

# CableFAX Daily™

APRIL 2011

What the Industry Reads First

Volume 22 / No. SPECIAL

## Digital Hot List

The digital space has spread so extensively that our annual listing of top digital players has grown from 23 last year to more than 70. You'll also notice this time that many of our honorees give their thoughts about things digital. For reasons of space, additional comments from honorees whose names are followed by a \* can be found at cablefax.com.

### Chris Allen\*



**VP/Video Innovation Director,  
Starcom USA**

**Why Him?** Allen's consistently at the forefront of digital developments. Take his involvement in the VivaKi testing initiative The Pool. "For me, The Pool is an opportunity to work with the smartest people in the business, which makes me better at my job," he says. "It also reinforces the need of the industry to work together in order for everyone to succeed."

**Not Measuring Up:** Allen is eager for better ways to measure digital media's value. "It's easier said than done, but future campaigns will be evaluated by metrics, which take into account brand exposures and interactions across platforms and over time," he says. "We don't necessarily need single-source measurement, but the ability to aggregate data from different sources to understand campaign impact will be key."

#### Who Wins A Fight Between Facebook and Twitter?

"Facebook, because the masses 'get it.' It delivers greater reach, more time spent and more visits per day. It also dwarfs Twitter in ad revenue, and at the end of the day, the goal for any site is to make money."

**Favorite Digital Toy:** "Without a doubt, my iPad. I often describe it as the device that fills a void I didn't know I had."

**In 10 Years Cable Will Be:** "An old idea, but the cable operators will have evolved by developing services that run across devices so that consumers control their experiences."

### Cathy Avgiris



**SVP/IGM, Communications and Data Services for Comcast Cable**

**Why Her?** Overseeing a portfolio worth \$11bln, Avgiris heads all aspects of Comcast's high-speed Internet, voice and wireless businesses,

setting the company's agenda in these vital areas. Coming over to tech from the financial side, Avgiris urges women entering technology "don't be afraid to ask the dumb questions... What did I know about the phone industry five years ago? I didn't have a history of telecom, but I knew what the objectives were. Grow the business, add subscribers, provide value to them, make the product work reliably and efficiently, make your customers' lives easier."

### Amy Banse



**President,  
Comcast Interactive Media**

**Why Her?** Arguably there's nobody hotter on our Digital Hot List than Banse. The veteran exec defines Comcast's digital strategy and leads the company's new-media effort, particularly its TV Everywhere/authentication push. And with the NBCU merger, there's always the pesky question of Hulu. Think Banse will be busy in '11?

### Christopher Barry



**SVP, Digital Media & Business Strategy, Sundance Channel**

**Why Him?** A master of creating compelling digital experiences that extend the reach of the network's original series, Barry also has cultivated an active, devoted community of viewers via sundancechannel.com and fullfrontalfashion.com.

**A Beastly Deal:** Barry has initiated strategic partnerships with the likes of YouTube and Second Life. "Our recent content partnership with *The Daily Beast* at the Sundance Film Festival allowed us to extend our reach, drive new audiences and tap into The Daily

Congratulations to  
**Doug Sylvester**

and all of the  
2011 CableFAX

Digital Hotlist honorees.  
Your vision and leadership  
inspire the future  
of our industry.



the future of digital media services

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Beast's journalist talent pool."

**Most Exciting Digital Opportunity for Cable:** "The digital opportunity that most excites me is authenticated broadband."

**Who Wins In A Fight Between Facebook and Twitter?** "Facebook wins."

**Favorite Digital Toy:** "The iPad."

**Most Valuable Trait for a Digital Executive:** "Flexibility."

**On Your iPad:** "My iPad has photos and a Tumblr dashboard."

## Nomi Bergman



**President, Bright House Networks**

**Why Her?** The sixth-largest cable op has been on the cutting edge of digital tech and advanced advertising due in no small measure to Bergman. Canoe Ventures CTO Arthur Orduna calls

Bergman "one of the best technologists in cable." She knows there's much more to cable than innovation. "We must take care of our customers," she says.

## Albert Cheng



**EVP, Digital Media, Disney-ABC TV Group**

**Why Him?** One of cable's brightest, Cheng's a respected thought leader and innovator who's not been afraid to zig where others have zagged.

**Challenges, Opportunities:** "Multiplatform access to premium content will be what consumers want," Cheng says. "Quality storytelling... will be the differentiator for success. What's exciting are the breakthroughs in technology and consumer experience that can elevate the way we merchandise stories and connect with our viewers for a stronger, more meaningful relationship. The challenge will be to clearly define the value proposition for viewers in every way we distribute and price our content to maximize and grow the business with our partners."

## Steven Cook



**SVP, High Speed Online Strategy and Web Services, Time Warner Cable**

**Why Him?** Cook constantly is improving products. Case in point: February saw a partnership with FanSnap that gives Time Warner Cable Road Runner High Speed

Online subs integrated access to the nation's largest ticket search engine.

**Customers Come First:** Customer-focused Cook vows to keep "the customer at the center of everything we do. From meeting their desire for more speed tiers to streamlining our installation and registration processes as well as connecting them to news, information, entertainment and each other via our residential portal. The metrics continue to improve, which, hopefully, is a reflection that customers appreciate our efforts."

**Most Exciting Digital Opportunity For Cable:** "Extending our products and services onto all the new IP-connected devices, which creates opportunity to deliver new, differentiated experiences to delight customers."

**Favorite Blog/Web Sites:** "RR.com and TimeWarner-Cable.com. They help keep the paycheck coming."

**What You'd Like Digital Devices To Do:** "Get my kids up and off to school on time."

## Mark Cuban



**Co-Founder/Chmn, HDNet**

**Why Him?** A *CableFAX* favorite, Cuban is bold, brash and often correct in his predictions. He is a provocateur, but that's only because he's willing to take a stand on myriad digital and industry issues.

**Unsung Opportunity:** Sports programmers should take better advantage of PPV. "There's room for special events that can be tailored to PPV. PPV shouldn't just be for boxing and MMA," he says.

**Most Exciting Digital Opportunity For Cable:** "VOD. Being able to order a movie, show or event by the single press of a button on a remote is one of the greatest untapped opportunities of the year."

**Favorite Digital Toy:** "My phone running Slingbox."

**What You Miss About Analog:** "Nothing."

**Most Valuable Traits For A Digital Executive:** "Recognition that everything you are doing digitally today will be outdated and forgotten quickly, and to see that as a valuable opportunity."

## Jatin Desai\*



**CTO, Itaas**

**Why Him?** The chief architect and technical visionary of Itaas, Desai and his team seem to be one step ahead, working on integrated user experiences

connecting legacy and new platforms. "Our priorities are to win the time-to-market battles for our customers by staying ahead of the technology curve in the race to win the hearts and minds of the consumer," he says.

**Technology Serves:** Desai strives to provide the optimum user experience. "I am excited by rapid advances driven by the industry and competition that provides consumer with choice and ease of use that allows them to 'Watch More, Search Less,'" he says.

**Most Exciting Digital Opportunity for Cable:** "In the long run, it's to go beyond the physical boundaries that so define cable of today."

**Favorite Blog/Web Site:** "Gizmodo—timely, funny, edgy. A must for gadget lovers. A plea to Gizmodo's Webmaster—please go back to the old layout."

**Favorite Digital Toy:** "Kodak Play Sport digital video camera. Tiny, great picture, external memory, and best of all—it works underwater."

## Thomas Fishman



**Manager, Social Media & Community, MTV Networks**

**Why Him?** Fishman works fast. He has overseen a period of ten-fold growth in MTV's community footprint since joining the network in early '10. *Ignite Social*

*Media* named MTV's Facebook fan page the fastest-growing digital brand fan page last year.

**Now Hear This:** Listening is a vital part of Fishman's job. "Listening to the fans we aim to super-serve is an enormously influential guiding force in our strategy development and vital to forging a meaningful relationship with our audience," he says.

**Most Exciting Digital Opportunity for Cable:** "The opportunity to evolve the way we consume video by nailing a deeply engaging and integrated multi-screen experience. (It hasn't been done yet.)"

**Favorite Digital Toy:** "microKORG synthesizer."

**Most Valuable Traits for a Digital Executive:** "Facility with data and a sharp BS detector."

**Who Wins A Fight Between Facebook and Twitter?** "The user."

**In 10 Years Cable Will Be:** "A collection of merged television networks and ISPs."

## Ron Frankel



**CEO, Synacor**

**Why Him?** Under Frankel's leadership, Synacor has made major advances in the delivery of TV Everywhere presentation, discovery, mediation and entitlement. "It's a very complicated eco-

system that will continue to evolve," he says. "We... still have a lot to do in this area."

**Busy Everywhere:** Synacor's TV Everywhere division has more than 30 people working on tablet access, enhanced search and discovery, a new presentation layer and many more integrations with programmers, MSOs and key middleware providers.

**When Will Authentication Be A Success?** "When lots of users are actually using TV Everywhere, when consumers understand the high value of their MSO Identification and when a wide range of compelling content is available using it."

**On Your iPad:** "I show off our TV Everywhere application."

**Most Valuable Traits for a Digital Executive:** "Flexibility and focus."

**Most Exciting Digital Opportunity for Cable:** "Extension of a wide range of services including TV, video, music, games, etc. to online and multi-device delivery."

