

# CableFAX Daily™

Tuesday — February 24, 2009

What the Industry Reads First

Volume 20 / SPECIAL

## BEST OF THE WEB AWARDS ISSUE

### And the winners are...

We received many worthy entries for our 1st annual "Best of the Web" Awards, but the following winners and honorable mentions represent the most outstanding digital initiatives reviewed by our panel of judges. Meanwhile, our first Digital Hot List presents our picks for the most innovative and creative executives helping to drive the cable industry into the digital future. All of those listed below were honored at our Best of the Web awards breakfast in NYC on Feb 24; You can also find them at [www.cablefax.com](http://www.cablefax.com). We salute you all!

### Ad/Series of Ads Video

#### Winner

#### Time Warner Cable Los Angeles, Movers Campaign

With roughly 10% of the LA DMA moving yearly, Time Warner Cable's ads showing a moving van with the wordage "Moving?" seem clever. Even stronger was placing the ads at moving-related Websites. The goal was to get signups at \$100 per. That was bested; the average was a signup per \$92 spent.

#### Honorable Mentions

- Comcast/PBS KIDS Sprout, Sprout Please
- Insight, Community Influencer Website Advertising

### Best Overall Websites: Cable Network

#### Winners

Discovery Channel, [Discovery.com](http://Discovery.com)  
ESPN, [ESPN.com](http://ESPN.com)

Our judges fought like caged animals, but in the end, Discovery and ESPN tied for running a couple of the best Websites in cable. Discovery's international reach and ability to integrate myriad elements pushed page views up 25% in '08, sporting a 50% ROI and ad rates 25-40% above the industry average. And have you played Cannon Challenge yet? ESPN.com's 21mln users, meanwhile, spent a whopping 1.1bln minutes at the site, suggesting

that ESPN's increased focus on video (that made up 31% of time spent on the site) is paying off. Big time.

#### Honorable Mentions

- AMC, [AMCtv.com](http://AMCtv.com)
- CNN, [CNNPolitics.com](http://CNNPolitics.com)
- Comcast/PBS KIDS Sprout, [Sproutonline.com](http://Sproutonline.com)
- Discovery Communications, Discovery's corporate Website
- Outdoor Channel, [OutdoorChannel.com](http://OutdoorChannel.com)
- Starz Entertainment, [Starz.com](http://Starz.com) Redesign

### Best Overall Websites: Non-Networks and Regionals

#### Winner

#### Motorola, Motorola DOCSIS 3.0 Ultra-Broadband Website

Technology vendors often have a tough time with Websites. Their sites must satisfy tech-savvy engineers, but also MSO exes and the general public. Launched in Jan '08, Motorola's DOCSIS 3.0 site accomplishes this difficult task and more. While it's loaded with technological sections, it also states the business case for DOCSIS and provides a wealth of material that's easily digestible by the lay person, including links to NCTA and CableLabs materials. Even better, the site is easy to navigate and updated frequently.

#### Honorable Mentions

- Cox Communications, The New Cox.com: An Online Experience Founded in Strategy & Research
- YES Network, [YESNetwork.com](http://YESNetwork.com)

### Blog

#### Winner

#### Insight Communications, Michael's Insight Michael Willner, CEO

Yes, CEO blogs often are boring regurgitations of the company line. Not Willner's blog, which aims beyond Insight subs to, as he blogged recently, "people all around the

**Continued on page 3**

# 11 NETWORK NOMINATIONS

## 3 DIGITAL HOT LIST WINNERS

**Rainbow Media** congratulates our own

### CAMPAIGN FINALISTS

**AMC • IFC • Sundance Channel • WE tv**

### DIGITAL HOT LIST HONOREES

**Christopher Barry**

SVP, Digital Media & Business Strategy, Sundance Channel

**Craig Parks**

VP, Digital Media, IFC

**Jennifer Robertson**

VP, Digital and Emerging Media, WE tv

and all the CableFAX Best of the  
Web Award honorees



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country who simply are interested in telecommunications issues." His numerous well-written posts usually comment on policy. But we also love his well-written (ahem) insights about fascinating tech, like Facebook.

