork.com

New Media Cafe

BY KEN KERSCHBAUMER

STRENGTH IN NUMBERS

New media is coming to mean new organizations. Apple, Cisco, Kasenna, Philips and Sun Microsystems are among the companies that have launched the Internet Streaming Media Alliance (ISMA), which says its goals include accelerating the market adoption of open standards for streaming media over Internet Protocol. The first specification from the ISMA will define an implementation agreement for streaming MPEG-4 video and audio over IP networks.

IBEAM ON A HIWIRE

Hiwire and iBeam have signed a nonexclusive agreement for Hiwire to offer its Live Stream ad-insertion system to iBeam's streaming services customers. Hiwire's system can deliver individually targeted ads, including local ads.

INTO INTERTAINER

Intertainer has tapped Into Networks to add interactive software such as games and other software titles to its entertainment-on-demand broadband network. According to the terms of the agreement, Intertainer will handle all consumer marketing, including the branding, promotion and programming of the software-ondemand (SOD) feature. Intertainer will work with content publishers to secure the rights to CD-ROM and other software. For its part, Into Networks will provide the technology and integration services for the SOD service.

INTERACTIVE HOOPS

When the Jimmy V Classic basketball tourney gets under way on Dec. 19 on ESPN, it will offer Web visitors a chance to listen to an audio broadcast as well as ask questions during breaks in the action because the audio broadcast won't feature commercials. ESPN Radio's Bob Valvano, whose late brother, coach and broadcaster Jim Valvano, is memorialized by the tournament, will provide play-by-play with ESPN.com senior writer Andy Katz doing the color commentary. The broadcast will be treated as an extended audio chat, with play-by-play, analysis and interaction. Because ESPN owns the rights to the event, there were no rights issues, clearing the way for an interactive experiment that, if it goes well, could be done again, according to an ESPN representative.

AKAMAI PARTNERS UP

Akamai Technologies introduced its MediaPlus family of applications at Streaming Media West last week. The applications are designed to address the needs of customers by tapping into alliances with other suppliers. The first application is for advertising, with Engage and Hitplay Media helping Akamai better serve customers. Applications to be rolled out in first quarter 2001 include authentication, syndication and subscription services.

NEW PLATFORM

Yahoo's Webcast Studio is now available, a new platform Yahoo says will improve efficiency of delivering Internet broadcast events. According to the company, the studio can deliver a custom Webcast that can include an embedded video window or browser as well as a synchronized data window. All the interactive tools currently offered through Yahoo Broadcast are built into the studio.

ACCESS TO CHYRON

Chyron added three customers/partners at Streaming Media West. Street.tv, Livenue.com, and Simpler Networks will offer its clients access to Chyron's streaming services and turnkey systems.

ANYSTREAM TEAMS UP WITH EXCALIBUR

Anystream and Excalibur Technologies have signed an agreement to provide customers with an integrated software solution for digital-asset acquisition, management, encoding and distribution. Excalibur will add the Anystream Agility

My VH1 Awards rakes in the millions

On Nov. 30, VH1 took its first stab at a music awards show in the form of *My VH1 Awards*, held at Los Angeles' Shrine Auditorium. Although host John Leguizamo's humor was hit or miss, the program managed to pull in the viewers and the voters. More than 15.2 million viewers watched the program during its original and subsequent weekend airings, and more than 5.9 million votes were cast for the winners. Pictured are VH1 President John Sykes (l) and Jon Bon Jovi.

Enterprise encoding platform to its Screening Room technology.

FIRESTREAM OFFERS LIVE WEBCASTING

Version 1.5 of Digital Lava's Fire-Stream encoding station offers live-Webcasting functionality and expanded streaming capabilities. It allows users to encode realtime, multiple data formats and bit rates concurrently. It also can handle live Webcasting in a choice of four RealNetworks or Windows Media streams and the option of adding a fifth MPEG-1 or MPEG-2 stream.

NHL TAPS AXIENT

NHL.com has tapped Axient Communications as a broadband streaming provider. The Web site will use Axient's Octane ISP to allow visitors to view enhanced audio and video. Axient will also deliver text content available on the site via its IP transit pathway to both the public Internet and broadband users.

DO-IT-YOURSELF RADIO

Prodigy Internet subscribers can now create their own Prodigybranded online radio music, news and entertainment with the help of the Dial, which offers original Internet audio entertainment. The Prodigy Radio player will be available free and will provide a mix of content in 21 music formats and four spoken formats.

TELESTREAM FLIPS OUT

TeleStream is now offering its FlipFactory, a system designed to streamline the encoding and delivery of streaming video and audio. The system "flips" source files into user-specified formats and then forwards the files to the appropriate server for distribution to the Web. The software runs on a standard Windows NT or Windows 2000 server and is available at a base price of \$19,500 per server.



The Advertising Council Public Service Events 2001

Inter

The Advertising Council Public Service Events 200

January

Back-to-School Winter Term

Act Against Violence Afterschool Programs America's Story (Library of Congress) Childhood Asthma Community Schools Connect for Kids Education Reform Eatherhood Initiative Feeding Children Better (Childhood Hunger) Importance of Listening to Children Learning Disabilities Math is Power Operation Graduation (High School Drop-Out Prevention) Partners for Public Education **Recruiting New Teachers** United Negro College Fund

1 Environmental Policy Act Anniversary

Buy Recycled/Reduce. Reuse. Recycle./Waste Prevention Earth Share Forest Fire Prevention

6-14 Wilderness Wildlife Week of Nature

Earth Share Forest Fire Prevention

15 Martin Luther King, Jr. Day Safety Belt Education United Negro College Fund

30-February 5 National Consumer Protection Week

Fair Housing

February

Black History Month Safety Belt Education United Negro College Fund

2 Groundhog Day

11-17 National Child Passenger Safety Awareness Week Drunk Driving Prevention Safety Belt Education

14 Valentine's Day

18-24 National Engineers Week Math is Power United Negro College Fund

19 Presidents' Day

March

National Collision Awareness Month Drunk Driving Prevention Safety Belt Education

National Kidney Month Organ Donation

16-22 National Organ and **Tissue Donor Awareness Week** Organ Donation

22 Earth Day

Buy Recycled/Reduce, Reuse, Recycle./Waste Prevention Earth Share Forest Fire Prevention

22-28 National Volunteer Week

Community Drug Prevention Do Good, Mentor a Child.

24 Library of Congress 201st Anniversary

America's Story (Library of Congress)

29-May 5 National Science and Technology Week

Afterschool Programs Community Schools Education Reform Learning Disabilities Math is Power Operation Graduation (High School Drop-Out Prevention) Partners for Public Education **Recruiting New Teachers** United Negro College Fund

May

National Allergy/Asthma Awareness Month Childhood Asthma

8 National Teacher Day Recruiting New Teachers

13 Mother's Day

Act Against Violence Domestic Violence Prevention Healthy Start (Prenatal Care) Importance of Listening to Children Parents as First Teachers

13-19 National Transportation Week Drunk Driving Prevention

Safety Belt Education

19 Armed Forces Day Employer Support of the Guard and Reserve

20 Youth Against Violence Day

Act Against Violence Child Abuse Prevention Crime Prevention **Domestic Violence Prevention** National Campaign Against Youth Violence Safe Gun Storage/Gun Violence Prevention

28 Memorial Dav Employer Support of the Guard and Reserve

June

National Safety Month Act Against Violence Child Ahuse Prevention

4 Independence Day Employer Support of the Guard a Fire Safety

7 Father-Daughter Take A Walk Together D

Fatherhood Initiative Importance of Listening to Childri Parents as First Teachers

8-14 Take Charge of Chi

Act Against Violence Buy Recycled/Reduce. Reuse. Recy Child Abuse Prevention **Community Drug Prevention** Crime Prevention Do Good. Mentor a Child. Domestic Violence Prevention **Drunk Driving Prevention** Earth Share Education Reform Fair Housing Fatherhood Initiative Feeding Children Better (Childhoc Fire Safety Healthy Start (Prenatal Care) Learning Disabilities National Campaign Against Youth Operation Graduation (High Scho Safe Gun Storage/Gun Violence Safety Belt Education

Summer

Community Drug Prevention Do Good. Mentor a Child. Feeding Children Better (Childhou Forest Fire Prevention Safety Belt Education

August

Back-to-School

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7 National Night Out Crime Prevention

12-18 National Buckle Safety Belt Education

10



National March to College Days

United Negro College Fund Operation Graduation (High School Drop-Out Prevention) Education Reform

Feeding Children Better (Childhood Hunger) 5 National School Breakfast Week

InqA

Alcohol Awareness Month

Drunk Driving Prevention Community Drug Prevention

Keep America Beautitul Month

Forest Fire Prevention Earth Share Buy Recycled/Reduce. Reuse. Recycle./Waste Prevention

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United Negro College Fund Recruiting New Teachers Partners for Public Education Operation Graduation (High School Drop-Out Prevention) Nath is Power Learning Disabilities Education Reform Community Schools Afterschool Programs

Month of Community Spirit Days

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Fair Housing **Mational Fair Housing Month**

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Fire Safety 1 Check Your [Smoke Detector] Batteries Day

1-7 Week of the Young Child

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2-8 National Public Health Week

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Healthy Start (Prenatal Care) Feeding Children Better (Childhood Hunger) smitteA boorblind)



1 Stand For Children Day

Safety Belt Education Safe Gun Storage/Gun Violence Prevention Vational Campaign Against Youth Violence Fire Safety Feeding Children Better (Childhood Hunger) Fatherhood Initiative Drunk Driving Prevention Domestic Violence Prevention Do Good. Mentor a Child. Crime Prevention Community Drug Prevention Child Abuse Prevention est Against Violence

5 World Environment Day

Forest Fire Prevention Farth Share Buy Recycled/Reduce. Reuse. Recycle. Waste Prevention

14 Flag Day

Parents as First Teachers Importance of Listening to Children Fatherhood Initiative Act Against Violence 17 Father's Day

Graduation

United Negro College Fund Operation Graduation (High School Drop-Out Prevention) Drunk Driving Prevention

Summer

Safety Belt Education Forest Fire Prevention Feeding Children Better (Childhood Hunger) Do Good. Mentor a Child. Community Drug Prevention

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Parenting Month **National Purposetul**

Safety Belt Education Parents as First Teachers Learning Disabilities





Safe Gun Storage/Gun Violence Prevention National Campaign Against Youth Violence





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September.

Drunk Driving Prevention National Sobriety Check

September 3

United Negro College Fund Partners for Public Education Operation Graduation (High Scho Nath is Power Learning Disabilities Education Reform Community Schools America's Story (Library of Cong Afterschool Programs

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Parents as First Teachers Importance of Listening to Childi Healthy Start (Prenatal Care) Domestic Violence Prevention Act Against Violence

October

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United Negro College Fund Recruiting New Teachers נמוחובוס וחו בתחוור התהמוה

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11-17 American Education Week

Employer Support of the Guard and Reserve 11 Veterans Day

6 General Election Day

Buy Recycled/Reduce. Reuse. Recycle./Waste Prevention 15 America Recycles Day United Negro College Fund Recruiting New Teachers Partners for Public Education

19-25 National Family Week

Act Against Violence

Anational Campaign Against Youth Violence

Safe Gun Storage/Gun Violence Prevention Parents as First Teachers Importance of Listening to Children Healthy Start (Prenatal Care) Give Kids The World Fatherhood Initiative

22 Thanksgiving

22 National Stop the Violence Day

Safe Gun Storage/Gun Violence Prevention National Campaign Against Youth Violence Domestic Violence Prevention Crime Prevention Child Abuse Prevention est Against Violence

Drunk Driving Prevention

31 New Year's Eve

25 Christmas

10-17 Chankah

Safety Belt Education

Give Kids The World

Drunk Driving Prevention

Do Good. Mentor a Child.