**What You Miss About Analog:** "Time."

## Jim Gallagher\*

**Director of Marketing, Online Channel, Charter Communications**

**Why Him?** Charter is firing on all online and mobile cylinders. Gallagher's played an integral role in the tremendous growth of Charter's WAP site and mobile automated buy flow. Enhanced Charter.com personalization allows the MSO to present offers based on customer preferences, making them more relevant.

**Coming Soon:** Gallagher is focused on "greatly improving the customer experience with our paid search channel and bringing order automation and relevancy to that channel in addition to doubling down within the mobile channel to drive additional reach and connects."

**What You'd Like Digital Devices to Do:** "TV Anywhere. The industry is getting there, but to really bring together the digital TV experience, relevant advertising, in-home device control and the ability to purchase while interacting with friends via your favorite social media channel, there are still quite a few barriers, contractual and technical, that need to be overcome."

**What You Miss About Analog:** "Sorry, nothing."

## Mark Garner



**SVP, Distribution and Business Development, AETN**

**Why Him?** Think you're busy? Look at Garner's portfolio. He's expanded AETN's VOD offerings, rolled out interactive TV and helped grow the digital networks. He's also keeping his eye on all sorts of alternative platforms, not to mention TV Everywhere.

# CableFAX

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**Eye On OTT:** “Over-the-top options provide AETN with complementary opportunities to our core video distribution business and strategies. AETN’s content library is a valuable asset and our distribution partners of all technologies recognize it as such,” he says.

**When Will Authentication Be A Success?** “Authentication as a concept is a success now. Our entire industry is energized around the benefits and the potential for authentication. Execution and marketing of authenticated products and technologies will continue to accelerate with consumers’ ever increasing appetite for quality content.”

**Favorite Digital Toy:** “iPad.”

**What You Miss About Analog:** “Simplicity.”

**On Your iPad:** “Angry Birds.”

**Most Valuable Trait For A Digital Executive:** “An open mind!”

## Robert Gessner

*President, Massillon Cable TV*

**Why Him?** A stalwart of the independent cable set, *CableFAX*’s Independent Strategic Thinker of the Year for ’09 is synonymous with innovation and community service, which has eased the way for digital adoption with some of the less-than-interested members of Massillon’s 45K sub base, 50 miles south of Cleveland.

**Dropping Digital:** One of the first indies to go digital, Gessner damned fancy marketing ploys when he was ready to jettison analog. He simply staged a party in which an analog TV was hoisted aloft by a crane and then unceremoniously dropped.

## Mari Ghuneim



*VP, Bravo Digital Media*

**Why Her?** She has turned the Websites BravoTV.com and TelevisionWithoutPity.com into true hubs for online fans and Bravo viewers.

**Real-time Web:** Bravo has been pioneering interacting with viewers via the real-time Web, which Ghuneim believes is critical to the network’s digital strategy. “[Real-time] figures into practically everything,” she says, adding, “the trick being how to evolve, message and keep it entertaining.”

**Favorite Site/Blog:** “I love data visualization blogs like [dataviz.tumblr.com](http://dataviz.tumblr.com). It’s very inspirational.”

**What You Miss About Analog:** “Discovering information before it discovers you!”

**On Your iPad:** “Too much! Now making folders.”

**Most Valuable Trait For A Digital Executive:** “Being able to be comfortable with being uncomfortable. Risk and innovation are somewhat painful.”

## Rebecca Glashow



*SVP, Digital Media Distribution, Discovery Communications*

**Why Her?** From 3D to mobile to social media, Discovery has been expanding its digital frontiers, and Glashow plays a big role in new distribution opportunities for the network group.

**Social Butterfly:** “Our social footprint across our show pages and talent has grown significantly. Across all of our channel pages, Discovery logs more than 26mln Facebook fans,” Glashow says.

**On Mobile And 3D:** “Discovery has always been aggressive in mobility, we want to be where our fans are. And with the explosion of smartphones and tablets, mobility continues to be a key focus for our brands. As for 3D, Discovery has been the leader in delivering high-quality video programming. We were the first to launch into the HD space with a 24/7 channel and the same goes for 3D. Our content looks tremendous in 3D, and we will help drive consumer interest.”

**What You’d Like Digital Devices To Do:** “Cook me dinner.”

**When Will Authentication Be A Success?** “When our customers demand it.”

**Most Valuable Trait For A Digital Executive:** “Be willing to switch phones often.”

## Marc Goldberg\*



*CTO, EPIX*

**Why Him?** As the newest premium network around, EPIX has defined itself from the get-go by its digital DNA. The network is twined to new platforms and showcasing its content across all of them. Goldberg’s work makes that vision possible.

**What’s Next?** “EPIX is and will continue to be available wherever there is an audience. Whether it’s on Apple or Android devices, on an Internet-connected device in your living room, or via your smart phone, EPIX is focused on delivering its premium entertainment content to authenticated subscribers on any new or emerging platforms that consumers utilize.”

**Favorite Digital Toy:** “iPad, duh!”

**What You Miss About Analog:** “The extra time I had to think whenever rewinding a tape or waiting for a movie to start on someone else’s schedule.”

**Most Valuable Traits For A Digital Executive:** “The ability to embrace change and work collaboratively with operators to build a bridge connecting viewers with the next and newest things in content consumption.”

## Gabi Gregg



**Twitter Jockey, MTV**

**Why Her?** As MTV's first Twitter Jockey, she's a social media pioneer.

**Backstage Pass:** Gregg gives MTV fans access to the network in a way they've never had, reporting from the

VMA's, asking MTV employees how they got their jobs and trailing celebrities as they wander the halls of MTV headquarters. "I provide my followers with a behind-the-scenes look into what goes on at MTV, from getting to know our staff to celebrity drop-ins," she says. "I also give them my perspective and thoughts on pop culture, so they get to know the face and personality behind the tweets."

**What You'd Like Digital Devices to Do:** "Offer face-to-face communication like the iPhone app Facetime. I wish it was standard that phones etc... came with that option and you could webcam with people regardless of what network they use."

**Favorite Blog/Web Site:** "I love Tumblr! It takes the amazing parts of Twitter but adds great capabilities like photos and videos. Part of the fun of Twitter is the 140-character limit, but it's nice to have a little more room for creativity."

## Greg Hickman\*



**Director of Interactive Media, Women in Cable Telecommunications**

**Why Him?** Hickman is acknowledged as "da man" at WICT who's kept the association of tech-savvy members

on the digital cutting edge. "Our members expect nothing less," he says. Hickman's digital innovations at WICT have been adopted by several other associations in and out of cable.

**Lather, Rinse, Retweet:** WICT significantly has ratcheted up its use of Twitter to spread its message. "We've got a lot to share on the topic of gender diversity and we want our followers to see us as a thought leader," Hickman says.

**Who Wins A Fight Between Facebook and Twitter?**

"Twitter. The spread-ability of the information we post is immediate, vast, and measurable. We usually see significant correlating jumps in traffic to our Website on days when we send out several good tweets. Our Facebook page has more of a friendly, laid-back vibe. It serves a different purpose."

**What You Miss About Analog:** "People seemed to take more time to think things through before reacting than they do today. So much of what we're now doing

is immediate and from the gut. Sometimes the brain and the heart need to take time to weigh in, too."

## John Higginbotham

**Superintendent, Frankfort Power Board**

**Why Him?** The manager of a tiny cable operation in northern Kentucky, Higginbotham makes our list as a representative of all the indie operators who are offering advanced services to their small sub bases.

## Sarah Hofstetter\*



**SVP, Emerging Media and Brand Strategy, 360i**

**Why Her?** One of the straightest shooters in the ad biz, Hofstetter's advised clients like Kraft, Coca-Cola and NBCUniversal on digital media. She likes

exposing clients to gamification, tapping into consumers' desire to play games.

**Her Thesis:** "It's really about uncovering the currency that inspires consumers to align with a brand. What's the difference between a sticker chart for peeing in the potty and getting branded-Foursquare badges for checking in? Not much. The trick is finding the right currency. That excites me."

**Favorite Site/Blog:** "Tripit Pro—the best thing to happen to the busy business traveler. It slices, it dices, and most importantly, notifies me when flights are canceled, with a list of alternative solutions! Who doesn't love a media property that solves your problems?"

**What You'd Like Digital Devices To Do:** "Forget *Angry Birds*. I'm still craving that fridge (or associated app) that checks inventory and reorders my staples from the grocery. It would be nice to know I'm never going to wake up one morning and be out of milk for my coffee."

**What You Miss About Analog:** "Being able to work from home in my pajamas. Skype killed that big-time."

## Rhonda Holt\*



**VP, Digital Media Technologies & Asset Management, TBS**

**Why Her?** Despite being pulled in several directions, Holt manages to supervise a team that continues to deliver on key events for each of TBS' business

partners. Recent successes include launching the '11 SI.com Swimsuit Edition.

**Everything's A Priority:** "The most challenging part of my job is juggling priorities across the many digital brands and properties my organization supports. But it's also the most exciting part of my job," she says. One of

her priorities in '11 is preparing “to deliver on a compelling TV Everywhere experience for our business partners, and most importantly, our viewers.”