### Honorable Mentions

- AMC, The Prisoner Blog
- Bravo Media, Andy's Blog, Andy Cohen, svp, production and programming
- Motorola, Media Experiences to Go

## Community/Social Networking

### Winner

#### CNN, iReport

Social networking and community may be all the rage these days, but CNN was really the first cable news outlet to ask its viewers to become... reporters. Invited to submit their spot-news videos, the iReport community has grown into a robust social networking universe of Anderson Cooper wanna-bes snapping pics, taking video, blogging, vlogging... you name it. Citizen journalism lives. And CNN has embraced it with gusto and daring.

### Honorable Mentions

- Outdoor Channel, www.MyOutdoorChannel.com
- Sci Fi Channel, Eureka Twitter
- Sci Fi Channel, Ghost Hunters "Join the Hunt"
- Sundance Channel, The Eco-mmunity

## Corporate Social Responsibility/Education

### Winner

#### SiTV, Crash the Parties '08

SiTV raised brand awareness and fun with its online election initiative that gave two young Latinos a chance to attend and file reports from the political conventions last summer. The effort resulted in 500K online impressions and nearly 100 press mentions. It also boosted the start of SiTV's "Take The Lead," its new pro-social initiative.

### Honorable Mentions

- Cable Positive, CablePositive.org Re-launch
- Lifetime, Every Woman Counts
- Sundance Channel, The Green

## Web Design

### Winner

#### Outdoor Channel

While no site can satisfy everyone, OutdoorChannel.com is making a bid to be the comprehensive stop for outdoor enthusiasts. Besides offering promos for the linear channel, the site includes a broadband video channel and a social networking element. All this, and it's easy to navigate. From Dec '07 to May '08, site impressions rose 539% and visitors spent 10 minutes/visit.

### Honorable Mentions

- Activity TV
- AMCtv.com
- Outdoor Channel, Gear Up and Go
- Retirement Living
- Sci Fi Channel, Infinite Oz

## E-commerce/Merchandising

### Winner

#### CNN, CNN Shirt

So simple... and yet so creative. Why not turn CNN's venerable headlines into the latest fashion craze? Well, maybe that's going a bit far, but CNN.com's decision to put a t-shirt icon next to the video-related headlines in its latest news section sparked a mini-phenom. Scores of people ordered T-shirts emblazoned with the headline of their choice, video views went up 7.5% after the e-commerce stunt and the campaign helped cement CNN's reputation as a breaking-news destination.

### Honorable Mentions

- A&E Networks, History Channel Email Newsletters
- Discovery Communications, Discovery Channel
- ESPN, ESPN.com
- Food Network

## Email Newsletters

### Winner

#### Comcast SportsNet Mid-Atlantic, MVP Club E-Letter

You know an e-letter campaign's a winner when it grows its audience by 250% before it has even launched. But

# BEST OF THE WEB AWARDS ISSUE

Comcast's excellent marketing campaign prior to the e-letter's Apr 7 debut did just that. By Nov, the database was up another 300%. Comcast SportsNet Mid-Atlantic credits the e-letter with driving higher ratings for original content on its linear net as well. For example, its early "SportsNite" news show was up 600% after the e-letter launched.

## Honorable Mentions

- Comcast, PBS Kids Sprout
- Gospel Music Channel, GospelMusicChannel.com
- Starz Entertainment, Starz Entertainment Email Newsletters

## Games

### Winner

#### Cartoon Network, Ben 10 Alien Force Game Creator

When we caught our judges slacking off to further "research" Cartoon Network's addictive online game, we knew we had a winner. What's cool is that "Ben 10 Alien Force Game Creator" is essentially user generated. Visitors design their own perilous playing landscapes as they attempt to save the Earth from, uh... little crab-like creatures... or something. Users can share their creations with friends.