Community Drug Prevention

Drunk Driving Prevention Community Drug Prevention

December

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National Drunk and Drugged

Crime Prevention

Domestic Violence Prevention

Fire Safety

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Holiday Season (through January 2002)

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5 National Day of Concern About Young People and Gun Violence Act Against Violence

Crime Prevention National Campaign Against Youth Violence Safe Gun Storage/Gun Violence Prevention

7-13 Fire Prevention Week Fire Safety Forest Fire Prevention

8 Columbus Day Observed

14-20 National Food Bank Week/ National School Lunch Week

16 World Food Day Feeding Children Better (Childhood Hunger)

27 Make a Difference Day

Child Abuse Prevention Community Drug Prevention Crime Prevention Do Good. Mentor a Child. Domestic Violence Prevention Give Kids The World

31 Halloween Crime Prevention

November

4-10 National Chemistry Week

4-TO National Chernisti y Week Afterschool Programs Community Schools Education Reform Learning Disabilities Math is Power Operation Graduation (High School Drop-C

2001

January

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29	30					

May

Jp Week

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Operation Graduation (High School Drop-Out Prevention)





CAMPAIGN	SPONSOR ORGANIZATION	PHONE	HOT LINE	WEB SITE
Act Against Violence	American Psychological Association/	202-336-5500		www.actagainstviolence.org
	American Association for the Education			
	of Young People			
Afterschool Programs	Afterschool Alliance/ Mott Foundation	202-296-9378	1-800-USA-LEARN	www.afterschoolalliance.org
America's Story (Library of Congress)	Library of Congress			www.americaslibrary.gov
Buy Recycled/Reduce.Reuse.Recycle./	Environmental Defense	212-505-2100	1-800-CALL-EDF	www.edf.org
Waste Prevention				
Child Abuse Prevention	Prevent Child Abuse America	312-663-3520	1-800-CHILDREN	www.preventchildabuse.org
Childhood Asthma	Environmental Protection Agency		1-866-NO-ATTACKS	www.noattacks.org
Community Drug Prevention	Office of National Drug Control Policy	202-395-6700	1-877-KIDS-313	www.youcanhelpkids.org
Community Schools	Children's Aid Society	212-949-4800	1-877-LOVE-2-LEARN	www.communityschools.org
Connect for Kids	Benton Foundation	202-638-5770	1-888-544-KIDS	www.connectforkids.org
Crime Prevention	National Crime Prevention Council	202-466-NCPC	1-800-WE-PREVENT	www.weprevent.org
			1-800-722-TEENS	www.McGruff.org
			1-800-727-UNETE	
Do Good. Mentor a Child.	Save The Children USA	203-221-4000	1-800-243-5075	www.savethechildren.org
Domestic Violence Prevention	Family Violence Prevention Fund	415-252-8900	1-800-END-ABUSE	www.fvpf.org
Drunk Driving Prevention	U.S. Department of Transportation	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov
Earth Share	Earth Share	202-537-7100	1-800-875-3863	www.earthshare.org
Education Reform	Education Excellence Partnership	202-872-1260	1-800-38-BE-SMART	www.edex.org
Employer Support of the Guard and Reserve	National Committee for ESG&R	703-696-1400	1-800-336-4590	www.esgr.org
Fair Housing	National Fair Housing Alliance/			
	Leadership Conference Education Fund	202-898-1661	1-866-222-FAIR	www.nationalfairhousing.com
Fatherhood Initiative	National Fatherhood Initiative	301-948-0599	1-800-790-DADS	www.fatherhood.org
Feeding Children Better (Childhood Hunger)	America's Second Harvest/			
	Feeding Children Better Foundation	402-595-4100	1-800-FEED-KIDS	www.feedingchildrenbetter.o
Fire Safety	For a Safer America Coalition/			
	National Consumers League	202-835-3323	1-800-556-7890	www.usfa.fema.gov/kids
Forest Fire Prevention	USDA Forest Service	202-205-1483		www.smokeybear.org
Get Out the Vote	Federal Voting Assistance Program	703-588-1584	1-800-438-8683	www.fvap.ncr.gov
				www.y2vote.org
Give Kids The World	Give Kids The World	407-396-1114	1-800-995-KIDS	www.gktw.org
Healthy Start (Prenatal Care)	U.S. Department of Health & Human Services	301-443-0543	1-800-311-BABY	www.mchb.hrsa.org
Importance of Listening to Children	Country Music Association	615-244-2840		www.tuneintokids.com
Learning Disabilities	Coordinated Campaign for Learning Disabilities	202-326-8700	1-888-GR8-MIND	www.ldonline.org
Math is Power	NACME, National Action Council for Minorities			
	in Engineering	212-279-2626	1-800-97-NACME	www.mathispower.org
National Campaign Against Youth Violence	National Campaign Against Youth Violence			www.noviolence.net
				www.nomasviolencia.net
Operation Graduation	U.S. Army			
(High School Drop-Out Prevention)				
Organ Donation	Coalition on Donation	804-330-8620	1-800-355-SHARE	www.shareyourlife.org
Parents as First Teachers	El Valor Corporation	312-997-2021		
Partners for Public Education	People for the American Way/ NAACP	202-467-4999		www.everychildcounts.org
Recruiting New Teachers	Recruiting New Teachers, Inc.	617-489-6000		www.rnt.org
Safe Gun Storage/Gun Violence Prevention	National Crime Prevention Council	202-466-6272		www.unloadandlock.com
Safety Belt Education	U.S. Department of Transportation	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov
United Negro College Fund	United Negro College Fund	703-205-3400	1-800-331-2244	www.uncf.org

All the info, please

Failing to look at the whole picture may lead to disastrous strategies

s you plan your Internet strategy for 2001, you may elect to harness some relevant Web research to help you better reach your online eyeballs, tie in your on-air product with your online product, and, it is hoped, make some money for your site as well.

Some leading Internet research firms live to study the habits of Web users. Here are five of their key findings from this year, and, more important than mere statistics, what these numbers should *really* mean for your Web site going forward:

Internet subscribers with fast connections spend more on ecommerce than those with slow connections.

Gartner Group says this is true for several reasons:

"Convenience—broadband delivers an 'always on' state to the PC, giving shoppers immediate access; Quicker response time— Internet purchasers will experience less frustration and time spent waiting; user-friendly interfaces for consumers, which

require greater bandwidth; and [the fact that] time spent online is greater for broadband users than for analog modem users."

)

This means that with spreading DSL and cable modem access, you might want to think about a high-bandwidth version of your site to capitalize on the more robust display power for the promotion-related e-commerce in which ventures you are partnering. It may be a bit of a pain to do, but it will pay off.

In the next few years, you will be able to make money from interactive television:

If you are a programmer, or a broadcaster, this money will come from revenue derived from deals made with interactive television "portals" that aggregate content and offers that may stem from your broadcast content. Gartner predicts that TV portals in the United States will generate \$4 billion in revenue by 2004. This revenue will come from advertising, subscriptions and commissions on TV-commerce sales. It's not too soon to think about a strategy that will capitalize on interactive TV portals.

Do people watch TV and use the Web at the same time? Not so fast.

How many times have we heard this story? In seeking to validate a cross-platform strategy, some Internet thinkers seize on one nugget of research and distort its importance. I am afraid that is going on here.

Gartner says that at least once a week, 27 million U.S. adults simultaneously surf the Web while watching television.

Let's take a closer look at the numbers. Some vote in viewer polls while watching a live TV show and get "general information" on a product they see on TV, with a few placing an order. The key, though, is that 82% of what Gartner calls "telewebbers" have their TV on as "background noise" while they are using the Web.

While these numbers argue for some synergy, this sort of negates the automatic assumption seemingly held by so many programmers (such as Oxygen Media, which is still struggling to find a successful Web strategy) that all you have to do is put up a Web address on the screen, and the teeming millions will reach across the shoulder to their Internet connection, and then feverishly e-mail the on-air coffee klatsch group, vote in the online poll, or run to buy what is being shown. There is some platform-hopping, but much of it is information-seeking only, and rather incidental.

Online promotions of onair content can work—but

not on a scattershot basis.

Jupiter Research notes that while more than 80% of Web sites deploy online events, guest chats, original onlineonly content, and branded games, they do so on a "scattershot" basis with little thought—save for the realization that they need to present something.

Jupiter analysts who compiled the report point out that Web sites successful in crosspromotion of "off-line media" (such as television shows) should incentivize Web site visits by promotional contests and giveaways tied to the core off-line product.

Teen boys and girls use the Web differently.

Jupiter says that boys primarily use it for game playing and downloading music files, while girls are strong on email and chat. In an average session, boys also visit more sites—bringing the stereotype of the channel-surfing male with remote in hand, to the online world, too. Not to mention the *Venus and Mars* shibboleth, as well.

If you have programs or products predominantly aimed at one teen-market gender, these factors should influence the sites with which you partner and on which buy advertising. ■

Russell Shaw's column about Internet and interactive issues appears regularly. He can be reached at russellshaw@delphi.com.

Technology

GeoVideo's heavy-fiber diet

New Viosk delivery system supports data-transfer rates up to 622 Mb/s

By Glen Dickson

D ownload a two-hour movie in two minutes at DVD quality? That's a concept Lucent Technologies spinoff GeoVideo Networks is pursuing with the Viosk, a new fiber-optic delivery system that supports data rates up to 622 Mb/s.

The company will formally introduce it at NAB 2001 in Las Vegas in April.

New York-based GeoVideo has been promoting the idea of a turnkey professional video-distribution service since last spring. The company, owned by Lucent's New Ventures Group in conjunction with several venture-capital firms, is buying dark fiber from Metromedia Fiber Networks. It has also forged a point-of-presence deal with CSRG Digital LLC, a consortium of 28 public television stations that have agreed to serve as local hubs to the network and market GeoVideo's service to production companies, post houses, news organizations and corporations in exchange for a share in the profits.

In July, GeoVideo created its first fiberoptic path across the U.S., linking noncommercial stations KCET(TV) Los Angeles and WNET(TV) New York with an asynchronoustransfer-mode–based (ATM) connection that supports data rates up to 100 Mb/s and includes an Internet-based browser for desk-



Fiber optics will be married with high-end hard-drive storage in GeoVideo's Viosk.

top access to video. The company hopes to be in seven major markets—including Dallas, Philadelphia and Chicago—by the end of second quarter 2001.

The Viosk service will target such applications as viewing film dailies, high-end animation, digital cinema distribution, or possibly high-definition post-production. Viosk's rates will range from 45 Mb/s, the DS-3 rate that has become the benchmark for broadcast contribution feeds, to 622 Mb/s, also known as OC-12. The service includes CyberStorage System terabit servers that use Lucent's OptiStar video card and removable hard drives that can write data at 15,400 rpm. The system can support a variety of output formats, including D-1 video and DVD, and will link to existing nonlinear editors.

"You'll have the ability to shoot dailies

back and forth," says GeoVideo Co-CEO Cliff Schorer. "That ability, coupled with the browser on the distribution side, is what we expect will hit the most pay dirt." But Schorer also expects to market the service to commercial producers and news organizations for faster-than-real-time transfer of video.

Through a joint development agreement with GeoVideo, Bell Labs' Emerging Media Applications Group has been working on the Viosk for six months. Earlier this month, GeoVideo demonstrated it to industry executives at Bell Labs headquarters in Murray Hill, N.J., sending the movie *Air Force One* over 12.6 km of OC-12 cable in two minutes and storing it on a single removable hard drive. The movie, which has a running time of 124 Mb/s, was initially encoded at a DVD-quality 6 Mb/s.

Supporting such data rates on a crosscountry fiber link is "not out of the question," says Bell Labs Systems Engineer Mike Robins. The Viosk system transferred video at 32 to 33 Mb/s for the demo, he points out: "It's a matter of cost and availability."

Dan Kraus, director of products for Montreal-based 3-D-animation firm Kaydara, believes the GeoVideo Viosk may be an ideal way for large studios like Disney and Warner Bros. to manage work across multiple production locations without hav-



MEDIA WITHOUT BOUNDS."



ing to resort to overnight delivery.

"One of the biggest problems is signoff," says Kraus. "Getting everybody to sign off is a nightmare. You can't sign off looking at a RealNetworks or Windows Media [streaming] picture."

Although GeoVideo isn't talking about a price structure yet, Kraus says the hardware itself is expensive, estimating its cost at \$250,000 for a local hub. And whether GeoVideo charges a monthly fee for transport or charges based on usage is also undecided. Still, Kraus predicts big studios will snap it up.

Tim Spitzer, director of high-definition and data services for Tape House Advanced Imaging Center in New York, notes that the means for moving "massive amounts of information at very good speeds" would be useful in Tape House's digital cinema work. Although satellites have been discussed as a likely distribution method for digital cinema, he suggests that fiber's speed could serve well for special applications, such as preview screenings.

Spitzer notes that the Viosk would have come in handy on a recent set of Coke spots for which Tape House transferred film to large data files, dubbed it to a tape backup and shipped it to an effects house in France, where the images then had to be read back off the tapes. "It would have been much faster going to a drive basis and high speeds."

He isn't sure, though, whether there will be much immediate use for Viosk in highdefinition production, except for special cases like effects work in the uncompressed domain that needs to be transported between facilities. "It's a solution," he quips, "but where's the problem?"

Broadband in the sky

Pegasus plans to show two-way satellite system at CES

By Glen Dickson

BS provider Pegasus Communications will travel to International CES 2001 in Las Vegas next month to demonstrate a new way of delivering high-speed Internet service to consumers: two-way broadband satellite.

Bala Cynwyd, Pa.-based Pegasus, which serves 1.3 million rural subscribers nationwide, will be offering the system in conjunction with Hughes Network Systems (HNS), manufacturer of DirecPC DBS data re-

ceivers. Although DirecPC has relied on a dial-up connection as the Internet backchannel, Hughes has developed a satellite modem that can send signals back to a satellite at data rates up to 100 Kb/s; the downlink to the consumer delivers data at up to 400 Kb/s.

According to Chris Walczak, Pegasus vice president of product development,

Pegasus Express Powered by DirecPC will target the 10 million homes that can't reach Internet services like AOL or MSN through a telephone connection. "Twothirds of our subscribers can't reach AOL with a local dial-up call," he says.