**When Will Authentication Be A Success?** “Authentication needs to be non-intrusive for content consumers. Success for us means authentication is transparent for consumers.”

**Favorite Digital Toy:** “My Nook E-reader—it’s so easy to buy books.”

**What You Miss About Analog:** “My infatuation with my Nook means I don’t browse great bookstores anymore. This was one of my favorite hobbies.”

## Matt Hong\*



**SVP/GM, Sports Operations, Turner Sports**

**Why Him?** Hong’s been instrumental in leveraging live video and other content and programming for sports ranging from the PGA Championship to the

NBA All-Star Game and Western Conference Finals across multiple platforms, giving fans a complete viewing experience.

**Oversight:** How does Hong assess his portfolio of digital sports properties? “On a macro level, it’s finding the appropriate balance between growing each of the businesses and brands on an individual basis, while also making sure we leverage centralized investments and expertise across the board,” he says. “It’s also one of the biggest opportunities.”

**Who Wins A Fight Between Facebook and Twitter?**

“Facebook in a world where users prioritize their participation and self-expression; Twitter in a world where they prioritize access to those they otherwise might now have access to.”

**What You Miss About Analog:** “Important conversations were more likely to occur in person and face to face.”

**Most Valuable Traits for a Digital Exec:** “The ability to be bilingual: strategizing and operating in business terms, but also the ability to understand and communicate in technical terms and with technical team members.”

## Lisa Hsia\*



**EVP, Digital Media, Bravo**

**Why Her?** Always thinking about the next digital frontier, Hsia has consistently and relentlessly pushed Bravo ahead in new-media arenas, by testing and trialing a range of platforms.

**De Rigueur:** “We’re on the brink of achieving true transmedia multi-platform storytelling,” multiple

Emmy winner Hsia says. “TV may still be the driver, but the power of transmedia storytelling will allow us to drive engagement and metrics, including on-air ratings, to a whole new level. Digital and social are no longer optional ‘extras,’ but critical tools to TV’s future survival.”

**What Would You Like Digital Devices To Do?** “Surface the content I’m looking for without my having to seek it out. My Twitter feed during the Oscars is starting to do that, but still too many times I experience things like getting pushed book recommendations for toddlers, even though my son is a teenager.”

**Most Valuable Trait For A Digital Executive:** “Someone who thinks like a ‘user.’”

**On Your iPad:** “Flipboard, Pulse, Audubon Birds and Butterflies.”

## Neil Hunt



**Chief Product Officer, Netflix**

**Why Him?** This digital wizard leads a team of techies that continues to improve the Netflix site, ensuring that beyond being able to watch films, we all have customized, personalized and fabulous Netflix experiences.

## Jeff Husvar



**EVP/GM, Fox Sports Interactive**

**Why Him?** Husvar has a keen understanding of how sports is consumed on digital platforms. Working with Fox Sports chief David Hill, Husvar has pushed foxsports.com beyond merely

highlights of sporting events. Visitors now can find top-flight bloggers like Jason Whitlock. Beyond the site, Husvar heads all digital media and emerging media efforts at Fox Sports Interactive, which has become a vital digital hub for Fox.

## Yvette Kanouff



**President, SeaChange International**

**Why Her?** Known throughout cable as one of the best tech minds around, Kanouff’s long been a vocal advocate of getting young women interested in technology. With Kanouff at the helm,

SeaChange’s On Demand Group, which provides content acquisition and aggregation services for European and Latin American operators, grew 54% for the first nine months of fiscal ’11, compared to the same period in the prior fiscal year. Content services, such as Software as a Service, continue to be growth areas for the company.



**In It Together:** Kanouff will bring the cable world together at the SeaChange International Summit in late April. “Our summit is designed to enable a global collaboration to help every operator move forward in multi-screen video,” she says.

## Jennifer Kavanagh\*



**VP, Digital and New Media, Oxygen**

**Why Her?** Kavanagh learns from and builds on her successes. To wit: She changed the way we watch TV with OxygenLive, then made it even better with the subsequent launch, Oxygen-

Live: Obsessed, an enhanced version of the original social-viewing experience.

**Never Ending:** The story told on TV needs to continue elsewhere, Kavanagh says. “We’re focused on true transmedia models for our shows that use digital platforms, including mobile, to extend the storytelling experience.” Her goal? “Enhance the user experience while creating upside for all the platforms involved.”

### Who Wins A Fight Between Facebook and Twitter?

“Depends what they’re fighting over. If it’s real time influence, Twitter. If it’s a more personal means of managing/connecting/sharing with people you have an offline relationship with, Facebook. Ask me again in six months.”

**Favorite Digital Toy:** “My iPhone 4. Currently addicted to Foodspotting because location + food imagery has influenced my dining decisions in a way I love. And I contribute.”

## Rob Kennedy\*



**President/Co-COO, C-SPAN**

**Why Him?** In today’s Internet-centric world, that a network devoted to covering government can thrive is due in part to the digital foundation C-SPAN has built. Part of Kennedy’s quest is

to keep C-SPAN on the digital edge. “In addition to deepening our involvement with Twitter and Facebook, we’re looking forward to working with our affiliates to leverage new interface technologies such as smart TVs,” he says.

**DC Doesn’t Wait:** A seemingly laid-back exec, Kennedy has been relentless when it comes to C-SPAN’s digital might. Within minutes of premiering, each day’s *Washington Journal* is available online. Not resting on his laurels, Kennedy says, “We see opportunities to improve the timeliness of delivering our TV schedule information and to provide access to on-demand videos.”

**Favorite Digital Toy:** “Anything with a GPS.”

**What You Miss About Analog:** “Simple connections between devices.”

**What Would You Like Digital Devices To Do?** “I’d like to see syncing of content and data across devices become even more seamless. There are good tools out there like Dropbox and Evernote, but lots of apps fall short. And it would be great if Apple developed some form of wireless sync across its devices.”

**On Your iPad:** “SkyGrid and Pulse for news; Flipboard for social. I’m also really into apps that I’d call ‘personal data loggers’ like RunKeeper and Sleep Cycle. And I’m always up for a game of Words with friends.”

## Jason Kilar

**CEO, Hulu**

**Why Him?** Is Kilar a friend or foe of cable? Even though Hulu now is owned in part by Comcast’s NBCU, it’s still thought to be the hub for many cord-cutters’ home entertainment. Want more? How about Hulu’s foray into developing programming, with Kiefer Sutherland starring in a series of 5-7-minute episodes?

**America’s Next Top Model:** “In the near to mid term, we anticipate being able to generate higher advertising returns than any traditional channel can from their advertising service, for any type of content,” Kilar said in a February blog post that dismissed traditional TV’s excess of commercials. Citing data from Nielsen/IAG, Kilar said Hulu’s video ad service is 2x more effective than traditional TV ad services. “We believe that all studios and networks will recognize that it is in their economic interest to insist on per-user per-month pricing in all their distribution relationships,” he said.

**It Figures:** Hulu expects to generate nearly \$500mln in revenue from ads and subscriptions this year, up from \$263mln in ’10 and surpass 1mln Hulu Plus subs.

## John Kosner\*



**SVP/IGM, ESPN Digital Media**

**Why Him?** ESPN has grabbed hold of the digital opportunities better than most and has taken content across multiple screens. “Fans want their chosen content—text, video, audio,

games, chat photography—delivered to them on every screen,” Kosner says.

**Acc:** “By aggressively personalizing our experience and combining it with ESPN’s unmatched content, we believe we can continue to super serve our audience

and distinguish ourselves,” he says.

**Most Exciting Digital Opportunity for Cable:** “Authenticated video.”

**Who Wins A Fight Between Facebook and Twitter?**

“Both. They do different things well.”

**What You’d Like Digital Devices To Do:** “Offer more real-time companion experiences with TV.”

**Favorite Digital Toy:** “iPhone.”

**What You Miss About Analog:** “The importance of great magazines.”

**In 10 Years Cable Will Be:** “Ubiquitous.”

**Most Valuable Trait For A Digital Executive:** “The ability to focus on the consumer experience.”

## Patrick Knorr



**CEO, Knorr Solutions**

**Why Him?** After a successful tenure establishing Sunflower Broadband as an indie cable operator with technology that some of the big boys envied, Knorr’s fabled brain now is available

for hire as a consultant. The affable former COO is busy helping operators do what he used to make look easy at Sunflower. With expertise ranging from commercial services to bandwidth billing, all digital, advanced advertising, VOD, bundling and more, Knorr’s a busy man. And he’s in acquisition mode, too.

## Mike LaJoie



**CTO, Time Warner Cable**

**Why Him?** This technical guru is always innovating—you may have seen Time Warner Cable’s demo on smart TV applications with Samsung and Sony at the Consumer Elec-

tronics Show in January. And we all remember the huge demand for Time Warner Cable’s iPad app that eventually crashed the system on the first day it was released, perhaps appropriately on the Ides of March. But let’s give LaJoie much credit for guiding successful rollouts of services that have made it possible for Time Warner Cable customers to have anytime, anywhere access to any content they want from any device.