### Honorable Mentions

- AMC, AMCtv.com Games
- Bravo Media, Top Chef Fantasy Game
- Fuse, Fuse.tv Games
- GSN.com, GSN Games
- Starz Entertainment, Head Case Therapy Session

## Marketing Campaign

### Winner

#### NBCU, 2008 Beijing Olympics Affiliate Website

What did we do before the Web? To organize Beijing Olympics ad requests and tune-in messages for 200+ affiliates, NBCU provided an affiliate site with customizable, turnkey promotional tools and marketing materials. The site also allowed NBCU to track activity by company, DMA and campaign on an up-to-the-minute basis. That's what we call using the Web to leverage assets and keep affiliates happy.

### Honorable Mentions

- CNN, Black in America
- Comcast Interactive Media, Fancast
- Outdoor Channel, Gear Up and Go

## Mobile Application

### Winner

#### Discovery Digital Media, Mobile Websites

You must be where your audience is. That led Discovery to build six sites for mobile device users. In addition to program schedules, the sites feature news stories, reminders for favorite shows, short-form video from Discovery Nets' most popular series and blog feeds. The sites are enjoying triple-digit-percentage growth year-to-date. That's called finding your audiences and getting them the content they want—where they want it.

### Honorable Mentions

- Discovery Cannon Challenge
- ESPN MVP service for Verizon Wireless
- i.TV application for iPhone

## Original Content

### Winner

#### Mayne Street, ESPN

ESPN took its time getting involved in scripted Web video series. The wait was worth it. The format allowed Bristol to provide more exposure for anchor Kenny Mayne, a master of deadpan wit. In 3-minute vignettes, Mayne plays a George Costanza-ish version of himself with laughs aplenty (or is that Kenny?). He's a natural, and it shows through in every clip.

### Honorable Mentions

- AMC, SciFi Department
- Discovery Digital Media  
Deadliest Catch: The Real Dutch
- Lifetime Networks, Total Beauty Makeover
- Sci Fi Channel, Ghost Hunters LIVE!

## PR Campaign

### Winner

#### Starz Entertainment, Starz Entertainment Digital Outreach

Bloggers began as renegades but are being pulled into the mainstream. One piece of evidence is Starz' effort to engage potential new subscribers by influencing important bloggers and by extension their readers. Starz contacted bloggers whose readers matched demos for its original shows. Its reps made personal contact with bloggers, providing video clips and full episodes, widgets, swag and exclusive interviews. The outreach garnered 33mln incremental PR impressions across targeted blogger/partner sites.

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## Honorable Mentions

- Discovery Communications, Animal Planet Whale Wars Digital Campaign
- Disney, U Rock the Summer on Disney.com contest
- IFC, The IFC Media Project

## Supplemental Web Content

### Winner

#### Discovery Communications

#### Discovery.com – When We Left the Earth: The NASA Missions Show Site

Discovery's 6-part series was impressive enough, but the interactivity and deeper dive of the companion Website was the perfect icing on a freeze-dried, astronaut-ready cake. Interactivity ranged from "Eyes on the Universe," in which users could study the stars, to the "NASA Video Vault," an incredible collection of rarely-seen mission videos from Apollo to the Space Shuttle. Visitors could even share their own "I-was-there-when" stories about historic space missions.

### Honorable Mentions

- AMC, The Prisoner
- Comcast/PBS KIDS Sprout, The Sunny Side Up Show
- Insight Communications, SportsOnInsight.com
- World Wrestling Entertainment, WWE Summer Slam 2008 Microsite

## Video: Overall Use of Video

### Winner

#### ESPN, ESPN.com

Averaging 120mln video views per month, ESPN.com has taken online video to the next level. ESPN.com users now spend 31% of their time watching video, and ESPN's broadband video offshoot ESPN360.com delivers more than 3000 live sports events every year. The net's aggressive pursuit of partnerships with distributors, including AT&T and Verizon, has helped it triple its distribution in just the last 2 years. Meanwhile, ESPN Mobile TV brings video to mobile devices.