Pegasus Express, which will be marketed through subsidary Pegasus Broadband, will sell for \$499 and will include a hybrid DirecPC Internet/satellite TV antenna that can also receive DirecTV programming; a USB satellite modem; and software. The service, which will be available commercially in February, will sell for \$69.95 on a stand-alone basis and \$59.95 when bundled with a DirecTV programming package.

That puts Pegasus Express in the same range with StarBand Communications, a two-way broadband service launched last month and marketed by EchoStar and RadioShack. Walzchak expects the price to drop sharply with volume.



Pegasus Express will rely on hardware from Hughes Network Systems.

Satellite analyst Vijay Jayant sess broadband-oversatellite as a good opportunity for Pegasus, which already has relationships with 3,000 retailers. Although the data rate may not be competitive with DSL or cable modems, he says, there are 30 million housholds where "I don't see DSL and cable modems in the near future." He expects

Pegasus to grab a chunk of that market.

But he cautions that effective bandwidth management—controlling how much bandwidth is dedicated to individual users' request—will be key. "The problem with the old DirecPC, besides the phone line, is there was no good bandwidth management. You'd have one guy using Napster all day, and that would eat up bandwidth for everybody else."

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CuttingEdge

BY GLEN DICKSON

WAVEXPRESS NETS BAY AREA DEAL

Datacasting firm Wavexpress has signed an agreement with United Television station KBHK-DT to launch datacasting services in San Francisco. New York-based Wavexpress will install datacasting gear in January to enable KBHK-DT to transmit movies, video, software, music and games to PCs equipped with special Wavexpress metering hardware, which Wavexpress and KBHK-DT will roll out to consumers on a trial basis. Wavexpress is also testing with station groups Benedek, Sinclair and Clear Channel.

OMNEON GETS FUNDING, PARTNER

Video- and streaming-server manufacturer Omneon Video Networks has raised \$24.8 million from its third round of financing, bringing its total backing to \$57 million. The round, led by venture-capital group Meritech Capital Partners, included new Omneon investors Chase H&Q, Intel Communications Fund, Palo Alto Investors, and Thomas Weisel Partners, Previous investors are Accel Partners, Mayfield Fund, Norwest Venture Partners, Lucent Venture Partners, and The Ignite Group. Omneon has also teamed with automation-software supplier Sundance Digital to create a turnkey singlechannel playback system that bundles Sundance's FastBreak NT Spot Playback System software with Omneon's Video Area Network hardware. The entry-level commercial-insertion system will sell for less than \$80,000.

RIVERA GETS NEW VIEWPOINT

ViewPoint Studios, Boston, has completed a graphic redesign of CNBC's *Rivera Live*, including a new show logo, opening title, bumpers and support graphics for live interviews. For the new open, Discreet's Flame compositing system was used to merge live-action material with typography, textural backgrounds and lighting effects. "CNBC wanted an energetic open to showcase the best of Geraldo as *Rivera Live*," says ViewPoint



Flame compositing was used by ViewPoint Studios for Geraldo's new look.

Studios Design Director Michael Frederick.

TERRESTRIAL DTV TUNER

EchoStar has launched its longawaited 8-VSB digital television tuner cartridge, which will allow customers with DISH Network Model 6000 satellite receivers to receive off-air DTV broadcasts as well as the HDTV programming that EchoStar delivers via its DBS service. The 8-VSB tuner cartridge, which uses demodulation technology from chip manufacturer NxtWave Communications, is available at DISH retailers for an introductory price of \$100; after

Jan. 1, it will sell for \$149. The Model 6000 set-top, already capable of receiving four channels of HDTV programming from EchoStar, sells for \$499 (without the 8-VSB cartridge). EchoStar currently offers HB0-HD, Showtime-HD, DISH-On-Demand pay-per-view HD movies, and a 24-hour HDTV demonstration channel.

TIVO ADDS IPREVIEW TO HBO DEAL

Personal television supplier TiVo has extended its programming agreement with HBO by adding its Ipreview service to the current "Network Showcases" TiVo assembles for HBO subscribers. TiVo's Network Showcase for

HBO is a themed programming area that offers information on upcoming programming. With Ipreview, HBO subscribers will be able schedule the recording of HBO programming by simply clicking once on their TiVo remote while watching HBO promotional previews.

BENGALS FILMED WITH FUJINON

JungleVision Productions, the in-house production arm of the NFL's Cincinnati Bengals, has purchased four Fujinon lenses for its production center being built in Paul Brown Stadium. The Fujinon lenses are used for JungleVision's live game coverage, aired on giant video screens within the stadium, and for the production of Bengals Weekly, a pregame magazine show that airs on CBS affiliate WKRC-TV Cincinnati. JungleVision's Fujinon lenses run on four Ikegami HL-45W cameras: one Ah55x9.5ESM model and three A22x7.8EVM units.



Fujinon lenses capture Cincinnati Bengals game action for JungleVision.

COMCAST BACKS SEACHANGE

Comcast has made a \$10 million equity investment in video-server manufacturer SeaChange International to support the development of streaming-media and interactive-TV technology. The Philadelphia-based MSO has also signed a four-year master purchase agreement for SeaChange's video-on-demand hardware and software. Comcast is already testing VOD systems from Billerica, Mass.-based SeaChange in two undisclosed markets, and the investment and equipment deal "is a culmination of those discussions," says Ed Delaney, SeaChange vice president of marketing and business development. The Comcast investment is the first of its kind for SeaChange, which is also testing VOD systems with Time Warner Cable and Cablevision.

THOMSON BUYS TECHNICOLOR

Continuing its push into the business-to-business market, Thomson Multimedia plans to buy film-processing firm Technicolor from Carlton Communications for \$2.1 billion in cash and shares. Thomson, the French parent company of Thomson Consumer Electronics, earlier this month announced plans to assume control of Philips Broadcast. Buying Camarillo, Calif.-based Technicolor

would give Thomson the biggest maker of DVDs and the largest motion picture film processor. As part of the deal, Carlton would acquire 5.5% of Thomson. The two have agreed to work together on digital terrestrial television and interactive TV, and Carlton has agreed to invest \$15 million in TAK, Thomson's European interactive-TV joint venture with Microsoft.

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Why all the Interactive TV Hoopla?

During the past forty years, TV's share in the advancement of new technological features has been dismal. In comparison, other consumer electronic subsectors, like PCs, video games and CDs/DVDs, have made tremendous strides, as they have embedded more powerful processors, improved form factors, and added software support to their devices. Conversely, the TV has held consumers hostage for decades, forcing them to passively watch generic programs and advertising without any end-user interaction or input whatsoever. With this year's collision of TV and enhanced broadcast technology, a new generation of interactive TV (ITV) appears ready to leap-frog traditional means of passive media distribution. By year-end 2001, The Carmel Group estimates 4.4 million U.S. TV users will be interacting with their TV sets via a stand-alone device, a cable and/or Direct Broadcast Satellite (DBS) set-top box (See, Chart, page 52.) The continuous and aggressive adoption of these new ITV services from cable and DBS providers will suggest a five-year forecast yielding 61.5 million ITV users by year-end 2006.

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The Importance of ITV

Interactive TV is a combination of the Internet and enhanced broadcasting, molded together with advanced software programs and key hardware components. A consumer's end result is a rich, multimedia experience that blends together interactive broadcast programs, Web access, e-mail, online shopping, games, personal TV (i.e., pausing live TV and recording personal shows), and music downloads, just to name a few. There are today three critical ITV factors facing broadcasters, cable and satellite service providers.

• First, ITV adds at least twice the value to a provider's core video business, in terms of revenue, and subscriber retention/acquisition. New revenue streams from television commerce (T-commerce) are expected to induce more types of interactive programming, owing to an expected increase to an operators' cash flow from transactions and advertising. As an example, the battle between cable and DBS continues to grow stronger by the quarter and, in this vein, the impor-



James Ackerman President and COO OpenTV



Q: What is your definition of interactive TV?

A: Good ITV is anything that enriches and enhances my TV viewing experience. It either enriches because it makes watching more fun, like playing along with favorite game show, or it enhances my life by allowing me to get access to the information I like, like a weather forecast, or it allows me to quickly purchase a recentlyreleased CD in an impulse way, through the device that is the most used in the home. But ultimately, ITV has to be something that's familiar, comfortable, not daunting, trustworthy and enjoyable.

Q: How do you see the ITV biz model?

A: I think the model that works can be all three. Things like interactive games, which can be a subscription service. I'm certain that can be on a per inquiry basis, where the advertiser is charged. And there's a model that allows a free portal access, and that allows subs to look and consider and make purchases. In the U.K., we created shops, banks, informational services and e-mail. That portal was available to every single person who has a Sky Digital box and now that means over four million subscribers that can access this service. The revenue is provided by the traditional ad model of costs per thousands (CPMs), ads, charges and commissions on sales. This is why ITV in the U.K. has worked, because transactions and revenues end up being generated by lots of subscribers. It's a lot like a shopping mall, where you draw traffic, and you do this by entertaining and giving information, but you also get your audience to buy.

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tance of ITV is becoming paramount. This is especially the case as new subscribers are more likely to base their future purchasing decisions not on what kind, but how many kinds, of interactive services are available on a given system.

· Second, interactive advertising dollars will position broadcasters to capitalize on the rewards of target marketing, allowing them to take aim at the best of both worlds, i.e., the TV and the Internet. The ability to track what a user is viewing and then customize advertising to peak a consumer's interest, will be seen as a strong motivator beyond traditional marketing. The concept behind target marketing via ITV is giving more credence to those companies creating software that tracks consumer viewing. Major software companies currently providing this type of tracking include Microsoft, Metabyte, TiVo, NDS and Wink.

• Third, broadcasters and programmers, with the adoption of interactive TV, will be able to create and produce new and original programming that can be detailed to a niche audience. As ITV develops, along with broadband deployments, the ability to add these new programs via video-ondemand (VOD) or streaming media will efficiently utilize bandwidth and create new revenue opportunities for broadcasters and service providers alike.

European ITV Benchmarks

Europe's aggressive interactive TV deployments, specifically in the United Kingdom (U.K.), is being considered as a testing ground for the U.S. market, which we estimate is approximately 12-to-18 months behind the U.K.'s lead. For this reason, the U.K. is a closely monitored market, which allows U.S. service providers to run mock deployment scenarios of what may and may not work, and to look at return-on-investment scenarios. To date, the U.K.'s interactive TV killer apps have included:

- Communication services (e.g., email, chat),
- Games (e.g., low-end video games, personality testing, brain teasers, crossword puzzles,),
- Home shopping (e.g., home and grocery),
- Sports (e.g., soccer),
- Weather data,

• Banking and financial services (e.g., home insurance, mortgage information,),

Cable Timeshifting--Opportunities in a Interactive TV World

ike so many other new consumer electronic products that have had slow starts Lduring their first 24 months, only to be a major sales success years later, the Personal TV (PTV) market appears to be showing similar growth patterns. The slow start is no surprise for the young Personal TV industry and, in a certain sense, it affords the PTV market with time to rid software and hardware problems before the service finally engages the mass market. For the moment, the Personal TV is little more than a novelty for most of the consumer public, with most consumers not knowing too much about its capabilities (other than pausing live TV). Buttressing that, by year-end 2000, The Carmel Group estimates the Personal TV industry will reach 375,000 subscribers, with cable accounting for 7% of the total market (See, Chart, page 52). With more aggressive PTV support coming from cable and Direct Broadcast Satellite (DBS) operators, plus with the introduction of more integrated PTV devices on cable and DBS boxes, the potential sales growth during the next couple years will certainly make up for Personal TV's slow start. The size of the PTV market is expected to grow to 13.4 million subscribers in 2005. Yet that number could end up being even a slightly conservative number, especially if the cable industry aggressively embraces PTV, in which case we might easily double the estimated size of our current PTV cable forecast.

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- Travel services,
- · Interactive advertising, and
- Miscellaneous entertainment (e.g., industry gossip, polls,).

Moreover, the four main future developments that we perceive will continue unfolding in the U.K. during the next year are: 1) increasing content and programming choices; 2) the offering of more communication tools; 3) enhanced e-mail capabilities; and 4) more personal and customized TV content (i.e., programming and advertising).

The Personal TV Business Model: A Turbulence Warning?

ReplayTV's announcement on November 28, 2000, to completely change its business strategy (from a hardware-based sales model to a software-based sales model), doesn't come as any great surprise. Without a signed contract from any DBS or cable operator, it was only a matter of time before ReplayTV either revamped its entire business approach or faced Chapter 11. As it



turns out, ReplayTV's decision to scratch its hardware and advertising businesses, in favor of a less ambitious software licensing model, is one that deeply hurts the pride of the company, but will likely save it from bankruptcy. The new business model now resembles what middleware companies are using with cable MSOs, which is to generate revenues from three primary sources: 1) licensing; 2) professional services; and 3) revenue sharing with application service providers (ASPs). The last source, however, will be the smallest revenue driver in the short-run and, depending on terms and conditions set out with each MSO, it may end up being wholly insignificant for ReplayTV (or any other PTV provider).