## Mark Lapidus\*



**VP, Digital Media, Comcast Sports Net Mid-Atlantic**

**Why Him?** Sports fans want their news and analysis immediately. Lapidus gets that, so he’s added respected sports journalists Mark Zuckerman

and Rich Tandler to CSNWashington.com. “Our desire is to acquire the best talent and cutting-edge technology, then integrate those components with our existing television news-gathering resources to deliver a one-stop source for regional sports news,” he says. “The investment is vital because we must deliver a high-quality product for fans through online and mobile outlets—just as we do on TV.”

**Working Together:** The idea of separation between digital and television just doesn’t work any longer, says Lapidus, who aims to have digital news and television news staffs cooperate to “create the most compelling, relevant content and then pushing the best material over multiple platforms.”

**Who Wins A Fight Between Facebook and Twitter?**

“It’s not a fair fight! Facebook has no character limit. Facebook is about trusted friends sharing interests, while Twitter is about me, me, me!”

**What You Miss About Analog:** “Those pink slips the receptionist would write phone messages on ‘while you were out.’”

## Peter Levinsohn



**President, Fox Interactive Media**

**Why Him?** At Fox for more than two decades, Levinsohn’s experienced digital’s fickle nature. While he did much to bolster MySpace, the product ultimately became an historical

footnote. Yet Levinsohn swooped in quickly in ’10 to partner with the makers of mobile game *Angry Birds*. Now characters from the Fox film *Rio* are featured in a new *Angry Birds* game.

## Paul Leys\*



**Director, OMD Ignition Factory East**

**Why Him?** Devoted to development and implementation of innovative marketing and digital strategies, Leys is the visionary behind several breakthrough initiatives, including using

Shazam’s mobile application audio recognition technology to allow consumers to “tag” a Dockers spot during the Super Bowl. They then received Dockers-related content on their mobile phones.

**Where It Starts:** “For us, the brand always comes first,” Leys says. “What does the brand mean to consumers, and what are the business objectives that must be met? Once we understand the brand imperatives, we ask ourselves how we can connect the brand to consumers in ways that have never been tried... and maximize the experience—

that's the point where intelligence, creativity and technology merge to produce an idea that breaks traditional boundaries."

**Chicken or Egg?** Leys acknowledges ideas drive technology, "but you also have to have a deep understanding of the technology marketplace to know how far you can push the innovation envelope. How every leap forward in software and hardware can enable a higher level of engagement, a broader range of message environments and a more relevant brand message."

**What You Miss About Analog:** "B-sides—the songs that didn't quite make the album cut, I always liked them better."

## Peter Low\*



**President/CEO, Ensequence**

**Why Him?** The demand for interactive TV is growing and Ensequence and Low are poised to power a good amount of interactive ads. Interactive ads are garnering results, says the

soft-spoken Low, a cable veteran of MTV Nets. "We are seeing incredible effectiveness with interactive ads across the television industry. At Ensequence, we consistently see opt-in rates for interactive ads at 2% to 3%, and as high as 8%, depending on the offer and interactive features in the ads."

**EBIF KISS:** "EBIF, the standard that is making interactive television possible, is now broadly deployed across cable. To take advantage of this critical mass, we have to make the creation and deployment of interactive television simple and scalable," Low says.

**Favorite Digital Toy:** "My iPad."

**What You Miss About Analog:** "Being able to smoke cigars in my office."

**Most Valuable Trait For A Digital Executive:** "To surround yourself with great people."

## Rhonda Lowry\*



**VP, Emerging Social Web Technologies, TBS**

**Why Her?** A self-described provocateur, Lowry balances her passion about the future of digital with her clients' day-to-day realities. "Vision

minus execution is an equation for failure," she says. "The challenge is taking someone right to the edge of an idea without them wanting to push you over the cliff." Lowry plans to pursue an aggressive agenda from awareness to execution in social Web apps and

gaming, content discovery and context awareness and social analytics and social delivery.

**Seeing the Potential:** "I see two types of game changers: those that make the next-generation Web accessible, open and writable Web, e.g. fluid info; and those that power context-aware applications and social delivery engines, e.g. mobile, gaming and social sensor networks, big data factories, context accumulators, predictive analytics and hybrid recommender services."

**Cable's Most Exciting Digital Opportunity:** "Mobile context-aware applications and social delivery networks are going to change the media industry significantly. I am completely psyched about the opportunities. Mobile ubiquity and the Internet of things combined with social signals produce an entirely new stage upon which we can deliver media experiences that you live rather than just watch."

## Tara Maitra\*



**VP/GM, Content Service and Ad Sales, TiVo**

**Why Her?** Maitra has had a hand in innovative, game-changing products like TiVo's new Ad Scorecard. "DVR usage has passed the tipping point,"

Maitra says. "The Ad Scorecard is a leading indicator of the shift from linear to time-shifted viewing and a true gauge of how ads resonate with viewers. This is a wake-up call to advertisers offering a peek into commercial ratings data with brand fast-forward rates."

**Easy Does It:** Maitra loves TiVo's app for iPad, which lets users quickly surf content, view guides, schedule recordings, get recommendations and post comments on Twitter or Facebook pages—without interrupting their viewing experience. "It's a true second-screen experience and an innovative way to interact with your TiVo from the couch or on the road," she says.

**When Will Authentication Be A Success?** "When as a consumer, I can pay for content once and truly watch it anywhere without having to think about what device I am on, what room I am in, when the content expires and/or if I can take it with me."

**What You Miss About Analog:** "Nothing actually. Except maybe that I was younger! The speed of business changed when we transitioned to digital. We are undoubtedly more efficient. For those who may miss a time when we could not always be reached, I say I'd rather be tethered to my BlackBerry than to the office."

## Dermot McCormack



**EVP, Digital Media, MTV Networks Music & Logo Group**

**Why Him?** McCormack spent '10 overhauling MTV Nets' social media strategy and it's paid off. "We're now having an ongoing conversation with our audience,

which includes more than 50mIn Facebook users and 2mIn Twitter followers," he says.

**Rockin' New Ideas:** He hired fellow Hot Lister Gabi Gregg, MTV's first Twitter Jockey, pioneered Posted, which has not only resonated with the audience but with advertisers and launched the successful MTV Music Meter across multiple platforms and devices.

**Who Wins A Fight Between Facebook and Twitter?** "We have a saying: Social media is the telephone, we are the conversation. Social media will continue to evolve and new players will emerge. Our job is to create new content and experiences that people want to talk about and share. At the end of the day, the ultimate winner is the consumer."

**Cable's Most Exciting Digital Opportunity:** "We're excited by the opportunity we see from the emergence of new platforms like smartphones and tablet devices and how they will be infused with social media. Today's consumer wants to access content over multiple platforms and then easily interact and share content with their network. There is a new version of the Web emerging and it's the most compelling yet: always on, always with you and socially connected. This excites us."

**What You'd Like Digital Devices To Do:** "Become even more simpler to use and maintain. While we've made huge advances in digital technology and devices, they're still a little daunting for the average consumer. The beauty of TV is you don't need to know your IP address and router configuration to watch your show, at least for now. I'd like to see cell phones, tablets and PCs follow that same route in terms of ease of use."

## Mac McKean



**VP, Digital Media, Rainbow Media**

**Why Him?** Despite his technical bent, McKean realizes that ultimately content is key. Using video, games and chat, he's made AMCtv.com into one of the industry's richest, most enter-

taining companion experiences for linear TV.

**Going Deeper:** McKean's specialty is creating immersive experiences. The new site for AMC's mystery series *The Killing* is "an interactive fictional world where you can explore the bedroom of the victim, rifle through her computer and watch her old

video blog entries," he says, noting fans can also play detective via a Facebook game.

**What You'd Like Digital Devices To Do:** "This may be an unexpected answer, but I'd like to see a greater focus on making our digital devices friendlier to our physical selves—comfortable and attuned to the way our hands, tendons and eyes work."

**What You Miss About Analog:** "I think using digital devices changes the way your mind works. I miss the analog way of thinking and reading books, although I don't miss checking my answering machine by dialing in from a pay phone or depending on one newspaper for all of my information about the world."

## Todd Merkow\*



**President, Digital Media, Outdoor Channel**

**Why Him?** Merkow's re-launched OutdoorChannel.com integrates a heightened consumer video experience with greater national and

local outdoor resources. Since its debut, ad sales revenue has grown 5 times vs '09 and gained market share.

**It Takes A Engaged Village:** "Our immediate goal is to grow our online community by actively engaging audiences through our Web site," he says. "Outdoor Channel's fan base has a great passion for the outdoor lifestyle. We are optimizing those experiences through greater interaction with various touch-points, including the addition of new platforms."

**What You'd Like Digital Devices To Do:** "Access, manage and interact with content found on multiple platforms whenever and wherever, in a seamless manner. For instance, I can't wait for the day that mobile devices are able to provide touch capabilities on top of the TV screen and act as a fully-connected device."

**Most Valuable Traits for a Digital Executive:** "Be open to new ideas and evolution, but filter carefully. The digital environment moves so fast that understanding change and the immediate effects it could have on your business is vital in determining new directions. But, through changes in the market, we must remember our main focus is on our audience."