### Honorable Mentions

- AMC, AMctv.com
- Comcast/eCity Interactive/Center City Film & Video, ActivityTV.com
- Discovery Communications, Discovery.com, MythBusters
- WE tv, WEtv.com

## CableFAX Digital Hot List Class of 2009

*All hail CableFAX's new Digital Hot List! These are some of the people driving cable's digital future forward.*

*Full write-ups on this year's honorees appear on pages 6 and 7.*

Amy Banse, President, Comcast Interactive Media  
 Christopher Barry, SVP, digital media & business strategy, Sundance Channel  
 Albert Cheng, EVP, digital media, Disney/ABC  
 Andy Cohen, SVP, production & programming; Writer of "Andy's Blog," Bravo  
 Eric Feng, CTO and SVP, audience, Hulu  
 Erik Flannigan, EVP, digital media, MTV Networks Entertainment Group  
 Karin Gilford, SVP, Fancast and online entertainment, Comcast Interactive Media  
 Bruce Haymes, SVP, product leadership, Nielsen  
 Kathleen Kayse, EVP, digital media sales, Discovery  
 Rob King, VP and Editor in Chief, ESPN.com  
 Jason Kint, SVP and GM, CBSSports.com  
 Suzanne Kolb, GM of E! Online and MyStyle.com; CMO, E! and Style  
 John Kosner, SVP and GM, ESPN Digital Media  
 Peter Levinsohn, President, Fox Interactive Media  
 Philip Manwaring, VP, digital media, Gospel Music Channel  
 Craig Parks, VP, digital media, IFC  
 Jean-Briac Perrette, President, NBCU Digital Distribution  
 Jennifer Robertson, VP, digital and emerging media, WE tv  
 Brian Rolapp, SVP, NFL Digital Media  
 Neal Scarbrough, VP, digital media, Versus  
 Jessica Schell, SVP, strategy, NBCU Digital Media  
 Michael Spirito, VP, business development and digital media, YES Network  
 Sock Puppy, "blogger," Activity TV

# DIGITAL HOT LIST

## Amy Banse

### President, Comcast Interactive Media

Banse clearly sits atop Comcast's impressive mountain of online achievement, including not only the excellent Fancast video site but also a robust Comcast portal that lets subs consolidate many of their digital doings in one convenient place. In public, Banse projects confidence while acknowledging that the online future is unclear, with flexibility and nimbleness being key. Not easy for a big company. But Banse is up to the task.

## Christopher Barry

### VP, digital media & business strategy Sundance Channel

Barry's star is rising as SundanceChannel.com experiences record user levels, with unique visitors jumping a whopping 246% last year. His doubling of original content across its 17 mini-sites, including Isabella Rossellini's "Green Porno," plus initiatives with YouTube, Yahoo, iTunes, Hulu and others have helped push video streaming up 224%.

## Albert Cheng

### EVP, digital media, Disney/ABC

With Disney firing on all multiplatform cylinders these days (despite the tough economy), everyone knows that Cheng is "da man" when it comes to digital. Perhaps most striking is his willingness to reject conventional wisdom, as Disney has remained steadfast in keeping tight reigns on its online video content. Its Disney Player, for example, travels with the content, allowing Disney to keep monetizing those ad dollars across the Web. Smart.

## Andy Cohen

### SVP, production & programming, Bravo

Andy's Blog ranges from reviews of Bravo series to being sprayed repeatedly during a cross-country flight "with my seatmate's sneeze juice. Blech." The blog's 12-min per/visit average is impressive, but it also sports interactivity, special fan events and social media tools that encourage readers to virally share Cohen's musings. And you thought it was simply entertaining. It's that, too.

## Eric Feng

### CTO and SVP, audience, Hulu

Hulu continues to deliver online TV Nirvana for its users (or is it "viewers"), and that's largely because Feng has focused intensely on the user experience. Videos play smoothly. Advertising is tasteful. And navigation is amazingly simple for a site that hosts so much fare from NBCU and News Corp. The latest Hulu TV ads may peg Feng and his colleagues as space aliens, but we're okay with that.