The question of whether or not TiVo is eventually heading toward the same path and realization as ReplayTV, depends on the next six to nine months. By that time, many

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cable MSOs will have made their choices about what platform(s) to support, and TiVo will hopefully have captured a much-needed cable deal (or it will continue bleeding more cash in search of that elusive cable MSO contract). The saving grace for TiVo compared to ReplayTV is its satellite deal with market share leader, DirecTV, and its \$200 million investment from America Online. Also, TiVo's public offering back in September, 1999, enabled the company to secure necessary cash for marketing and operations (unlike ReplayTV, which never made it in time to the public funding arena). Currently, TiVo's unique position as part of a satellite-based service could help legitimize and leverage its technology to open the doors with a major MSO. The pending AOL/Time Warner merger could give TiVo the big break it's looking for, given AOL's investment in the company and Time Warner's major cable assets. Still, a cable deal for the PTV players may come harder than it did with satellite provider, DirecTV, because of three critical points.

• First, DirecTV has traditionally been more aggressive in its approach to technology, or at least compared to the cable operators. Over the last couple years, DirecTV has constantly been adding new features to its service, with TiVo's technology being one of the latest additions. Under the deal, DirecTV receives a split of the revenues with TiVo, as well as any future revenues from T-commerce transactions via the Internet. In return, TiVo's technology gets embedded in select DirecTV set-top boxes, and rides on the back of its successfully branded service.

 Second, cable operators tend to withdraw and scrutinize any deal that puts control into third party hands, specifically with revenue-sharing deals. As consumer electronics retailers found out the hard way this past year, cable MSOs are less willing to share recurring revenues, unless a service can significantly increase its subscriber base and return-oninvestment. Cable MSOs fought long and hard to amass their sub bases and, somewhat deservedly, believe that they should guard themselves against deals that "spread the wealth." More and more cable companies, however, are also slowly beginning to open up their tightly sealed subscriber vault and are allowing third parties to participate in some kind of revenue sharing model. Some MSOs have already preferred using this option

NTERVIEW



Mehta President and CEO Metabyte Networks

Manu

Q:Will there be a killer application for ITV, and if so what is it?

A: Yes, personalization will become the killer application for ITV and PVRs. Today, television viewers are presented with hundreds of broadcast channels and Internet content, overwhelming consumers

instead of having full control, due to the hassles of integrating and maintaining a new technology as part of a network system.

• Third, cable operators are highly fragmented into different regions, each having their own type of infrastructure, making it a costly and time-consuming proposition to introduce a new service, especially compared with DBS and its "flipthe-switch" solution. The integration of a TiVo service may work for certain carriers in specific regions, but a nationwide rollout may be less feasible from a returnon-investment standpoint.

Key Players in the Personal TV Industry

For most consumers and the press, the Personal TV name is practically synonymous with TiVo, which has successfully built a brand name, and has promotionally upstaged larger, more influential rivals, such as Microsoft and Murdoch's NDS. New advertising campaigns, and a slew of upcoming products from Microsoft, NDS, Metabyte, and En Reach, make it very likely that TiVo's marketing engine will be under great pressure to maintain its brand name in the face of other, larger competitors. The outcome may still favor the start-up company, considering the strategic and investment partners it has in its pocket, but TiVo is certainly prone to attacks from many companies. Microsoft and TiVo are currently at the helm of the Personal TV industry. The chalwith information. Personalization solutions will address what is becoming the ultimate bottleneck – bandwidth to the brain. Personalization solutions like MbTV will provide television viewers with content of interest to them, rather than content of interest to the general population.

Q:What role does Metabyte Networks see itself play in the ITV market?

A: Metabyte Networks is an enabler of personal TV solutions for cable and satellite operators, broadcasters, advertisers, content producers, consumer electronic companies and set-top box manufacturers. The MbTV suite of personal TV products and services are completely modular and portable across any set-top box configuration.

lengers making attempts to dethrone the two founders include, NDS, Metabyte, En Reach, ReplayTV, OpenTV, ZapMedia, FutureTV and Jovio.

Cable Personal TV

In comparison to DBS, cable has been slow to bring new tech services to its subscribers, perhaps due to higher costs or technical hardware issues, or possibly both. Before the first half of 2001, however, we expect to hear some news coming from major cable operators on their plans to aggressively adopt Personal TV services. By year-end 2002, we estimate cable will reach more than one million Personal TV subscribers, increasing to 6.8 million subscribers in 2005. The percentage share of total Personal TV subs in the cable industry will grow from an estimated 7% this year, to more than 50% by year-end 2005.

DBS Personal TV

EchoStar, the second largest U.S. DBS provider, with more than five million subscribers today, offers Personal TV capabilities via its WebTV technology, which is embedded in the DishPlayer 500 set-top box. WebTV, a division of Microsoft, has helped spur sales of EchoStar's DishPlayer 500 over the last year, and has helped keep EchoStar on the cutting edge of today's PTV technology. With the new Ultimate TV

Continued on page 60



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Interactive TV Business Models in a Cable TV

Ntanding at the gate of every cable TV subscriber's home, a cable MSO holds Nothe key to opening a viewer's passive, analog-based set-top box into a digitally enhanced interactive TV (ITV) service. The question remains, however, whether consumers will pay extra for cable's new ITV service, and use it enough, in order for MSOs to receive a profitable return. We believe the answer from consumers will be a resounding "yes", silencing the skeptics who doubt the long-term potential of ITV. Currently, cable MSOs are retooling their old TV subscription model, as well as working with third party providers and advertisers, to reflect interactive TV revenue opportunities. The result for cable operators is a wealth of new, incremental revenue streams, combined with their core TV sub-

scription sales. The different types of new, revenue-generating services, such as videoon-demand (VOD), Personal TV, Web browsing, and broadband, just to name a few, are making cable MSOs see more additional potential profits than ever before. During the last year, and continuing for at least another year, cable operators will be picking and choosing products and services that best fit their current and future business models, creating what hopefully will be a win-win situation for most operators and third-party vendors.

Current and Future Business Models

The TV subscription model used today by cable MSOs, and other multichannel video

INTERVIEW

Q: How soon does Microsoft believe that interactive TV (ITV) will become a reality for the majority of television subscribers?

A: It depends on your definition of ITV. If you are referring to interactive TV, it has been available in substantial numbers for some time. Microsoft, though, has a broad vision for enhanced TV (eTV), which we define as the personal TV experience that blends services such as personal video recording, enhanced program guides, and interactivity with the best of the "Internet on TV" services that are available with WebTV. Enhanced TV is here and now, too, as exemplified by our showcase services UltimateTV (i.e., DirecTV), EchoStar DishPlayer and WebTV Plus. In the United States, enhanced TV will really begin to take off in 2001, with large consumer deployments through satellite and cable operators. In 2002, eTV will reach critical mass with early, key network operators, and consumer awareness and demand for eTV services will be substantial. In three to four years, eTV availability and penetration will be substantial enough to meet the "mass market" definition. The evolution of enhanced TV services will be different in

Ed Graczyk Director Mocrosoft TV Platforms Group

Europe, as digital broadcasting already exists there, but the installation of broadband infrastructure lags that of the work being accomplished in the U.S.

Q: Will there be a killer application for ITV, and if so what is it?

A: Currently, it's difficult to identify a single "killer app" in interactive and enhanced TV. However, there are many compelling applications, and the ability to personalize the TV experience certainly qualifies as one of the leading elements of e-TV. However, personal TV and the other exciting applications, such as video-on-demand (VOD), interactive games and programming, e-mail, chat, etc., simply comprise the tip of the iceberg. As e-TV evolves, we will see a wealth and variety of personal services and games available through the television. services, including Direct Broadcast Satellite (DBS), is simple, basic and uncomplicated. There is a monthly charge for the core video service, plus, specifically for cable, the nominal monthly fee for leasing an MSO's set-top box. The days of simple business models, however, are over and the advent of ITV will soon be bringing cable MSOs a wealth of new opportunities. In addition to a cable MSO's subscription TV model, which we believe will be the bestsuited model for some upcoming ITV services, there will be three other major areas for T-commerce revenues.

• Advertising revenues will be a major revenue driver for cable operators, as well as broadcasters, as soon as ITV services are widely deployed and fully operated, which we see happening in late 2002. Some of the interactive advertising tools used by cable MSOs to enhance revenues include floating icons, product placements, targeted ads, and cached ads stored on the hard drive of the settop box.

• T-commerce transactions will eventually exceed E-commerce transactions during the next four years, and will allow operators to receive and split a percentage of the revenues with third party providers. Among some of the applications that will drive initial sales of T-commerce include music, games, communications, and sports.

• Access fee revenues, stemming from a subscription-type service, will allow cable operators to capitalize on the growing list of third party content providers. This portion of access fees will charge viewers for special programs that are either broadcast or streamed to their TV sets.

Cable ITV-One Step Forward, Two Steps Backwards?

For every positive comment made about the potential of ITV in a cable world, we grudgingly are forced to play Holiday Grinch, and look at the downside and pitfalls of cable's interactive potential. Cable MSOs are generally very protective of their business, particularly how new deals are structured with third-party vendors. Being protective, unfortunately, has also meant being sometimes

Continued on page 60

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Traditional Ads are Dead!

With all of the changes that Interactive TV (ITV) promises to bring, the most significant may well be the radical change of the traditional relationship between advertisers and broadcasters. Since the inception of television, advertisers have paid a specified amount of money to air 15 second to one minute commercials in the breaks between programming. Yet the digital delivery of the signal, coupled with smart devices and digital storage, allows for the development of an entirely new paradigm. These new advertising models, however, beg the questions: "Is this good for the consumer?" and "Will the consumer like this new world of advertising?" What follows is a brief overview of many of the possibilities that ITV may deliver to consumers.

Free TV? Watch Commercials

The widespread acceptance of personal TV devices or digital video recorders presents a significant problem for broadcasters. Now, with the ability to customize, record and watch television whenever the consumer wants, he or she is also able to fast-forward or skip through the commercials. So how do broadcasters deal with this phenomenon? One idea bandied about is one of free television, with consumers continuing the status quo, and watching commercials and programming as they are broadcast. This would be a clear benefit to consumers and broadcasters, and advertisers could continue with the same infrastructure that has been in place for years.

Targeted /Cached Advertising and Floating Icons

With the ability through a digital set-top box and a back channel, broadcasters now have access to more viewer data than ever before. With the ability to track when, where and what someone watches in a household, broadcasters through digital storage (either on a partitioned portion of the consumers' digital video recorder or at a video file server), can now deliver targeted and customized advertising to the consumer's. And, perhaps, more importantly, broadcasters will also have the data of what the viewer has purchased through T-Commerce. This is not only a compelling idea for the consumer (he/she views commercials for products that relate to him/her), but also for potential advertisers. Imagine a broadcaster being able to go to an advertiser and say "We have two million consumers that bought a similar product recently and we can advertise directly to them?" This possibility will change advertising from a national shotgun approach to one that is very targeted at exactly the consumer an advertiser wants to reach.

Another possibility in use is one of floating icons. Wink Communications uses this to notify the viewer that more information is available. One of the more successful trials has been through a partnership with NBC's *Tonight Show With Jay Leno*. When a musical guest is performing, a small icon appears in the lower left of the screen, which allows the consumer to purchase that artist's CD instantaneously. Icons can also be used during sports games, traditional 30-second advertising spots, and live events.

Product Placement and Forced Viewing

Product placement is the term that has been used in Hollywood for years. This has referred to products being placed rather conspicuously in the forefront of movie scenes. Companies like MetaTV and Watch Point, are allowing viewers either to click on anything on the screen or scroll through available items that are highlighted as a viewer clicks through a scene (e.g., WatchPoint). Once that item has been clicked, more information can appear about the item, along with purchasing information. Another possible advertising is one of "forced" viewing. Again, with Personal TV devices allowing consumers the ability to skip commercials, future versions of these devices may require the viewer to watch one advertisement before proceeding to view the content. This could be achieved by simply writing a small software program that would disable the fast-forward and rewind features of the digital video recorder.

Customized Television

Imagine a world where instead Nasdaq's stocks scrolling at screen bottom, your personal portfolio's stock quotes fly by, or a world where instead of all the obscure sports scores scrolling by, all of your favorite teams' scores are shown. Television can certainly take a lesson from the Internet in that regard. Almost every major portal site allows for that kind of personalization today. Many in the industry believe that this sort of personalization will be available soon, due to the continued build-out of a digital infrastructure. It is also believed that consumers will be willing to pay a small monthly subscription to be able to access the content they want delivered to them in a fashion with which they are already familiar.

INTERVIEW

Kevin Hanson _{CTO,} ValueVision



Q: How soon does ValueVision believe that ITV will become a reality for

the majority of television subscribers?

A: In part, the necessary infrastructure to support full interactivity is already well under way. Within five years, most U.S. households will use their remote control to interact with TV screen graphics, enabling them to request information, make purchases, participate in activities, navigate program guides, and communicate the fact that internet assimilation into American culture demonstrates that consumers crave interactivity.

Q: Will there be a killer application for ITV, and if so what is it?

A: There will be more than just one killer app, such as set-top boxes and PVRs. We will exploit e-commerce and technologies that offer data embedded in video content. Because more and more people are accepting TV as a shopping mechanism, it will drive more impulse purchases. We will also sell air time on our network to established brand name retailers or catalogers. For instance, one of our show partners wine.com already has a show that educates consumersa about their products and special deals, while serving as a customer aquisition tool. We can also provide production, fulfillment, and e-commerce services for those companies that can benefit from the changing broadcast environment.