## Stephanie Mitchko



**VP, Interactive Platform Development, Cablevision**

**Why Her?** Well-respected throughout cable, the personable Mitchko was the driving force behind the development and architecture of

Cablevision's RS-DVR. She and her colleagues also received the 1st Emmy for outstanding achievement in advanced media technology. Mitchko's also been a force in Cablevision's pioneering work in iTV and addressable ads.

## John Najarian



**EVP, Digital Media and Business Development, NBCUniversal**

**Why Him?** While overseeing digital for E!, The Style Network and G4, Najarian has guided E! into the mobile arena with successful iPad, iPhone

and Android apps and turned mobile into a new licensing and syndication business for the network.

**Up Ahead:** "I see '11 as the year of smartphones and tablets," Najarian says. "I know that sounds so 2010, but I see the trend continuing at an even faster rate. We'll be looking for partners that can help create and develop innovative ways to use these platforms to access, navigate and engage with our TV networks and sites."

**What You'd Like Digital Devices To Do:** "Better organize and present all my content and apps."

**Favorite Digital Toy:** "My iPhone. It keeps me connected to everything and everyone."

**What You Miss About Analog:** "The ability to disconnect from everything and everyone."

**On Your iPad:** "Flipboard, Ted, CNBC Real Time."

## Vikki Neil\*



**SVP/IGM, Online Brands, Scripps Networks Interactive**

**Why Her?** Business is booming at FrontDoor.com, which Neil oversees along with media properties including HGTV.com, DIYnetwork.com and

HGTVPro.com. In fact, FrontDoor.com saw a huge surge in traffic between Dec and Jan '10, becoming the second most popular real estate site in January '10 thanks in large part to HGTV's Dream Home Giveaway contest.

**Selling It:** Neil finds her experience in sales invaluable. "A sales background provides perspective on how to break through the noise in the marketplace," she says. "It teaches you that everything you work on needs to be able to be explained to someone succinctly—the 'elevator pitch.' It's not always easy to do, but [it's] good for everyone."

**Who Wins A Fight Between Facebook and Twitter?** "Facebook. First, the ability to express yourself in a visual way is key to any social network and its

survival. The ability to post photos and communicate adds context to what otherwise would be just mere words. I think of Facebook as almost a collaborative diary. Twitter's greatest asset—Immediacy—is also its downfall."

**What You Miss About The Days Of Analog:** "You could unplug back then. It's hard to truly do that now. I also just miss hearing some people's voices. It's easier to text, so everyone makes fewer phone calls. It has its benefits on a busy day, though."

## Arthur Orduna\*

**CTO, Canoe Ventures**



**Why Him?** Cable hasn't given up on addressable ads and interactive TV. Far from it. The industry is counting on Canoe to lead the way. "The opportunity is anything from a traditional 30-second spot to a preview clip of a favorite TV series that happens to be ad-sponsored to an RFI click for a sample of gum by a gum lover," Canoe's blazing-smart CTO Orduna says.

**What Consumers Want:** "To not 'watch an ad,' but instead to be presented a highly relevant opportunity in an entertaining, convenient and comfortable way."

**Most Exciting Digital Opportunity for Cable:** "ITV – Interactive Television – it's finally happening at a real scale, thanks to EBIF and Tru2Way deployments by the MSOs. And thanks to decisions to develop EBIF and Tru2Way programming, advertising and applications by national programmers and MSO product managers."

**Favorite Digital Toy:** "The Comcast Media Center."

**In 10 Years Cable Will Be:** "70 years old."

**What You Miss About The Old Analog Days:** "As kids, my brother and I hearing but not being able to watch The Playboy Channel since we couldn't convince our parents to subscribe. It was great preparation for dating in high school."

**Most Valuable Trait For A Digital Executive:** "Long battery life."

## Lisa Choi Owens



**SVP/IGM, Digital Media, Scripps Networks Interactive**

**Why Her?** Owens' knowledge of the cable industry and digital earned her a promotion to SVP of digital media last year, and she smartly set about expanding Scripps' presence in areas including social media, mobile content and VOD.

**No Cook's Day Off:** Like many fine execs, Owens al-

ways seems a step ahead. CookingChannelTV.com was launched eight months before the network even made it to TV. The result? The Cooking Channel Facebook fan page had 34K followers by the network's launch date.

"That high level of social engagement ensured a built-in fan base and successful network launch," she says.

**What You'd Like Digital Devices to Do:** "Get better at file management and syncing data. Also, battery life is going to have to improve as users continue to expect devices to be always on and always connected."

**Favorite Digital Toy:** "My iPad."

**Most Valuable Traits for a Digital Executive:** "Flexibility and imagination. Technology is changing so fast it takes healthy doses of both to stay ahead."

**Who Wins A Fight Between Facebook and Twitter?**

"Facebook."

**On Your iPad:** "Tons of kids apps, books, mags, movies and pictures of my children."

## Jean-Briac 'JB' Perrette



**President, Digital Distribution,  
NBCUniversal**

**Why Him?** A perennial member of our Hot List, Perrette has been the guiding hand behind numerous digital firsts at NBCU as he oversees strategy and execution of NBCU's distribution of television and film content across the Web, wireless, set-top devices and other emerging platforms.

**More Than Instinct:** Asked how he judges whether an emerging media platform is worthy of investment, Perrette says, "we look at whether it provides a good consumer experience. Does it respect our IP? And does it have a business model that works?"

**Who Wins A Fight Between Facebook and Twitter?**

"Facebook."

**When Will We Authentication Be A Success?** "When Netflix subs decline."

**Most Valuable Traits For A Digital Executive:** "Surround yourself with the best people. That's the same as for non-digital execs."

**Favorite Digital Toy:** "iPad2."

**What You Miss About Good Ol' Analog:** "Simplicity."

## Tim Peters\*

**CEO, FourthWall Media**

**Why Him?** As iTV begins to take shape, FourthWall Media is one of the leading companies powering iTV across the industry. Peters is a passionate advocate of iTV and what it can bring to the operator and, more important, the end user.

**Matchmaker:** "Not only do consumers appreciate

contextual features delivering convenience and control, they now expect to interact with media. My mission is to enable these interactive connections on TV and across devices with our complete suite of products that link the set-top box to the cloud," Peters says.

**Most Exciting Digital Opportunity For Cable:** "The \$14bln advanced advertising space... With the common EBIF platform reaching critical mass, the industry is poised to capitalize on targeted messaging that drives advertiser ROI. Interactive ads are running in several markets we're involved with right now. Advertisers are buying. Consumers prefer interactive spots to traditional TV ads. The upside is in the billions. This is an industry-wide effort that is truly exciting."

## Damon Phillips\*



**VP, ESPN3.com**

**Why Him?** Just as sports fans want their games on TV, many are demanding online delivery. Phillips is charged with making that experience happen in a way that works for the network, the fans and the teams.

**What's Next?** "Innovation starts with having great content and being able to reach fans on any device with a high-quality experience," Phillips says. "Online TV also provides the perfect platform to personalize the viewing experience by allowing fans to interact with content and connect with friends."

**Who Wins A Fight Between Facebook And Twitter?** "Facebook would win. 600mln people should be able to beat up 200mln people."

## Clark Pierce



**SVP, Emerging Technology,  
Fox Sports Networks**

**Why Him?** With Fox Sports since '94, the multi-Emmy winner is responsible for developing new-media initiatives, including bringing enhanced video to foxsports.com and creating and coordinating content for all of Fox Sports' broadcast properties. And he's not merely a suit. Pierce was a 5-time All-America swimmer at U of AZ.

## Jennifer Pirot\*



**VP, Business Development and  
Sales, NBCU, Digital Distribution**

**Why Her?** Pirot's duties have her closing deals with major multichannel, hotel and wireless distributors; launching NBCU's first on demand TV and

mobile offerings in Canada; or laying the groundwork for NBCU's TV Everywhere strategy.

**Testing The Waters:** Pirot takes calculated risks.

"A few years ago, we experimented by offering VOD films day and date with DVD. Extensive data analysis was undertaken to evaluate the overall impact on the movie business," she says. "Today, we release almost all of our films on a day and date basis, making VOD a much more compelling experience."

**What You'd Like Digital Devices To Do:** "Personally, read-aloud functionality that works across ALL docs, Web sites, etc, making my daily commute more efficient. Professionally, implement standard viewer measurement so programmers can monetize! Futuristically, read my thoughts and transcribe to notes or emails."

**Favorite Blog/Web Site:** "Skype, because it allows us to maintain a virtual relationship with distant friends and family... especially important since the birth of my son who 'knows' certain relatives he's only met once or twice!"

**On Your iPad:** "Wheels on the Bus, Elmo's Monster Maker, Dr. Seuss' ABCs, Monkey Preschool Lunchbox. Yes, it's really my iPad, though my son doesn't think so."

## David Preisman\*



**VP, Interactive Television,  
Showtime Networks**

**Why Him?** Preisman's been part of several industry firsts, including the launch of an interactive 24/7 enhanced TV service, interactive advertising with TiVo and DISH, and the first EBIF app with live voting. He's also launched self-provisioning apps with major cable operators and TV widgets for Internet-connected TVs.

