



FOX BUSINESS NETWORK PHOTOS



Neil Cavuto and Alexis Glick will appear on the Fox Business Network, which launches Monday on Time Warner Cable, DirecTV and Verizon's FiOS TV.

Fox Broadcasting pits a new financial news channel against CNBC and Bloomberg TV

Room for one more?

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While the word "money" naturally appears on financial Web sites, the words "success" and "happiness" are less common, but all three words are the centerpiece at foxbusiness.com, the online counterpart to Fox Business Network, which launches Monday.

The Web site and executives at News Corp., which is launching the network, tout the upcoming channel as appealing to everyday people, covering the intersection of Main Street and Wall Street.

One of the anchors, Cheryl Casone, formerly with the Fox News Channel, says in a promo on the Web site, "First and foremost, we're going to make business news fun."

Other on-air talent touts that the network "is not your Dad's business broadcast." Another says, "Business news is not just about the numbers. It's really about people." Still another says it will be "more casual" and "warmer."

Fox Business Network spokeswoman Courtney Dolan wouldn't comment on the network's target audience or the program lineup before Monday's launch other than to say it will reach 30 million cable subscribers.

Mark Fratrick, vice president of BIA Financial Network, a broadcast and communications industry consulting company based in Chantilly, Va., said there's room for another network. "It's not surprising to see Mr. Murdoch and his people enter into this because there is a seg-

mented audience that's highly attractive to advertisers," he said.

Fox Business Network, or FBN, goes up against CNBC and Bloomberg TV.

Englewood Cliffs, N.J.-based CNBC, with five networks — CNBC World, CNBC Asia Pacific, CNBC Europe and CNBC HD+ — reaches 95 million households in the United States and Canada, and 397 million households worldwide.

"CNBC is stronger than it's ever been and is totally confident for the future," CNBC spokesman Brian Steel said. "We have focused on delivering fast, accurate, actionable and unbiased information to the marketplace."

Bloomberg TV will make some changes, replacing the scrolling ticker with information on the current story.

FBN is up against a tough competitor, said Mark Robichaux, editor-in-chief of Broadcasting & Cable Magazine.

"CNBC is the entrenched incumbent," he said. "It's 17 years old. They're in 90 million homes. CNBC is also now on a ratings upswing. . . .

The odds are stacked against FBN, but you'd be hard-pressed to bet against Rupert Murdoch."

Another financial network, CNNfn, folded in 2004 after three tough years. The network had shifted its focus to personal finance, which Broadcasting & Cable Magazine said was a failed plan because such information doesn't require the urgency of a 24-hour network.

The Fox network will be headquartered in the News Corp. street-level stu-

dios in midtown Manhattan.

Neil Cavuto, anchor and managing editor of business news for Fox News Channel, will direct content and business coverage and appear on air on FBN. Anchors include Alexis Glick and David Asman, and the network has tapped as an on-air contributor Carly Fiorina, Hewlett-Packard's former chairwoman and chief executive.

DirecTV, owned by News Corp., will bring the business network to its 16.3 million subscribers. The network will be available to nearly all of the 13.4 million subscribers nationally on Time Warner Cable. In the New York area, the network will appear Channel 43 on expanded basic, just above the level with only broadcast networks. Elsewhere it will on the digital lineup.

Verizon's FiOS TV, with 515,000 subscribers nationwide, will carry the network on Channel 94 on its premier lineup, spokeswoman Heather Wilner said.

Cablevision doesn't have an agreement to carry the network and doesn't comment on the status of discussions, if any, regarding new channels.

News Corp. bought Dow Jones, owner of The Wall Street Journal, earlier this year for \$5 billion, and Murdoch plans to use the paper's reporters to bolster the network.

But a deal with NBC will likely bring delays in joining the paper with the new network. In 1997, NBC and Dow Jones entered into a 15-year contract to share news and talent, so five years remain on that contract.

"Throughout the day, CNBC will broadcast live and taped reports with exclusive Dow Jones content and branding," according to a press release NBC issued at the time of the deal.

Steel and Wall Street Journal spokeswoman Linda Dunbar wouldn't comment on the terms of the contract.

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