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The Applications Driving Interactive TV

The new world of interactive TV (ITV) has begun. Yet how fast ITV arrives for the L masses will be dependent on what applications are offered, and what applications consumers decide they want. Cable MSOs will allow consumers to receive ITV applications in three different ways: 1) it will be provided for free; 2) it will be provided on a subscription basis; and 3) it will be provided on a pay-per-click basis. The following provides a snapshot of the prime applications that we believe will help ITV reach critical mass. These applications include Video-(VOD), Electronic On-Demand Programming Guides (EPG), Interactive Games, T-Commerce, Internet Access, and Personal TV. Video-On-Demand (VOD)

The one application mentioned more than any other as regards the eventual success of ITV is video-on-demand, VOD, however, is also the one service that has been promised to consumers for the longest period of time, and yet never truly developed. Imagine not being to surf the Internet or go to a movie rental store, except for one hour or half-hour per week on Tuesdays. That's essentially the obstacle that ITV seeks to overcome, primarily via VOD services. VOD promises to change scheduled television by delivering the same flexibility and interactivity that the Internet has given many consumers, Companies like Concurrent Computer Corporation, DIVA Systems, nCUBE, and SeaChange International are revolutionizing the pay-per-view model that is used by the majority of both cable and satellite TV providers today.

These services, when fully deployed, will provide consumers with a vast library of content that will be available whenever, and often via whatever device or in whatever place, the consumer requests it. This is achieved by storing the content on a video file server that, once a request is received, sends or streams a digitally-encoded file out to the user's home or elsewhere. Previous attempts to build a VOD network have failed, for a variety of reasons, yet foremost among those was cost. Meanwhile, not unlike the moves forward that digital video compression allowed satellite TV to make, the rapidly declining prices of digital set-top boxes and digital storage devices (i.e., hard drives) are about to make VOD a reality, sooner rather than later.

Personal TV/ Profiling

Personal television, like video-on-demand, gives much of the control of the content back to the viewer. It does this by allowing the viewer to pause and rewind live television, and it provides all of the functionally of the more traditional video cassette recorders (VCR). These devices are able to provide this functionality by using a hard drive to cache or store content for viewing at a later time. TiVo, Replay, and Microsoft have been the pioneers in this ever-crowded field. Currently, Personal TV has been a bit slow to take off, due to high hardware costs. As more cable and satellite providers, however, begin to integrate the Personal TV service into their next generation of set-top boxes, the world of personal TV will become a standard for America's TV viewers. Other companies in this field include Metabyte Networks Scientific Atlanta, Pace, Exatel Video Systems, NDS and Singularis.

Electronic Programming Guides (EPGs)

Satellite television, along with cable's transition from analog to digital, has given the consumer a multitude of channels from which to choose. Similar to what portals like AOL, Yahoo! and Excite have done for Web browsing, EPGs promise the consumer an easy way to navigate the "500 channel universe," that is quickly becoming the standard for television today. It is no stretch to say that these guides will be the portals of ITV and will adopt similar revenue models as the Internet portals mentioned above. Some studies have shown that consumers with access to an EPG use it an average of six times a day. That frequency of viewing makes an EPG's real estate very fertile and valuable to potential advertisers and T-commerce companies. Gemstar-TV Guide

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International is the early leader in this space, however, most personal TV companies, satellite and digital cable providers are including an EPG along with their other services. If the success of the Internet portals is any indication, tomorrow's EPGs will be a key revenue source for ITV.

Interactive Games

Game shows have been a staple of television almost since its inception during the 1940s and 50's. Today, the success of newer game shows like Survivor and Who Wants To Be A Millionaire? continue to draw huge audiences. Imagine now allowing the viewer to compete for prizes in one of these programs against millions of other users. Today, companies such as Spiderdance, TwoWayTV, and Mixed Signals are striving to do just that. By adding an interactive layer to broadcast and cable networks' game shows, these companies allow the consumer to compete for prizes. Another aspect of the interactive gaming market that cannot be ignored is the video game console market. With over 30 million U.S. households actively using a video game console today, that market is primed for network gaming. In fact, Sega's latest sports titles, NFL2K1 and NBA2K1, already feature a network gaming option. In other words, a consumer is now able to play against anyone in the world who has the same hardware and software. Other players in the home video game market include Nintendo, Microsoft, and Sony .

T-Commerce

Television commerce (T-commerce) is also expected to be a boon in the coming era of interactivity. Enhanced television will allow the consumer instant access to additional product and service information with the push of a button. Viewers will be able to see different makes or models of clothing, cars, etc. and then purchase the one that suits them best. Another possibility is that the information would be sent to them via the mail or to an e-mail address. Other intriguing possibilities include watching a video on MTV or VH1 and being able to purchase the entire CD with the click of a button on a remote control. Yet the TV does have one distinct advantage over the Internet, as far as commerce is concerned. TV, more than any other medium, can capture and monetize a consumer's impulse. As an example,



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imagine the marketing opportunities after a record setting performance by a team or a player in the Super Bowl. With a captive audience of millions, team merchandise sales could skyrocket on impulse buys alone. Early movers in this field are Wink Communications, RespondTV, Princeton Video Image and Commerce.TV.

Surfing/Email/Chat

Many analysts and observers believe that the real future of the Internet lies on the TV,

Interactive TV Business Models in a Cable TV World

Continued from page 54

overly conservative. Cable's conservatism stems largely from its past and, unless more aggressive changes are made in the future, that could impede cable's ITV progress. Indeed, the cable industry has the right to be protective, and should be protective, because of the costly infrastructure, and the time it took to build an installed base of 64 million-plus subscribers.

The cable industry, however, can't afford to be uncertain in its direction with ITV and, at this moment, it is chalked full of uncertainty. Whether it's the overwhelming number of new services and products, or multiple standards in the marketplace, many cable MSOs seem to prefer a wait-and-see approach, rather than to engage in adopting and deploying new interactive TV services. This historically reactive approach, specifically with ITV, is wrong for cable and, unless more major cable MSOs make bigger bets with third-party vendors, the end result will likely be more market share loss to DBS. Cableand not just the big, big MSOs-needs to take more calculated bets, by tapping into third-party content providers, middleware and Personal TV companies, just to name a few, that allow for limited revenue sharing and outsourcing schemes.

The most common business model used by third parties and cable operators has been using licensing and professional services (e.g., tools and development kits). As cable's inertia gradually moves into ITV, the future business model with third party vendors will change by including more revenue sharing mixes with application service providers (ASPs). Eventually, we believe



ence to viewers across the U.S. If lessons are to be learned from America Online and WebTV's success, it is that while consumers do enjoy the full capabilities of web browsing and surfing, it is often telecommunication's tools (e.g., e-mail, chat rooms, and instant messages) that are the most frequently accessed tools of today's Internet. As the web evolves more into a content delivery platform of tomorrow, however, consumer will demand access to the growing entertainment medium that is the Internet.

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Stand Alone

DBS

43%

5%



more smaller-, and mid-sized MSOs will opt for more revenue sharing deals with third parties, primarily because there's less hassle to integrate and maintain an ASP into an increasingly complicated network system.

During the next three years, as ITV reaches critical mass, and networks require twice the load to handle new functions, many cable companies will be reaching an operational "pain level." In addition, some cable companies will eventually take bigger bets and choose to give up some control, in order to better maintain their service, and regain a stronger marketing position. Some cable companies will remain on the the conservative route and place no bets on the future or on improving their service. Whatever the decision by a cable MSO, interactive TV will soon be changing the distribution of media, and operators will either be forced to begin adopting ITV today, adopting later to catchup, or failing all together.

Cable Timeshifting

Continued from page 50

Digital Cable

52%

service, Microsoft has a partnership with the Number One-ranked DBS provider, DirecTV, and the leading set-top box manufacturer, Thomson. These alliances have helped the DBS industry to aggressively move ahead of its rival cable industry in the Personal TV realm, or at least for now. No matter how EchoStar decides in the future to position its Web TV service, or how DirecTV markets its Ultimate TV and TiVo brands, DBS will play a critical role during the next three years Personal TV's long-term growth. In 2001, we estimate DBS will account for 78% of all Personal TV subs, with cable representing a 17% share. By 2005, the percentage figure for DBS will drop to around 48%, because cable ops will have begun to successfully deploy Personal TV en masse.

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Television Timeline

1527 Farnsworth transmits first electronic TV picture. Zworkin demonstrates all-electronic TV system; Zworkin joins RCA. 1929 1932 NBC begins experimental telecasts. 10.24 FCC establishes as a permanent regulatory agency. 1935 First TV broadcasts in Germany and England. 1984 First baseball game televised. 1939 First TV sets sold in the United States. 940 First TV station goes on the air in Chlcago. 1948 The first cable system is developed in rural areas. Liberty Broadcasting System founded. 1040 1952 Television households hit the 20 mil. mark. Color TV broadcasts begin. 1953 1956 First computer hard drive developed. 1959 Cable TV hits the 500,000 subscriber mark. 1960 First presidential news conference televised. 1954 Telstar communications satellite provides first international relay of TV pictures. 1964 Cable TV hits the one mil. subscriber mark Teletext invented. Today over 14.2 million people still use the service. 972 1973 Sony introduces Betamax home VCR. Atari releases the model 2600, the first cartridge-based 1975 home video game system. 1976 VHS home format introduced. Warner Communications launched the Qube Network in Columbus 1977 Ohio. Qube offered ten broadcast TV channels, ten premium channels and ten interactive programming channels. (Two original Qube pro grams. Pinwheel and Sight on Sound, blossomed into Nickolodeon and MTV, respectively.) 1981 HDTV first demonstrated in U.S. at SMPTE in Los Angeles, CA. 1983 Ku-Band satellite transmission for broadcast tested by National Assn. of Broadcasters (NAB) and during space shuttle launch. 1987 Super-channel DBS service begins in the U.K. TCI executive John Malone predicts the "500 channel universe." 1992 1994 Time Warner launched its Full Service Network (FSN) into 4,000 households in Orlando, FL. Services offered included video-ondemand (VOD), T-commerce/shopping, an EPG, interactive games, and a pay per use interactive postal service. 1994 PrimeStar launches the first Direct-to-Home (DTH) satellite TV service. 1994 Months after PrimeStar launches, DirecTV launches.

Television Commerce

1994	OpenTV formed.
1995	First television program (Computer Chronicles) delivered via the
1005	Internet.
1995	GTE launches Main Street Interactive TV service.
1995	Americast, another interactive TV trial backed by Disney, fails.
1995	TeleTV, an interactive TV venture, backed with \$300 mil. in capital from Bell Atlantic, NYNEX and Pacific Telesis fails.
1995	Satellite TV reaches the one mil. subscriber mark.
1995	WebTV launched, allowing consumers to surf the Internet via their televisions.
1996	EchoStar launches its satellite TV service, DISH Network.
1996	Hong Kong Telecorn announces plans to build \$1.5 bil. interactive TV infrastructure.
1996	OpenTV releases its first product, OpenTV 1.0.
1996	Time Warner's FSN ceases operations.
1997	Microsoft purchases WebTV Networks, Inc.
1998	TCI and AT&T merge, in a deal worth approx. S60 bil.
1999	Wink Communications, completes its IPO.
1999	TiVo debuts its Personal TV service.
1999	Satellite TV reaches the ten mil. sub mark
1999	EchoStar releases the DishPlayer, a satellite TV receiver, PVR, game player and Internet appliance.
1999	OpenTV completes its IPO.
1999	PowerTV completes its acquisition of PRASARA Technologies.
2000	Cisco Systems invests \$100 mil. in Liberate; Liberate acquires MoreCom.
2001	AOL and Time Warner merge in a deal valued at over \$150 bil.; AOLTV debuts.
2000	OpenTV completes its acquisition of Spyglass, Inc. OpenTV's software penetrates ten mil. set-tops worldwide.
2000	Microsoft debuts UltimateTV, a satellite TV receiver, Internet access device and PVR, all in one.
2000	Gemstar acquires TV Gulde.
2000	Interactive TV subscribers projected to reach 1.5 million.
2000	Personal TV market projected to reach 375,000 subscribers.
2001	Microsoft's X-Box debuts.
2002	Interactive TV subscribers projected to reach 10.6 million.
2002	Personal TV market projected to reach 3.7 million subscribers.
2006	Interactive TV subscribers projected to reach 61.5 million.

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Broadcasting

Susan Kiel, VP, station relations and promotion, Fox Kids Network, Los Angeles, named VP, network distribution, Fox Broadcasting Co, Los Angeles.

Jeffrey S. Rosen, VP, human resources, ABC Inc., Los Angeles, named senior VP, human resources.

Cable

Appointments at Cox Communications Inc., Atlanta: **Warren Jones**, director of wireless strategy, named director of customer retention and life cycle management; **Howard Tigerman**, controller, named VP, accounting and financial planning.

Paul Meltzer, director of product management, Cablevision Systems Corp., Bethpage, N.Y., named VP, product operations, highspeed data products.