**Home Run:** Showtime Sports is scoring big with digital. "Last year, we launched Showtime Sports Interactive using the iTV standard EBIF. It took more than two years to develop all the necessary systems and software, but in the end it went off without a hitch. We're now enhancing Showtime Sports with interactivity and making it available to our operator partners," he says. "This requires us to actually put the interactive software in our transmission signal. There's something significant about programmers offering synchronized software along with the audio and video. These are the early days of evolving television from a completely passive experience to something much richer."

**On Your iPad:** "Funny how with each new device we

always come back to solitaire. This week, I'm in the midst of a highly competitive solitaire speed contest with my wife on our daily commute, and I can't seem to break two minutes."

## Enrique Rodriguez



**SVP/GM, Service Provider Video  
Technology Group, Cisco**

**Why Him?** Rodriguez is a key player in Cisco's role with the transition to IP video. "Cisco is helping service providers evolve the consumer television experience by marrying pay-TV, online video, mobile and on-demand services," he says.

**Best Buy:** Rodriguez says Cisco's acquisition of Inlet Technology in mid March "will allow Cisco's Videoscape platform to play a key role in reinventing the TV experience and will enable our customers to leverage the network as a platform to deliver innovative video experiences to consumers over any network and to any device."

**When Will Authentication Be A Success?** "When we forget the word authentication."

**Favorite Digital Toy:** "Kinect."

**On Your iPad:** "I'm still on my laptop, waiting for iPad 3 with a pullout keyboard."

## Avner Ronen



**CEO, Boxee**

**Why Him?** Boxee continues to grow and gain users, making a case for over-the-top services that cable must watch out for or partner with. Earlier this year, Ronen told us he'd like Boxee to craft deals with small cable programmers, similar to Roku's pact with Wealth TV. "It's a world where it's harder and harder to penetrate and get [large cable carriage] deals done... especially if you're a small niche content provider. Between what Apple TV is doing and Microsoft, Sony, Roku and Boxee, there's a critical mass of over-the-top distribution into people's living rooms. I expect more and more content providers to want to have their content available on those platforms. Probably a lot of it's going to be behind pay walls."

## Jeff Simmermon\*



**Director, Digital Communications,  
Time Warner Cable**

**Why Him?** Time Warner Cable's social media voice, Simmermon puts a human face on the MSO. "Customers hate what they don't understand. I just try to use

whatever media I can to demonstrate what a constant, complicated miracle cable is and show that I'm an actual human being who happens to work here," he says. "Today, it's social media. Someday it'll be something else. The principles are constant, though."

**Let Me Entertain You:** Simmermon's *Untangled* blog is anything but corporate. "I operate under two principles: corporate blogs are boring; and the Internet was created by and for people who are screwing around at work. People want to laugh, get mad, learn something new, and share something cool," he says. "I try to feed those desires without seeming needy or desperate."

**When Will Authentication Be A Success?** "Shortly after the first automobile accident caused by watching streaming television behind the wheel."

**What You Miss About Analog:** "The default setting for society used to be 'focus on what you're doing before moving onto something else.' Multi-tasking is a myth, it's actually half-assing several things simultaneously rather than doing one thing at a time and doing it well. The phrase 'there's no such thing as a stupid question' was definitely coined before the Internet era."

## Buddy Snow



**Senior Director, Global Product Marketing, Motorola Mobility**

**Why Him?** Snow certainly has invaluable products to offer, including recently launched Motorola Medios software that enables service providers to integrate new devices, develop applications and create user interfaces much faster than was possible with legacy systems.

ers to integrate new devices, develop applications and create user interfaces much faster than was possible with legacy systems.

## Michael Spirito



**VP, Business Development & Digital Media, YES Network**

**Why Him?** A-Rod and Jeter get the ink, but Spirito is a digital all-star who's continued to improve and expand YESNetwork.com. A perennial member of our Digital Hot List, features he's introduced to the site this year include enhanced article commenting, MyYES Weekly, gaming options and several other social media goodies.

**Team Players:** YESNetwork.com is expected to unveil a partnership with the NY football Giants' blog, Big Blue Interactive.

**Most Exciting Digital Opportunity for Cable:** "Authenticated mobile access to television content. Business models are presently being defined. It's a story I am

closely following."

**Who Wins A Fight Between Facebook and Twitter?**

"Facebook, hands down. Twitter is a useful communications tool. Facebook has become a way of life for millions of people."

**Favorite Digital Toy:** "iPad."

**In 10 Years Cable Will Be:** "Very different."

**On Your iPad:** "Movies, music and TV shows."

## Meredith Stark\*



**VP/Exec Prod, CNBC.com**

**Why Her?** A cable veteran of more than three decades, Stark's been designing sites for more than 10 years. Her experience has helped CNBC.com to post tremendous audience growth this year.

The key, Stark says, is a "relentless focus on both our audience and brand."

**News Junkie:** "My team and I spend our time obsessing on what the actionable news and information is that our affluent and influential audience needs and wants. We do that while also being crystal clear on what our brand stands for and making sure that we never stray from delivering upon its promise."

**What You Miss About Analog:** "Having more time to think. The ability to completely disconnect and reflect. In this era of rapid product development, this is becoming increasingly harder and harder to do."

**In 10 Years Cable Will Be:** "Hopefully, still the industry that employs me."

## Dan Suratt



**EVP, Digital, AETN**

**Why Him?** Talk about added responsibilities. Suratt joined AETN during its acquisition of Lifetime Networks, where he won multiple Emmys as EVP of Digital Media and Business

Development. Now he defines the broadband, mobile and digital strategies for AETN and its vast array of properties. Surratt's up to the task, though. While at Lifetime, he was behind the net's aggressive online strategy and helped create mylifetime.com.

## Doug Sylvester\*



**Chief Strategy Officer, Avail-TVN**

**Why Him?** Sylvester's smack in the middle of the digital world, with Avail-TVN introducing two managed TV Everywhere services, VOD Complete and Multiplatform. The modular services allow operators and content creators to extend

vices allow operators and content creators to extend



and enhance traditional television to IP/network-connected devices—PCs, fixed, portable and mobile—in an authenticated and authorized fashion.

**Most Exciting Digital Opportunity for Cable:** “TV Everywhere. Consumers want it and the cable industry is well positioned to offer it as an extension of the traditional TV service.”

**What You Miss About Analog:** “Albums. I have crates of them stacked in my garage that I miss playing.”

**What You Would Like Digital Devices To Do?** “I’m ready to use my smartphone as a credit card.”

**When Will Authentication Be A Success?** “When Time Warner Cable rolls out TV Everywhere to my neighborhood.”

**Most Valuable Trait for a Digital Executive:** “Perspective. Not everything old sucks. Not everything new is transformative. But everything is open for questioning and reinvention.”

## Ritu Trivedi



**Managing Partner, Media Director, Mindshare**

**Why Her?** Trivedi has shepherded leading brands through the digital landscape, including IBM, American Express, Coca-Cola, Johnson & Johnson, Microsoft and GE. She’s worked at leading agencies such as Ogilvy, Universal McCann Interactive and OMD before landing at Mindshare.

**On Marketing Integration:** “We have come a long way in the last ten-plus years of online advertising. Not only are advertisers integrating digital into their overall media plans effectively, but also not questioning the effectiveness of the medium as much. We’re not educating them in online 101, but really discussing more about the best assets, the key channels and how to use emerging media etc.”

**Who Wins A Fight Between Facebook and Twitter?** “I don’t believe the fight is between Twitter and Facebook. Facebook is about my friends and family network. Twitter is my passion points and people/brands/ideology I want to follow, which could be the industry I work in, politically who inspires me, my hobbies, etc. Except I believe Dick Costolo could definitely beat up Mark Zuckerberg in a fight!”

## Nicholas Troiano\*



**President, BlackArrow**

**Why Him?** Troiano’s been instrumental in helping cable operators build successful business models around VOD. The platform-agnostic

BlackArrow Advanced Advertising System allows “operators and programmers to execute advertising across any emerging or New TV platform,” he says.

**Motoring:** BlackArrow’s been working with Motorola Mobility “on a number of joint initiatives with customers that will have the benefit of accelerating the adoption of advanced advertising across multiple platforms, including TV, set-top box, DVR, mobile and tablet devices,” Troiano says.

**When Will Authentication Be A Success?** “When set-top box data is combined with digital data to support both the pay TV and the video advertising business models of content producers and distributors.”

**Favorite Digital Toy:** “My iPhone. It’s the one device on which I can secretly, read, watch TV, surf the Web and play games and still tell my wife I’m working.”

## Amy Tykeson



**President/CEO, BendBroadband**

**Why Her?** Among Tykeson’s many local and national roles is one where she’s overseen a system that’s been among the most aggressive small systems in rolling out new technology and services.

**CableFAX’s Independent Exec of the Year in ’08,** Tykeson also enjoyed capturing our technology award for independent operators last year. Offering higher speeds and HD “is all about flexibility,” Tykeson says. A tagline Bend used sums it up: ‘We’re the local dog. We better be good.’