## Erik Flannigan

### EVP, digital media, MTVN Entertainment Group

Flannigan has impressed MTVN execs for years, with past stints at Spike TV and Comedy Central leading to a 2007 promotion to his current role overseeing all MTVN Ent Group's digital universe. That includes everything from network-branded sites to AtomFilms.com. So far, Flannigan has shown a willingness to take risks, shift with the digital tides and, of course, listen to his ever-fickle audience of Web-savvy, young hipsters. Not bad company.

## Karin Gilford

### SVP, Fancast and online ent, Comcast Interactive Media

Under Gilford's watchful eye, Fancast has gained an impressive following despite tough competition from the likes of Hulu, which after all just launched a national ad campaign—during the Super Bowl! But Fancast continues to impress, and Gilford's position at the nation's biggest video gatekeeper suggests she'll continue to make good use of Comcast's leverage with content owners.

## Bruce Haymes

### SVP, product leadership, Nielsen

We admit that we're a bit biased. Haymes is, after all, a former cable guy who left Time Warner Cable last year to join Nielsen. That's a leap that took guts. His mission: Get the ratings giant's new Digital Media Manager initiative off the ground. It's a job that has required Haymes to navigate Nielsen's many divisions in search of digital harmony. It's a tough job, but Haymes is up to it.

## Kathleen Kayse

### EVP, digital media sales, Discovery

When Discovery ad man Joe Abruzzese stole Kayse from AOL last year to run Discovery's growing digital ad sales operation, he must have been thinking ahead. In that time, the ad market has become more challenged than ever. Enter Kayse, who generated more than \$1bln in ad revenue at AOL and has her sights on squeezing every ad dollar out of Discovery's online family of 13 network sites—as well as its HowStuffWorks.com, TreeHugger.com and Petfinder.com sites. Don't worry: She's on the Kayse.

## Rob King

### VP and Editor in Chief, ESPN.com

King's job as ESPN.com's chieftain is enviable—he oversees 200+ employees. Yet, the former newspaper man must ensure the mountain of content they deliver to award-winning ESPN.com and its family of sites is not only well done but easily accessible. A January redesign of ESPN.com has helped, and '08's numbers were strong: unique audience was up 13% and minutes spent at the site grew 46%.

## Jason Kint

### SVP and GM, CBSSports.com

CBS Sports underwent its own digital transition last Feb when CSTV became CBS College Sports. One year later, Kint continues to ensure a smooth transition on the digital side, among his many other duties. The college sports net, which now lives within the CBSSports.com universe, offers an impressive mix of multimedia content for its fans. CBSSports.com has won several Emmys under Kint's direction, by the way. We expect more good things.

## Suzanne Kolb

### GM of E! Online and MyStyle.com; CMO, E! and Style

Under Kolb's direction the E! site has become a 24/7 operation with breaking news blogs and video news reports posted 12-16 times daily from the E! News newsroom. There are also humorous blogs, interactive games, behind-the-scenes interviews and the Mystyle.com site, which Kolb launched in '07, offering beauty, fashion, shopping and weight-loss tips.

# DIGITAL HOT LIST

## John Kosner

### SVP and GM, ESPN Digital Media

If there's a guru of digital sports, Kosner is it. Just look at his and ESPN Digital Media's bulging trophy case, which besides his *CableFAX Digital Hot List* recognition includes Sports Emmys and countless other honors. Kosner's work resulted in consumers watching 120mln video streams per month at ESPN.com, nearly half of all the minutes spent in the entire online video sports category. Kosner was also instrumental in driving ESPN's mobile site to reach about 65% of the mobile sports audience.

## Peter Levinsohn

### President, Fox Interactive Media

Levinsohn, who took over Fox Interactive Media in 2006, has used his years of experience in the FIM trenches to coax Fox's digital division through rough waters. FIM famously owns the MySpace social networking site, and it saw stiff competition in '08 as Facebook invaded MySpace's, uh... space. But don't count Levinsohn out. He has turned MySpace into an effective marketing vehicle for News Corp's entertainment content. And isn't that the point?