Journalism

Dave Kirkland, director of news coverage, Fox Sports Net, Los Angeles, joins KRON-TV San Francisco as managing editor.

Appointments at WJBK(TV) Detroit: **Fanchon Stinger**, weekend anchor, named coanchor, *Fox 2 News at 5:30PM*; **John Nichols**, producer, WWBT(TV) Richmond, Va., joins as producer; **Chris Gegg**, producer, WFLA-TV Tampa, Fla., joins as producer.

P.J. Carlesimo, television analyst, San Antonio Spurs, San Antonio, joins *NBC Showtime* as studio analyst.

Shae Crisson, reporter, WSLS-TV Roanoke, Va., joins WTVD(TV) Durham, N .C., as reporter.

Frank Recchia, reporter, KEYE-TV Austin, Texas, joins WLFL(TV) Raleigh, N.C., as reporter.

Advertising/Marketing/PR

Appointments at Trylon Communications Inc., New York: **Adina Barnett**, senior publicist, Lifetime Television, New York, joins as senior account executive; **Rod Granger**, senior VP, LB Lipman Public Relations, New York, joins as VP; **Les Luchter**, director, Corporate Digital Entertainment Unit, Bender/Helper Impact, New York, joins as account supervisor; **Michelle Quinell**, production assistant, *MorningLine*, MSNBC, Secaucus, N.J., joins as account executive.

Appointments at Eagle Television Sales: **Fran Cohen Berg**, account executive, WDCA(TV) Washington, D.C., joins as group sales manager, Washington, D.C.: **Josh Forman**, sales assistant, Miami, named account manager, Hercules Team, New York; **Meredith Radow**, account manager, Washington, D.C., named account manager, Apollo Team, New York.

Radio

Beth Tepper, director of marketing and promotions, Premiere Radio Networks, Los Angeles, named VP, marketing and promotions.

LaMonda Williams, assistant program director and midday personality, WPHI(FM) Jenkintown, Pa., joins WCDX(FM) Mechanicsville, Va., as program director. **Bob Bartolomeo**, director of affiliate relations, *Imus in the Morning*, Westwood One, joins United States Radio Networks, New York, as director of affiliate relations.

Satellite/Wireless

Patricia L. Ishimoto, senior manager of programming acquisitions, DIRECTV Inc., Los Angeles, named director of programming acquisitions.

Programming

Tony Fox, senior VP, corporate communications, Comedy Central, New York, named executive VP, corporate communications.

Appointments at Bravo Networks, Bethpage, N.Y.: **Barbara Shornick**, director of advertising, The History Channel, New York , joins as VP, consumer marketing; **Theresa Britto**, senior manager, marketing, named director, national advertising sales marketing; **Bill Brennan**, account executive, Rachel McCallister & Associates/The Pogachefsky Co., New York, joins as area manager, public relations;



Susan Kiel



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Anne Halsey, affiliate marketing specialist, A&E Television Networks, New York, joins as supervisor, national advertising sales marketing; Kristin Homoly, administrator, consumer marketing, named supervisor, national advertising sales marketing.

Andy Holtzman, VP, event marketing, Discovery Networks U.S., New York, named senior VP, Discovery Exhibitions and Events.

Appointments at Fox Family Worldwide: Wayne Baker, director of traffic services and operations, Virginia Beach, Va., named VP, traffic services and operations; Matt Turner, director, ad sales, Foxkids.com, New York, named VP, advertising sales and business development.

Janice Arouh, VP, national accounts, Fox Channels Group, Los Angeles, named senior VP, affiliate sales, Fox Family Channel.

Nancy Dunn, co-founder, entertainment division and director, account management and development teams, New York, Atlanta and Los Angeles offices, Construct.com, joins Columbia TriStar International Television, Los Angeles, as VP, marketing and creative services.

Joanne B. Modlin, director of programming research, TNT, Los Angeles, named VP, program research, original programming.

Darren Campo, director, programming and market research, Court TV, New York, named VP, programming and planning.

Thomas A. Quick, manager, human resources, engineering division, GE Aircraft Engines, Cincinnati, joins CNBC, Fort Lee, N.J., as VP, human resources.

Kathy McMahon, manager, affiliate sales, HTS, Bethesda, Md., named director of affiliate sales/network development.

Allyson Lattman, assistant to Pasternack, Studios USA, Television, West Hollywood, Calif., named manager, drama programming.

Internet Peter E. Stilson, executive

VP. communications solutions business unit, Norstan, Minneapolis, joins Internet Broadcasting Systems, Minneapolis as chief operating officer.

Mark Zagorski, senior VP, marketing and development, WorldNow, New York, named executive VP.

Ken Gold, VP, marketing, Pseudo, New York, joins Eyada.com, NewYork, as VP, marketing.



Allied Fields

Gregg A. Willinger, partner and executive VP. Conrad Shadlen Corp., New York, creates Willinger Talent Agency, New York.

Clarification

Jan G. Schuth joined MovieWatch, St. Paul/Los Angeles, as executive VP, not VP as indicated in the Dec. 11 issue.

-Compiled by Beth Shapouri



Obituary

Tim O'Donnell, veteran ABC News Radio anchorman, died in Ridgewood, N.I., of a heart attack on Dec. 13. He was 57.

An Ohio native, O'Donnell got his start working as a reporter and newscaster for several New York radio stations, including WOTT(FM). In April 1968, he joined ABC Radio Networks, where he covered major news stories, including

Tim O'Donnell circa 1995

the assassination of Robert F. Kennedy and the recent presidential election. He was also the primary anchor for the magazine program, Perspectives, which is broadcast weekly by ABC Radio Network.

He is survived by his wife, Eileen, and two sons, Tim and Kevin.



Andy Holtzman



Janice Arouth



Darren Campo



Gregg A. Willinger

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PRE- PRE- NATPE NATPE Buyers Guide	Mon., Jan. 8, 2001
PRE-NATPE Mon., Jan. 15, 2001 Guide to New Media Players	
NATPE Syndication Strategies for the Top 25 Station Groups	Mon., Jan. 22, 2001
NATPE DAILY #1	Tues., Jan. 23, 2001
NATPE DAILY #2	Wed., Jan. 24, 2001
NATPE DAILY #3	Thurs., Jan. 25, 2001

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THE FIFTH ESTATER

The job of his dreams

Race-car aficionado Williams runs Speedvision network

hen Roger Williams was 13, he rode his bike to a Ford dealer twice a week to sit in the car of his dreams: a 1966 Shelby Mustang GT 350, a Mustang remanufactured and dramatically souped up by a California car designer. After a few minutes of daydreaming and lusting, he would inevitably be ordered out.

Thirty years later, when he started making the kind of money cable-network executives can make, Williams worked the network of Shelby cultists and ownership records to track down the very car that had sat in the Hampton, Va., showroom. Turned out, the owner was a friend in California who wasn't selling. Williams had to make do with owning another of the just 2,000 Shelby 350s made. That's in addition to three other cars and five motorcycles, generally recent vintage.

Suffice it to say, Williams is in the right job as executive vice president and COO of Cable Network Services, which runs five-year-

old Speedvision and Outdoor Life Network. Although he's in charge of both, it's racing network Speedvision that gets him energized. "I think it's rare in most people's professional lives to marry their career with their personal passions," he says.

Williams' strength is affiliate sales. He started in cable on the system side of the business in 1974, selling door-to-door for Warner Cable in his hometown shortly after leaving Ohio University (where he blew family money slated for his second year's tuition on a 1966 Jaguar XJE convertible).

Moving up fast was easy in cable's early days, and Williams scored by expanding into ad sales for spots on the system's local origination channelhardly an easy sell.

After a year, Warner made him sales and marketing manager of its Kingsport, Tenn., system, where he helped Warner's first launch of startup pay network Home Box Office, the channel that would revolutionize cable. Kingsport was also an early affiliate of Atlanta superstation WTCGeventually the core of Ted Turner's cable empire. He lured Turner to a ribbon-cutting ceremony on the enormous \$100,000 dish required to take Turner's satellite feed.

Turner was impressed enough to hire him as part of a three-man affiliate sales team which included current Turner Broadcasting Chairman Terry McGuirk—to convince cable



E. Roger Williams Executive vice president and COO, Cable Network Services

B. April 19, 1953, Newport News, Va.; Ohio University, 1971-73; sales and marketing manager, Warner Cable Corp., 1974-78; marketing director, Turner Broadcasting System, 1978-80; marketing director, ESPN 1980-82; vice president, affiliate sales & marketing, ESPN, 1982-86; senior vice president, affiliate sales & marketing, ESPN, 1986-90; senior vice president, affiliate sales & consumer marketing. 1990-92; president, The Travel Channel, 1992-95; Current position since May 1995; divorced; children: Evan, 17; Spencer, 12

operators that they needed their own programming and his Atlanta Braves games. "Hank Aaron was down the hall. It was pretty cool," Williams recalls. In 1980, he was tapped by ESPN to do the same kind of job, a move that had him working with Roger Werner, who eventually became ESPN's president.

In 1992, Weather Channel owner Landmark Communications tapped Williams to be president of The Travel Channel, which, after seven years, "was damaged goods," he says. The network had no programming budget, and 75% of its 15 million subscribers got the channel only part time, usually late at night.

After Williams secured paid, full-time carriage for Travel, Werner came calling again. He was looking to start Speedvision and Outdoor Life.

Both were considered too specialized to get broad carriage, particularly since Speedvision didn't have the most popular American car races, Nascar's Winston Cup series. And despite backing from MSOs Cox Communications, Continental Cablevision and Comcast Corp., the networks lacked the distribution clout ESPN had for its new networks.

Werner and Williams had expected their networks to get stuck on thinly viewed digital cable tiers. But operators, slow to launch digital, rolled out the networks on basic. Both are near the 30 million-subscriber mark and just turning profitable. Williams now believes that 50 million subscribers are within reach.

—John M. Higgins

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Television NEWSCAREERS

KKCO NBC

Positions Available-Experience Required. TECHNICAL NEWS DIRECTOR, CHIEF PHOTOGRAPHER: News/Commercial Production, PROMOTION MANAGER: Editor Resume Tape Paul Varecha, 2325 Interstate Ave., Grand Junction, Co., 81505

Media General Broadcast Group www.mgbg.com WCBD-TV

WCBD-TV2 in beautiful Charleston, SC is looking for a strong News Anchor. Top candidates must have excellent investigative background and skills. "Readers" need not apply. Send tape, resume, references and salary requirements. EOE M/F Drug Screen. Send resume to HR Dept. 210 West Coleman Blvd., Mt. Pleasant, SC 29464

JOB RPR2 GENERAL ASSIGNMENT REPORTER

The way life should be...working in picturesque Maine near the ocean and mountains. FOX51 News at Ten has an immediate opening for a general assignment reporter. Ideal candidate is aggressive, enterprising, team player and has a minimum of two years experience. Position open until filled.

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SALESCAREERS

GENERAL SALES MANAGER

KFSN-TV, an ABC owned station in Fresno. CA is seeking a highly motivated leader to become its next General Sales Manager. The ideal candidate will be able to lead a great sales team, local sales manager and data service department for the number one station in a growing market. A solid track record with national and/or local sales and new business development needed. Duties include budgeting, forecasting, pricing and inventory control. Experience with Politicals and computer savvy, considered a plus. Must have a minimum of five years television sales experience, including management or supervisory responsibilities. Contact: Valari Staab, President and General Manager, 1777 G Street, Dept. BC 01-02, Fresno, CA 93706. ABC, Inc. is an Equal Opportunity Employer Women and minorities are encouraged to apply.

TV SALES REP GREAT OPPORTUNITY!

Due to expansion efforts, Nielsen Media Research is seeking an aggressive, seasoned Sales Rep. for its NSI division in Chicago. You will negotiate long-term contracts with TV stations and ad agency exec's. Qualifications: 3 yrs. media exp., analytical skills to position NSI ratings data within a sales context and proficiency in media applications. Email resume to MarketCHL@tvratings.com or Fax: 212-708-7533. EOE

PHOTOGRAPHER/EDITOR

Full Time News Photographer/Editor wanted in growing, competitive market. Must have experience shooting/editing on either DVC-PRO, Beta or 3/4in format. Avid Newscutter and Microwave Live Truck experience a plus. Must be able to work under multiple deadline pressure. Please send tape (DVC-PRO, Beta or VHS) and resume to Broadcasting & Cable, Box 1220, 275 Washington Street, Newton, MA 02458 by December 29, 2000. EOE.

BUSINESS REPORTER

TV station looking for a broadcast journalist who understands business. The person will deliver on-air business news for local television news program. Candidates must possess solid reporting skills and be able to deliver news in studio and in field. Candidates should send a vhs audition tape and resume to Ron Bilek, 120 W. Morehead St., Charlotte, NC 28202 EEO

COMMERCIAL TRAFFIC COORDINATOR

Working in our traffic/operations/sales service department, you will schedule commercial materials from Ad agencies, assign copy rotations to sales schedules, maintain copy files and media inventory. One year experience in broadcast trafficking and BIAS knowledge desired. You must have the ability to handle pressure, meet deadlines and juggle multiple tasks. Requires computer experience and heavy phone work. Please send resume to: Scott Simensky, Director of Sales, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls, faxes, or emails. We are an equal opportunity employer.