**Peer to Peer:** Bend’s pursuit of tech excellence earns raves from Tykeson’s peers. “If you want to follow a leader like BendBroadband, you’d better be ready to hustle,” says Gary Shorman, President/CEO, Eagle Communications. Digital Hot List honoree Bob Gessner, President of Massillon Cable TV, notes: “They spend the time to think about the future and take the risks involved to develop new methods and innovations. And they’re always willing to share the wealth of their experience with others.”

## Aimee Viles



**VP, Emerging Media, Bravo Media**

**Why Her?** Among her many areas of expertise, Viles is particularly skilled in the red-hot area of mobile. That’s a good thing because wireless is part of her purview at Bravo, along with interactive TV

and gaming. Look for Bravo to explore even more mobile and tablet opportunities in the year ahead.

**New Frontier:** “The new phones and tablets are allowing us to explore more ways for fans to connect

during shows with each other and with our talent. The larger screens and new features make it a rich, usable, compelling experience that is more attractive to a broader set of fans.”

**When Will Authentication Be A Success?** “When people stop talking about it and it’s just a way of life.”

**Favorite Digital Toy:** “iPad.”

**What You Miss About Analog:** “Hand-written letters.”

**The Most Valuable Traits For A Digital Executive:** “Use what you create. Play and explore.”

## Tony Werner



**EVP/CTO, Comcast**

**Why Him?** While Comcast often takes its time on various initiatives, the MSO’s record of tech innovation is enviable. As CTO of the nation’s largest cable operator, Werner sits

in the technological catbird seat, with much of the industry watching closely to see where he and Comcast go.

**Letterman?** In March, our sister publication *Communications Technology* reported Werner opened his keynote at the SCTE Canadian Summit with a list of tech trends that will shape the remainder of the decade. The items he said were trending upward: Social Entertainment Random Access, Fragmented MPEG 4, Digital Rights Management, Just-In-Time Binding, Individual Relationships, SMS and Tweeting, Tablet Computers, Apps, Hierarchical Storage, Network-Based Logic and Cloud (Web)-Based Development.

## Michael Willner\*



**Vice Chairman/CEO, Insight**

**Why Him?** Willner remains a vital player in the center of cable as Chairman of The Cable Center and leader of Insight. But he’s on our Hot List mainly for being one of the few CEOs

to have enough guts to be an active blogger. More than that, his blog usually is, er... pretty insightful.

**On Netflix vs. VOD:** “Netflix and others will challenge cable’s unique place in the VOD space. But overall demand for on-demand product will continue to grow rapidly, leaving healthy space for growth of our own products as well as those of others. We should aggregate their product with ours and others into a user-friendly delivery eco-system giving consumers easy control over their infinite choices.”

**Favorite Digital Toy:** “Easy. My iPad.”

**What You Miss About Analog:** “Simplicity.”

**In 10 Years Cable Will Be:** “The premier communications connection in the vast majority of homes.”

**On My iPad:** “Wall Street Journal, Kindle Reader, My Yahoo, Google Earth, all my email accounts, Calendar, NYC Subways, Weather Channel, ESPN Score Center, Slingbox, Xfinity, Fandango, Hulu Plus, Dictionary, Flight Tracker, Trip It, Moxie 2, Angry Birds, bank accounts, iPod and iTunes, Gogo In-flight Wi-Fi. And that’s just a few.”

**Most Important Trait For A Digital Executive:** “A willingness to listen to kids. They know more than we do.”

## Anthony Wood



**CEO, Roku**

**Why Him?** His company is marking a milestone after a milestone: Roku’s digital video player, first introduced in May ’08, reached 1mln units sold in ’10; back in January ’10, Wood predicted

that Roku, which had about two dozen channels at the time, would have more than 100 on its platform by the end of the year. Indeed, Roku ended the year with 135 channels. Early in January ’11, the company served its 1 billionth stream of content.

## Steve Youngwood\*



**EVP/IGM, Digital,**

**Nickelodeon Kids and Family Group**

**Why Him?** Under Youngwood’s aegis, the Nickelodeon Kids and Family Group’s portfolio of digital sites ended ’10 in first place among all kid and

family Web destinations with a total of 1.3bln visits, 13.4bln page views and average time spent at 59.1 mins/visitor, according to ComScore MMX data.

**Child’s Play:** Nickelodeon is staying a step ahead in social gaming. Last summer, Youngwood led the acquisition of Social Express, Inc. and formed Nickelodeon’s Social Gaming Unit. “We’re now expanding into video and real-time interactive two-screen experiences that complement TV, such as the live streaming and voting app for our *Kids’ Choice Awards*,” he says.

**What You’d Like Digital Devices To Do:** “Use the same operating systems. That would allow us to focus on making great content experiences instead of remaking them for all the new devices.”

**What You Miss About Analog:** “There was less fragmentation. There was product and content risk but a limited debate about “platform” adoption.”

**Most Valuable Trait For A Digital Executive:** “The ability to balance vision and execution.”

## Best of the Web

Every year, we literally marvel at the increasing quality and quantity of nominations we receive for our Best of the Web program. The cable industry—from programmers to operators to vendors and beyond—have proven among the most savvy marketers and engagers when it comes to the Internet. And that makes a lot of sense: That's where the entertainment customer lives—at least much of the time. Watching high-quality video has increasingly become a combined linear, Internet and mobile experience, with many people no longer drawing a distinction and using their social media connections as a virtual water cooler. Lately, we've seen the rise of geo-location apps like Four-square and other new innovations that cable continues to utilize to better connect with audiences. That's only going to continue. But judging from this year's entries in the Best of the Web, the cable sector stands to maintain its perch as an industry that just "gets it." Hats off to all of our winners and honorable mentions. Every company and executive listed below rose above countless other entries vying for recognition. Keep it up, cable!

### Ad/Series of Ads

#### Winners

##### **FEARnet, *Zombie Roadkill*, A FEARnet Original Series**

To gain traction for the Web-based series, "Zombie Roadkill," FEARnet engaged in a bit of playful, er... over-kill. Creative and the Whack-a-Student game mimicked the look and feel of the campy series, which itself was "a twisted tale about twisted tails." One of the many video ads we liked was called Lakeside Attack, which the net described as "a hot babe's day at the lake is wrecked by killer roadkill."

##### **A&E – *The Glades*, Pool Takeover**

The devil was in the details with this clever ad for A&E's quirky detective series "The Glades" about a Palm Glade, FL, detective who must investigate several strange murders. Since the series is set in Florida's sweltering Everglades, the online depiction of a pool in its ad was good. But what impressed our judges were the extras: the sound effects (birds chirping and bugs buzzing) and the pool's moving water.

#### Honorable Mentions

##### **A&E, *Kirstie Alley's Big Life*, Bumping Units**

Give credit to the larger-than-life actress for being comfortable enough with herself to be the object of jokes. In this campaign, pictures of Alley floated around a site as she threw her weight around, literally bumping other objects off the site.

##### **A&E, *The Fugitive Chronicles*, *NY Times* Takeover**

We usually balk when ads open where a Website is supposed to be. Yet A&E's takeover of nytimes.com to tout "The Fugitive Chronicles" was so cleverly done, with videos of a prisoner in orange jumpsuit running across the page and being chased by police and a helicopter, that we had to applaud.



*LONG, HOT SUMMER: Matt Passmore as officer Jim Longworth on A&E's *The Glades* finds his golf game interrupted by murder investigations.*

##### **Castells Y Asociados -**

##### **Timewarnercable.com/espanol Web Rebuild**

Castells partnered with Telemundo and Univision talent in TV, print, email and bill media campaigns touting the MSO's new Spanish-language site.

##### **Oxygen Media - *Hair Battle* Spectacular Digital Advertising**

Oxygen aimed ads for its hirsute series on high-traffic celebrity sites and gossip blogs that are daily destina-

tions for its audience. Celeb photo galleries and videos were well used.

## Best Website – Cable Net (Large)

### Winner

#### **BBC Worldwide – BBCAmerica.com**

For cable nets, putting together an exciting Website that stimulates viewers while also helping them find the info and content they want is easier said than done. In fact, sometimes those goals work against each other. But BBC America has achieved the proper balance with its site, which combines well-organized narrative about its shows with copious video clips, a Webby-winning blog and—perhaps most impressive—lots of fan interaction including an embedded Twitter feed and thriving, old school message boards that still attract die-hard fans. This site's got organization, moxy and attitude.

### Honorable Mentions

#### **AMC – AMCtv.com**

Last year's category winner remains one of the best sites in cable, with strong fan interaction and stunning visuals.

#### **Discovery Digital Media – TLC.com**

Always impressive, TLC's site sports a clean look and rotating show promos that feature an excellent mix of video with textual show info.

#### **ESPN – ESPN.com**

This site is a consistent standout among cable nets, and in the last year grew its already impressive audience by 56%. ESPN.com now garners 30% of all time spent on sports sites. Wow.

#### **Cartoon Network – CartoonNetwork.com**

It's hard not to love a site that gives users so much to do: Games, goofy animated clips, sweepstakes, badges... It's hard to leave, and that's the sign of a great Website.

## Best Website - Cable Net (Small and Mid-size)

### Winners

#### **Bay News 9, BayNews9.com**

While plenty of media outlets are hoping to survive in the digital era by giving their content local flavor, Bright House Networks' Bay News 9 was a local product from the start. It's not a surprise then that its baynews9.com site would be a fountain of knowledge about the Tampa Bay area, whether it's weather, news, traffic, business or sports. The clean design and regular refreshing of information also went over well with our judges, cementing

the prize for Bay News 9 for the 2nd consecutive year.