## Philip Manwaring

### VP, digital media, Gospel Music Channel

Quality can triumph over a slow economy. Just ask Manwaring. He re-launched Gospel's site, which registered record revenue last year despite the economic meltdown. Gospelmusicchannel.com also recently posted a 300% gain in usage and more than doubled unique visitors. Give an assist to the mobile site Manwaring launched last year that allowed fans to text votes for the Gospel Video Music Awards.

## Craig Parks

### VP, digital media, IFC

Original Web content often comes from outside cable, but Parks' effort to change that—at least from IFC's perspective—deserves kudos. In fact, his work on original series and IFC Media Lab Studios drove '08 ad sales up by 200% while simultaneously increasing page views by 22%. Under his watch, IFC has increased from 2 to 6 its number of Web series, and users have uploaded 1800 of their own videos to IFC.com. Talk about staying on brand.

## Jean-Briac Perrette

### President, NBCU Digital Distribution

In the cable world, just utter the initials "J-B," and people know exactly who you're talking about. Perrette continues to be one of the most influential execs in the digital entertainment universe. In '08, he supported the digital distribution of the 2008 Beijing Olympic Games and renegotiated a deal with Apple to get NBCU's content back on iTunes. And he's intensely involved with NBCU and News Corp's successful Hulu venture. Yeah, we're impressed.

## Jennifer Robertson

### VP, digital and emerging media, WE tv

As part of a strategic brand extension strategy, Robertson and her crew re-launched and redesigned WEtv.com in May, adding a bevy of social media tools, an original web series that spurred a 130% jump in video streaming and other features. Robertson also heads WE tv's VOD business, which enjoyed a 681% increase in distribution last year.

## Brian Rolapp

### SVP, NFL Digital Media

Put simply, Rolapp is the guy to know at the NFL when it comes to digital. He shapes the league's long-term digital strategy, and manages NFL.com in addition to numerous high-profile partnerships with Apple, Sprint, Amazon and others. He's not afraid to take risks, spearheading "Sunday Night Football Extra," an initiative to stream live games online. Meanwhile, he's also involved in distribution for NFL Network and its VOD assets. Again, a good guy to know.

## Neal Scarbrough

### VP, digital media, Versus

Scarbrough has barely gotten his feet wet at Versus, having joined the net in Sept after serving as VP/Editor-in-Chief at Wasserman Media Group/Sportnet. At CableFAX, we always root for people with editorial backgrounds. As such, we expect great things from Scarbrough as he continues to put his stamp on the refreshingly robust Versus.com, and the net's overall digital strategy. No pressure, Neal.

## Jessica Schell

### SVP, strategy, NBCU Digital Media

If you don't know Schell yet, we're betting that you will soon enough. From her Manhattan homebase, she helps oversee NBCU's digital strategy and has been a key force in trying to move NBCU away from a reliance on traditional advertising and toward more full-scale marketing services. In this tough ad environment, such creativity is key. Schell is in the right place.

## Michael Spirito

### VP, business dev and digital media, YES Network

Thanks to Spirito, *The NY Times*, Amazon, Yahoo!, Major League Baseball, Advanced Media, DirecTV, Google Video and YouTube are just some of YESNetwork.com's partners. Traffic to the Emmy-winning site's '08 Yankees Spring Training coverage, with its 60 original videos, rose 77% last year. A Stanford MBA, Spirito's digital successes led YES management to add business dev to his title in September.

## Sock Puppy

### ActivityTV.com site mascot and blogger

The next time you hear print journalists complaining about their (mostly unpaid) duties online, think of ActivityTV.com's site mascot and blogger extraordinaire Sock Puppy. The little canine has a sock for a body and a couple of buttons for eyes, but he blogs with the relevance of Huffington, the immediacy of Drudge and the insight of Perez Hilton. Even better, his blog for pre-school kids and their parents is filled with links to fun activities.

# HOW CABLE CAN MONETIZE WEB VIDEO, SOCIAL NETWORKING & OTHER ONLINE ACTIVITIES

**W**ith the economic challenges facing the cable industry, the pressure on online activities to produce meaningful revenue has never been more challenging.