CHIEF METEOROLOGIST

WKJG-TV, NBC33, Fort Wayne, Indiana has an immediate opening for a Chief Meteorologist. The successful candidate will have a degree in meteorology or related field and an AMS seal is preferred. The person selected will be creative, outgoing, community minded, and able to report on environmental related stories. He or she will lead a three-person department using state of the art Kavouras equipment. If you fit this profile, rush a non-returnable tape, resume and salary requirements to:

WKJG-TV NBC33 Attention: Human Resources -Chief Meteorologist Search 2633 West State Blvd., Fort Wayne, IN 46808 E.O.E.

EXECUTIVE PRODUCER

Erie's Action News 24 is looking for a strong #2 person. The ideal candidate will have excellent people, writing and organizational skills as well as superb journalistic instincts. Send resume, tape and letter outlining your news philosophy to: News Director, WJET-TV, 8455 Peach Street, Erie, PA 16509. EOE

ADMINISTRATIVECAREERS

SALES ASSISTANT

WPSG, UPN 57 seeks a computer-proficient sales assistant to provide a variety of support functions for the sales department. Send resume to: Sales Assistant, Department #571, UPN 57, 420 N. 20th Street, Philadelphia, PA 19130. EOE



WPGH/WCWB has an immediate opening for a Director of Sales. We are seeking a highly energetic individual with a proven ability to lead and motivate sales staffs in monthly budget achievement. Candidate will be responsible for establishing revenue and expense goals and have a firm knowledge of inventory control. Sales Systems Analysis and strong computer skills are desired. A college degree and a minimum of five (5) years of proven successful management in TV sales is required. Candidate should have documented evidence of proving their ability to increase annual sales and uphold personal accountability to the highest level. Skills in creative selling techniques, beyond a station's quantitative boundaries are required. Ability to attain and maintain tight client relationships is a must. Please send letter and resume to Dick Singer, 750 Ivory Avenue, Pittsburgh, PA 15214.

Sinclair Broadcast Group, Inc. owns or programs 62 TV stations in 40 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotions, and sales. Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace.

Television

SALESCAREERS

NATIONAL SALES MANAGER

Sales Management Position in Manhattan, New York with WRNN-TV. Selling national advertising within the award winning regional news casts and time shifted ABC News programming. Objective is to sell commercial time sponsorships to ad agencies and client direct, as well as manage National Sales Team. Please fax resumes, Attn: HR, to (212) 481-2803 or e-mail to hr@rnntv.com. EOE/MF.

NATIONAL SALES MANAGER

Clear Channel is seeking an NSM in Wichita, Kansas. This opportunity would involve selling an established FOX affiliate, KSAS-TV, as well as a new UPN affiliate, KSCC-TV. National and/or regional agency experience is a must. Candidate should possess a minimum of 5 years media experience. Software skills such as: TVScan, Donovan, Columbine and Microsoft Office would be beneficial. Send resume and cover letter to 316 N. West Street, Wichita, KS 67203 attention: Jeff McCausland. EOE.

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MISCELLANEOUSCAREERS

WHNS-TV FOX 21, Greenville, S.C. has the following positions open:

Webmaster/Marketing Manager - Responsible for updating local web site and implementing corporate internet initiatives. Assist sales staff in the creation and production of sales presentations and promotions. Send resume to Jim Laura-GSM WHNS-TV Fox21, 21 Interstate Court, Greenville, S.C. 29615 or fax (864)297-0728 or email to jlaura@fox21.com.

Local Sales Acct Exec - Strength in developing new local direct business a plus. Min 2 yrs exp in TV sales. Knowledgeable in Bias, Salesline, TVScan, Scarborough, CMR & Qualitap. Demonstrated ability to negotiate with agency and direct accounts using knowledge of pricing, strategy and programming of your competition. Send resume to Jeff McCallister-LSM WHNS-TV Fox21, 21 Interstate Court, Greenville, S.C. 29615 or fax (864)297-0728 or email to imccallister@fox21.com.

National Sales Manager - Strong negotiation and pricing skills. Min 3 solid yrs sales exp required, natl rep experience a plus. Strong computer skills and experience with Bias, Salesline, TVScan, Scarborough, CMR, Qualitap, Excel and Word. Send resume to Jim Laura-GSM WHNS-TV Fox21, 21 Interstate Court, Greenville, S.C. 29615 or fax (864)297-0728 or email to jlaura@fox21.com.

WHNS-TV is an EOE employer. Website: FOX21.com--FOX21Jobs

MISCELLANEOUSCAREERS

INDEMAND.

PAY-PER-VIEW FOR THE DEMANDING VIEWER

iN DEMAND, the leader in pay-per-view, one of cable's most important providers of distinctive in-home entertainment programming, has the following openings in its New York office:

VOD Research Manager reporting to the Associate Director, Programming Research. Responsibilities include: managing weekly creation of video-on-demand (VOD) title buy rate reports for all content providers, analyzing VOD behavior, coordinating all VOD data flow from various MSO's. Must have Bachelor's degree and 2-3 years experience in programming research analysis in cable, broadcast television, or satellite industries. Candidate is expected to manage large volumes of information from various sources, be competent at database manipulation, and make reasonable judgements about trends. Must have excellent verbal and written communication skills. Proficiency in Microsoft Office Suite and PowerPoint essential.

Sr. Research Analyst reporting to Associate Director, Affiliate Marketing Research. Responsibilities include: Analyzing and writing the results of monthly performance reports for MSOs. Requires pulling large volumes of data from various internal databases, manipulating data and creating spreadsheets in Excel. Work closely with Directors in coordinating quantitative marketing tests. Must have a Bachelor's degree and a minimum of 1-2 years of research experience in the cable or satellite industry. Proficiency in Microsoft Office Suite and PowerPoint essential. Previous experience in database manipulation required.

We offer a competitive benefits package. Send resume and salary requirements to: iN DEMAND, 345 Hudson Street, 17th Fl, New York, NY 10014, or e-mail to: resume@indemand.com or fax to 646-486-0852.





WBFF is expanding its News Operation by adding a 3-hour morning newscast. We are searching for creative news professionals who want to get in on an exciting startup. Ideal candidates will have at least two years experience working in a news position below. This project will be on the air very soon so you have to act fast. Please send letter, resume and tape (if applicable) to Joe DeFeo, 2000 West 41st Street, Baltimore, MD 21211.

News Anchors
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Television MISCELLANEOUSCAREERS



KRON-TV, Northern California's #1 rated network affiliate serving the San Francisco Bay Area, has immediate openings for the following positions:

News:

- Assignment Editor
- Reporter (Political)

Operations:

- Technical Director
- Post-Production Editor

Programming:

 Coordinating Producer (Bay Area Backroads)

Design:

- Graphic Artist
- CG Operator/Graphics Producer

For detailed information on each of these positions, please log onto our website, www.kron.com, and look under "Who's Hiring."

Please send resumes online to jobs@kron.com or via fax to (415) 561-8142, attention Human Resources, and please indicate in your cover letter where you heard about the position for which you are applying.

Young Broadcasting, Inc. is a drug-free company and requires pre-employment drug testing and background investigations. We offer a competitive salary and benefits package and the opportunity to work in one of the most beautiful and creative cities in America. EOE

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FINANCIALCAREERS

BUSINESS MANGER

WTNH-TV and WBNE-TV has an immediate opening for the position of Business Manger. Responsibilities include all station accounting activities, supervision of the accounting staff, forecasting, managing the station's budgeting process, and the preparation of the monthly financial reports including account analysis. This position will also review and control accounts payable, accounts receivables, credit collections and cash forecasting. In addition, the Business Manager will be responsible for station Human Resource functions including salary and benefit administration. Qualifications: This individual must have a four year degree in accounting, a minimum of three to five years in financial management with a strong preference to broadcast management experience. This position requires excellent organization and communication skills, plus computer skills are a must. For immediate and confidential consideration, please send your resume and cover letter with salary requirements to: controller@lintv.com. LIN Television Corporation is an equal opportunity employer.

CREATIVESERVICES

GRAPHIC ARTIST

KRON-TV, the NBC affiliate serving the San Francisco Bay Area, has an immediate opening for a Graphic Artist. Reporting to the Design Director, this person will be responsible for producing various forms of computer on-air graphics for news, sports, local programming, and community affairs. Qualifications include demonstrated Quantel Paintbox experience, news graphic production, experience with Hal, Photoshop, Illustrator (and preferably some SGI, but not an absolute requirement). A college degree in Design is preferred. This person must be able to work well under deadlines, deal effectively with people, work any shift, and still have fun! Please send resumes online to jobs@kron.com or via fax to (415) 561-8142, attention Human Resources. Please indicate in your cover letter where you heard about this position. We offer a competitive salary and benefits package and the opportunity to work in one of the most beautiful and creative cities in the world. Young Broadcasting of San Francisco, Inc. is a drug-free company and requires pre-employment drug testing and background investigations.



TV CAREERS

Several positions at top rated station in high tech city with green rolling hills, rivers and lakes. Currently, we have the following positions available:

Executive Producer for Special Projects: Minimum 5 years of progressively responsible experience in news management, producing and/or reporting. Ability to handle multi-task projects.

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PRODUCERCAREERS

FINANCIAL TV PRODUCERS

Take a look at Bloomberg's Big Picture - News, Television, Radio, Magazines, and Bloomberg.com. We offer a unique atmosphere that fosters creativity and professional growth. We encourage our diverse group of experts to communicate openly, suggest new and alternative ideas, and develop their skills to their fullest potential. Experience the future of business with Bloomberg.

We are looking for Line (live) Show Producers, Segment Producers, and Field Producers who have experience with financial subjects for our regular programming and for shows. Bring to us your rolodex of financial contacts, along with your ability to book guests and call analysts. You will also prepare interviews, write stories, package intros and teases, as well as edit packages.

The ideal candidate must possess five years of experience as a television producer of financial programming. Your understanding of finance may come from studies, experience on Wall Street or work in television and/or print. If you are enthusiastic about getting a story out quickly, are brimming with story ideas and can bring a story to life on TV, then we want to hear from you. A BA or equivalent work experience is required.

For immediate consideration, please send your resume to: Bloomberg L.P., Attn: J. Firstenberg, Job Code FTVP, 499 Park Avenue, New York, NY 10022. Fax: 917-369-6163. E-mail: broadcast@bloomberg.com No phone calls, please. Bloomberg is proud to be an Equal Opportunity Employer M/F/D/V committed to workforce diversity.



Television

PRODUCERCAREERS

WRITER/PRODUCER

Can you write & produce a great promo? Show us... Intelligent, driven and creative writer/producer needed to join a dynamic team in the On-Air Promotion department. The ideal candidate should have a minimum of 3 - 5 years experience writing and producing television promotion and must be able to work well under pressure with tight deadlines. No beginners, please. Please submit resume and tape to:

CBS it's all

CBS 7800 Beverly Blvd.

Los Angeles, CA 90036 Attn: On-Air Promotion Equal Opportunity Employer

PROMOTION PRODUCER

WANE-TV is looking for a Promotion Producer to complement our award-winning department! Strong writing skills are necessary and digital editing experience is an absolute must. Ideal candidate will have a great attitude, be creative under stress, and be independently task-motivated. If you love television and are able to think outside the box, then we want to talk to you! A college degree in broadcasting or work experience in digital editing is required. No phone calls, please. Send resume and non-returnable tape by December 20th to:

Promotion Manager, WANE-TV 2915 W. State Blvd. Fort Wayne, IN 46808 M/F EOE

TECHNICALCAREERS

BROADCAST CLIENT SERVICE REP.

Competitive Media Reporting, a leader in national advertising research, seeks a Client Service Representative in our Broadcast Group. Candidate will work with Western region television stations in the training & support of CMR's PC applications.

Strong communication & PC skills & college degree required. At least 2 years of broadcast related exp desired. Moderate travel required with heavy phone work. great oppty for one that has the ability to take initiative ina fast paced environment. Position located in LA (Wilshire La Brea area). competitive salary oppty.

Please forward resume with salary requirements to: e-mail: NYAJobs@CMR.com. Fax: 212-789-1296. We will only respond to qualified candidates. For additional information on CMR see our website at www.cmr.com EOE

MEDIA SYSTEMS MANAGER

Responsible for integrating local news, weather and sports content, developing/designing online content into station websites, support technical staff and assist with marketing partnerships. Proficiency with html and ASP publishing, computer software, hardware and network environments needed. Experience with Windows NT, Frontpage or Photoshop helpful. Send resume to: Mr. Louis A. Gattozzi, VP & GM, WJET-TV, 8455 Peach Street, Erie, PA 16509. EOE



SPORTS PRODUCER

ABC 11, the ABC-owned station in Raleigh-Durham, North Carolina seeks a producer for our weekday sportscasts. We are searching for a person who demonstrates the ability to showcase stories and anchors with creative writing and innovative production techniques. The sports producer is also responsible for line producing special programs and field producing coverage from major events. At least three years producing experience is required. Send resumes and non-returnable tapes to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. No phone calls please.

NEWSCAST PRODUCER

WABC-TV is looking for an experienced newscast producer. Candidates should have excellent news judgement and writing skills. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts. A good graphic sense is important as well as an ability to conceive and execute outstanding production techniques. candidates should have good story ideas and be able to motivate other people. Prior major market producing experience is required. Familiarity with NewStar computer system a plus. Please send cover letter, resume, references and non-returnable beta or VHS tape to: Bill Bouyer, Senior Executive Producer WABC-TV, 7 Lincoln Square - 4th floor, New York, NY 10023. No phone calls, emails or faxes please. We are an Equal Opportunity Employer.

PRODUCER

WHAS-TV, a market leader, seeks a producer with 2 years of news producing experience. Must be a self-starter with excellent writing and organizational skills and have innovative approaches to producing the news. Must exercise good news judgment and have the ability to adapt quickly to changes during live broadcasts. Strong preproduction skills are necessary and candidate will have to contribute daily to news story ideas. College degree preferred. Great benefit package. Interested candidates forward resume, tape and cover letter to: Cindy Vaughan, HR Director, cvaughan@whas-tv.com, HR #00-31, WHAS11, 520 W. Chestnut St., Louisville, KY 40202 Belo Kentucky, Inc. is an Equal Opportunity Employer M/F/D/V

TV MAINTENANCE ENGINEERING SUPERVISOR

TV Maintenance Engineering Supervisor is responsible for coordination of the mtc staff in the routine installation, maintenance and repair of analog and digital TV Broadcast and Production equipment. This position will work with the Engineering Facilities Manager and other Engineering supervisors to ensure maximum quality and reliability of KQED's service to the community. Send cover Itr & resume to: KQED, HR Dept., 2601 Mariposa St., San Francisco, CA 94110; fax 415/553-2183; email hr@KQED.org. Visit www.kqed.org. EOE

TELEVISION ENGINEERING

We are a leader in the design and construction of many of the most prestigious broadcast television facilities in the nation. The explosion in electronic media and the digital revolution has dramatically impacted our growth opportunities. As a result, we are seeking a number of highly- motivated people to help us grow. Opportunities exist for Senior Project Managers, Engineers, Applications/Proposal Engineer, Support Specialists, Computer System/Network Engineers with video experience, Installation Personnel and Supervisors for permanent or freelance positions. If you have experience in television engineering or a related discipline and would like to join a dynamic company, we would like to hear from you. Please send your resume and a letter describing your career inter-ests to: Employment Manager, A. F. Associates, Inc. 100 Stonehurst Court, Northvale, NJ 07647 Fax: 201-784-8637 or e-mail: hr@afassoc.com (No attachments please). No phone calls please. We are an Equal Opportunity Employer

ELECTRONIC TECHNICIAN

KFDX-TV is seeking an Electronic Technician. Knowledge of electronics troubleshooting and repairs at the component level, mechanical advantage, pneumatics, hydraulics and electricity a must. Background in computer repairs and maintenance a plus. FCC General or SBE also a plus. Send cover letter that includes referral source and resume to: Terry Porter, Chief Engineer, KFDX-TV, P.O. Box 4888, Wichita Falls, TX 76308. No phone calls. KFDX-TV is an Equal Opportunity Employer.

BROADCAST TECHNICIAN, KVCR-TV:

Under general supervision: Operates television transmitters, master control switches and ancillary equipment used in the broadcast of television programs; performs related duties as required. Requirements: Six (6) months experience in the operation of television broadcasting equipment. such as station transmitters, master control switcher, video recorders and associated equipment. Possession of or ability to obtain a valid General Class Radio Telephone Operator's License. Salary Range: \$33,936 to \$41,258 with excellent fringe benefits.Completed official applications must be received in the Department of Human Resources no later than Friday, January 12, 2001. To receive your application packet contact: Department of Human Resources, KVCR-TV/San Bernardino Community College District, 441 West Eight Street, San Bernardino, CA 92410-1007. 909/884-2533. An equal opportunity employer.

Television

TECHNICALCAREERS

MARKET RESEARCH PROFESSIONAL

LI based full-service market research/consulting company with a distinguished client list. A great opportunity for growth. Must have at least 3 years primary research experience including questionnaire writing and research design. Must be able to analyze data and write proposals. Strong presentation skills and knowledge of statistics are preferred. Send resume to PO Box 698, Syosset, NY 11791 or fax to 516.496.8165

STUDIO MAINTENANCE ENGINEER

Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS, cameras, and robotics. Familiarity with automation systems and master control envi ronment. Should possess a general computer/ networking background. Must be able to work on a rotating shift schedule. Candidate should have an engineering degree or equivalent technical training. SBE/FCC certification a plus. If you want to be a part of the exciting transition to HDTV in the most exciting city in the world, please send your resume and cover letter to: Kurt Hanson. Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

KQED MAINTENANCE ENGINEER (TRANSMITTER/RF)

TV Maintenance Engineer-Transmitter / RF is responsible for routine installation, maintenance and repair of NTSC analog and DTV Transmitters and broadcast chain. This position will maintain and repair TV Transmission equipment to ensure maximum quality and reliability of KQED's service to the community. Send cover Itr & resume to: KQED, HR Dept., 2601 Mariposa St., San Francisco, CA 94110; fax 415/553-2183; email hr@KQED.org. Visit www.kqed.org. EOE

Watch for these Upcoming Special Features

in Broadcasting & Cable:

Issue Date & Special Features

- 1/8 SCTE, New Orleans
- 1/15 TCA Tour, Pasadena, CA
- 1/22 NATPE, ALTV, Las Vegas

For more information on advertising, contact:

Kristin Parker at 617-558-4532 Neil Andrews at 617-558-4481

E-mail your ad to: kbparker@cahners.com or nandrews@cahners.com

MANAGEMENTCAREERS

MANAGER, SALES OPERATIONS (TRAFFIC)

Fox/UPN LMA seeks a "take-charge" professional to work with sales management to restructure the sales operations department with a goal of maximizing revenue, efficiency and performance. Great opportunity for an individual with strong inventory management skills who also has experience managing the scheduling, copy and log preparation functions. We seek a career motivated, creative and resourceful individual with strong communications skills who loves to explore new ideas. The company is in the top 50 markets, highly rated and successful with outstanding benefits and competitive salary. A minimum of 2 years management/supervisory experience in the CJDS BIAS and Salesline environments are required. A college degree in business or information technology would be a plus but not required. Send resumes to: Human Resources, WDRB-TV Fox 41, 624 Muhammad Ali Blvd., Louisville, KY 40203 w

2 GENERAL MANAGERS WANTED IN NORTH CAROLINA

Time Warner Cable, a leader in local television news channels, is building 24-hour local cable news channels in each of the Raleigh and Charlotte, North Carolina markets for launch in 2001.

We are seeking two leaders who will have the unique opportunity to help create and then manage the operations of innovative local newsrooms in two fast-growing television news markets. Candidates should have an extensive knowledge of television news and a working knowledge of all facets of television station operations. At least seven years of senior television management experience is required, with a proven ability to lead a young staff and grow a new business.

For immediate, confidential consideration, please send your resume to:

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Voices T W Ο C E Ν Т S

Gladly, the cross-eyed bear*

The limitations of real-time captioning were apparent last week when the networks aired the tape of the Dec. 11 Supreme Court oral arguments. Following is what the justices said (at least to our ears), followed by what the captioner wrote:

What Justices said:

"New law"

"Hypothesize"

"canvassing board"

"machine issue"



"A child's mis-hearing of the hymn "Gladly the Cross I'd Bear"

"Somehow, I have a feeling I will not miss the big bang, whenever it comes. I may not see it the second it happens, but soon enough I will learn who my new president is and how he came to office. Maybe I'll find out from the Discovery Channel when its cameras capture President Whoever paying a visit to Mei Xiang and Tian Tian at the National Zoo."

-Debra Mathis, Seattle Post-Intelligencer, about trying to break her "Election Without End" viewing habit.

"You want a thoughtful, respectful exchange of ideas? Watch Ted Koppel. You want reasoned, probing analysis? Read a book. If pugnacious and kinetic and confrontational are more like it,



-Paul Farhi, a Washingston Post reporter, on Fox News Channel's Bill O'Reilly, host of The Bill O'Reilly Factor

"You can't duplicate this [program] because you can't duplicate someone as obnoxious as me."

- O'Reilly to Farhi, on rival networks possibly fashioning their own versions of his show.

"The award for best live journalism performance in a surreal situation goes jointly to Dan Abrams of NBC and Jeffrey Toobin of ABC for their on-air skimming and analysis of the Supreme Court's ridiculously convoluted decision outside the

What captioners wrote: "little wrong" "hype position size" "van causing board" "minish you" "exactly"

Court last night. ... Abrams and Toobin both went to law school, and it showed."

-Steven Brill, CEO and chairman, Brill's Content magazine, on Contentville.com, the day after the Supreme Court decision.

"If he is Mr. Micawber, then Elton John is your next Tarzan. Putting him in the midst of Charles Dickens' timeless tale of woe and more woe is akin to inviting Marilyn Manson to afternoon tea with the queen. Nothing good will come of it." -Ed Bark, Dallas Morning News, on former Seinfeld actor Michael Richards' performance in Charles Dickens' David Copperfield on TNT.

"And flitting through the hospital hallways and tangled subplots, mascara-smeared from all her sobbing, is Sally Field, midway through a six-episode story arc that could be titled 'Gimme That Emmv!"

-Phil Kloer, Atlanta Journal-Constitution, describing the soap-opera characters in what he calls "As the Gurney Turns", better known as NBC's ER.

"She has yet to prove herself with an audience half of whom don't believe in Santa Claus." -an unnamed former associate of Oxygen President and CEO Geraldine Laybourne, suggesting she may have a hard time duplicating her success at Nickelodeon. From the January edition of Vanity Fair.

"Any image that can make America look like it's going to hell in a handbasket will find its way onto the 6 o'clock news. Absolutely anything that can be done to make George W. Bush and the Republican Party look like evil incarnate will be disseminated with gusto. Mucho qusto."

-N.Y. Post's Arnold Ahlert's forecast of liberal smear campaigns in Bush era, and eagerness of press to help.

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Tuesday, Jan., 2001

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Editorials

COMMITTED TO THE FIRST AMENDMENT

Can we get you a chair?

Michael Powell is now the clear front-runner for the chairmanship of the FCC. While maintaining a judicious silence on that prospect, he did nothing to dispel the assessment with a policy speech on Dec. 8 that had all the markings of a State of the Communications Industry address and blueprint for a regulatory course for the next chairman. The speech can be found in full at Powell's Web site at FCC.gov. But its general thrust is that analog-digital convergence, what he terms the Broadband Digital Migration, is radically altering the communications landscape. "The challenge for us," says Powell, "is to make a similar leap from analogrooted regulations to ones that are applicable and relevant to the digital environment."

We've been a big fan of Powell since his bold speech to The Media Institute in April 1998, when he used phrases like "subvert the Constitution" to describe broadcasters' relegation to lesser First Amendment status and expressed his disdain for the scarcity rationale in a communications landscape crowded with choices.

If this election has taught us anything, it's don't count your chickens before they have been recounted by machine, counted by hand (or not), challenged by a lower court, overturned by a higher court, then overturned again by the highest court. In that spirit, we will not give the chairmanship to Powell before the Bush administration does. But we can say that, as a capable, thoughtful regulator with a solid grasp of issues, he would be a good choice for the job. If past is prologue, he would be an articulate advocate for a "less is more" regulatory philosophy we generally support. How effective he would be at creating the regulatory revolution he outlines depends on whether he can build a consensus for solutions from the hot seat as capably as he has diagnosed the problems from a lesser, more protected vantage.

Can we give you a hand?

In what will likely be the waning days of his chairmanship, William Kennard continues to push for media diversity. Last week, he renewed his call for mechanisms to increase the number of women and minorities who control media companies. We're on the same page.

As we said earlier this year when Clear Channel sold more than a third of its stations (31) to minority buyers, minorities are underrepresented in broadcast ownership because they were not in the front of the line, or were effectively excluded from the line, when broadcast licenses were first handed out. It's a past wrong that still begs for correction.

That's why we favor legislation reinstating the tax-certificate policy (Sen. John McCain, who co-crafted a bill last session with some help from Commissioner Michael Powell, plans to reintroduce it). Not only does such a policy create an additional incentive to sell to minorities, but it seems fairer to the stockholders of media companies that, whether out of a progressive social awareness or the desire to get a merger past federal agencies, sell to minorities, sometimes at a discount. Giving those companies a tax break would allow them to sell to minority buyers without shortchanging stockholders. We also support the search for new funding mechanisms to bankroll minorities (to supplement the fund already seeded by some major broadcasters) and share the desire for a definition of minority ownership that guards against minorities' being used as fronts (a practice that helped kill the original tax-certificate policy).

We continue to believe that giving minorities the support and opportunity to succeed in the existing band is preferable to creating a low-power radio service whose reach is small but whose potential to interfere with existing stations is large.

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