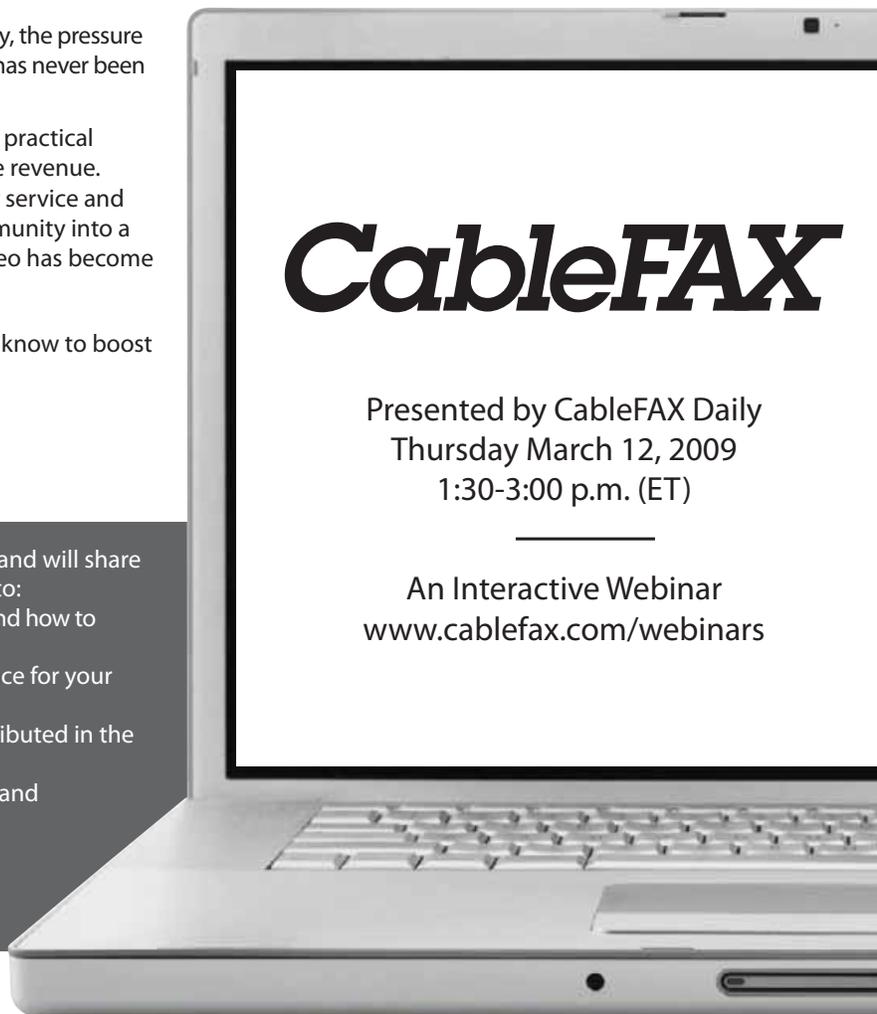
At this 90-minute information-packed workshop, you'll hear practical ideas and tactics for making your Web presence return more revenue. Our speakers will cover how the Web can improve customer service and your revenue picture; best practices for turning online community into a revenue-positive activity; and how the demand for Web video has become a revenue-producing business.

We'll walk you through the tools and strategies you need to know to boost your brand and your bottom line with:

- Web Video
- YouTube, Facebook, Myspace
- User Generated Content
- Customer Service

Our Webinar speakers know what's working and what's not and will share case studies with you and arm you with the tools you need to:

- Determine the role for your company in social networking and how to make it pay
- How to make online Customer Service a positive experience for your subscribers and your bottom line
- Monetizing your content as it gets shared and hyper-distributed in the social media eco-system
- Tracking how your content is shared to find new revenue and partnership opportunities
- Uncover new business opportunities
- Duplicate on a small budget what social networking successes like Showtime & MTV are doing right



## Featured Speakers:

Miguel Monteverde  
VP, Broadband Video,  
Discovery Communications

Miles Beckett  
CEO,  
EQAL

Greg Goodfried  
President & COO,  
EQAL

Curtis Houglan  
Founder,  
Attention PR

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