#### **EPIX - EpixHD.com**

Featuring HD films available on demand, this site is so logically organized it defines the term user friendly. This elegant simplicity—along with an impressive array of HD content—consistently impressed our judges as they got sucked into the immersive cyberweb weaved by Epix so well. The “Watch with Friends” feature is simply genius, and the personalized picks by Epix staffers adds the human touch.

### Honorable Mentions

#### **Charter Communications -**

#### **Live It With Charter Member Website**

A loyalty program is most effective when consumers can easily understand its rules and rewards. Epsilon's redesign of Charter's site made this a reality.

#### **FEARnet - FEARnet.com**

There's more to fear than fear itself at FEARnet.com. It's the possibility that the site's video-rich content will lure you in and keep you online for hours.

## Best Website – Regional

### Winner

#### **YES Network – YESNetwork.com**

YES, we're impressed. Very impressed. Cable's home for perhaps the most storied sports franchise in history includes player interviews, game highlights, blogs and exclusive photos—with traffic numbers that have spiked by 32% in the last year. But what's even more impressive is the level of fan engagement, including a “My YES” social media hub that lets fans create their own blogs, add friends, upload videos or even interact with post-game show “Extra Innings.” And that's all in addition to a robust slate of traditional content, including original commentary and analysis, player interviews and hundreds of video clips. Overall, just a stellar site that draws fans in and doesn't let go. Oh, yes... oh yes, indeed.

### Honorable Mentions

#### **Central Florida News 13 – CFNews13.com**

This Bright House property is the perfect compliment to News 13's TV content, with a smart focus on community and feedback.

#### **Comcast Sports Net Mid-Atlantic – CSNWashington.com**

A haven for Mid-Atlantic sports fans, with triple digit traffic gains in recent months and an increasingly loyal following.

#### **News 12 Interactive – News12.com**

An overall great site, with compelling news content and a section urging viewers to upload their own “news” in the form of pics and videos.

## Best Website – Technology and Other Vendors

### Winner

#### Motorola – Motorola.com

Moto's decision to create a gateway page to separate its Motorola Mobility and Motorola Solutions divisions (even creating separate search boxes and menus) makes understanding its corporate split a breeze. Choose your path, and suddenly you're transported to a well-organized, robust and surprisingly navigable story about the breadth of Moto's products and services. Despite the overwhelming complexity of Motorola's many businesses, these sites break down its machinations into simple baskets that allow users to drill down and get schooled on the Moto mojo. This site makes it all look easy. We know it's not.

### Honorable Mentions

#### Cisco – Cisco.com

We've long been impressed by the Cisco corporate site, which simplifies a confusing array of technology products and services into clear language. Organization is also stellar.

#### Winnercomm -

#### Cox Help Center (Tulsa/Oklahoma City)

Nothing works better than a Website that simplifies the confusing process of navigating cable's many offerings and packages—while also providing useful technical support.

## Blog/Series of Blogs

### Winners

#### E!/Comcast Entertainment Group – The Soup Blog

E!'s hilarious showbiz commentary show "The Soup" gets even goofier with The Soup Blog. And it's truly never not funny. The same cutting humor that Joel McHale wields like a Zen Master of Snark every day on The Soup comes through in this delightful blog, which skewers celebrity culture with witty wordplay and a good dose of video clips to keep it even more interesting. The Soup Blog skillfully promotes its namesake TV show while still standing on its own as a showbiz blog—and that's no easy task.

#### Time Warner Cable – Untangled

Our judges were pleasantly surprised to find that one of the best cable blogs out there comes not from the artsy writing room of a cable network—but from the button-down hallways of a cable operator. With its March '10 debut of the "Untangled" blog, Time Warner Cable took the offensive to combat negative cable perceptions and get its story out there under the watchful eye of dir, digital comm Jeff Simmermon.

Overall, a tight and info-packed blog with a corporate feel—but a decidedly human touch.

### Honorable Mentions

#### AMC

#### AMCtv.com's The Walking Dead Blog

If you're a zombie (or just love one), this is the blog for you. When it launched, it generated huge interest in the series and resulted in record ratings. Now, it just keeps zombie hope, uh... alive.

#### AMC

#### AMCtv.com's Mad Men Blog

A home for die-hard "Maddicts," this blog helps fans navigate all the Mad Men extras that surround the show, including episode re-caps, photo galleries, behind-the-scenes mini-docs and more.

#### CNBC

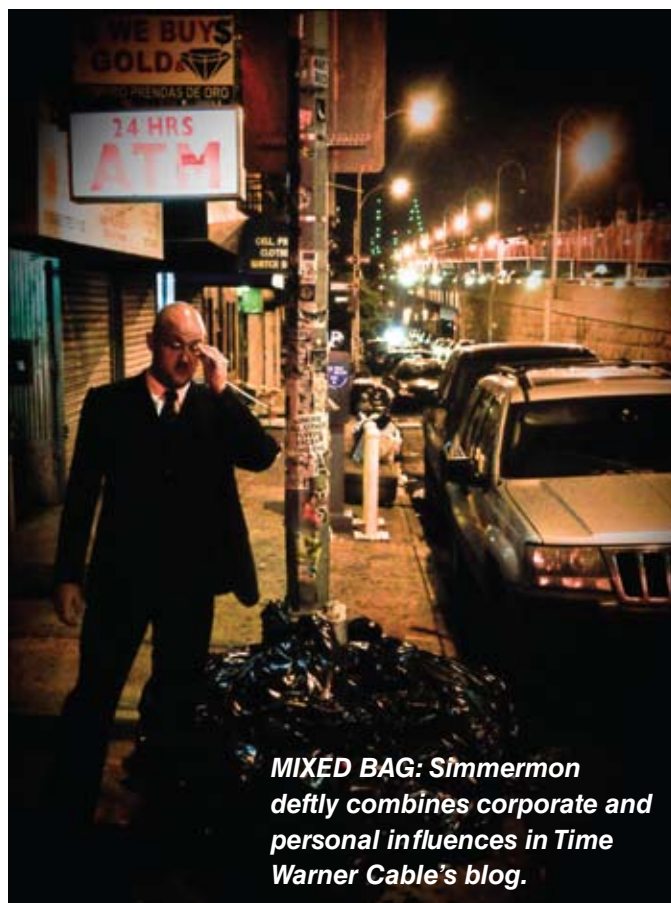
#### CNBC.com's NetNet with John Carney

It's difficult to read John Carney's NetNet blog and not end up more financially literate. In fact, we'll go out on a limb: It's impossible.

#### Comcast Sports Net Mid-Atlantic

#### Chris Cooley's Blog

Washington Redskins' tight end Chris Cooley's video antics are surprisingly funny for a guy with no co-



**MIXED BAG:** Simmermon deftly combines corporate and personal influences in Time Warner Cable's blog.

medic training. And as long-suffering Redskins fans know all too well, we could use a laugh.

## Community/Social Networking

### Winner

#### Oxygen Media - Oxygen Live TV

It wasn't too long ago that programmers were concerned that online content would steal eyeballs from linear channels; some still are. While others gently entered into this area with caution, Oxygen dove head first. Its contention was that its largely female audience would thrive if it had a place to chat online about Oxygen shows as they ran live on the linear channel. By deepening the viewer experience Oxygen not only engendered loyalty, it boosted ratings.

### Honorable Mentions

#### ABC Family Digital Media

##### The Live Huge Website

ABC Family augmented its excellent show "Huge" with a site that dealt delicately with the subject of teen obesity, dispensing advice on weight loss, but also allowing teens to be heard.

### EPIX

#### EPIX Screening Room: Watch With Friends

Similarly to Oxygen, EPIX challenged conventional wisdom, giving away its product for free to friends of EPIX subs, allowing friends of subs to watch films for free.

#### Travel Channel - Anthony Bourdain's 100th Episode

Polymath Bourdain not only cooks but writes, so his blogs and tweets actually are penned by the peripatetic chef. They're as honest and spicy as his cuisine.

#### YES Network - My YES

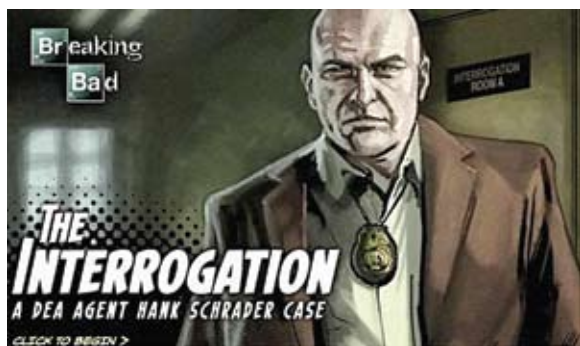
In the old days, we used to talk on the phone about sports. YES now lets fans do so online, plus post photos and even host sports-related Web pages at My YES.

## Contest/Online Games

### Winners

#### AMC – Breaking Bad

##### The Interrogation Interactive Graphic Novel



Sometimes a Web experience just captures the essence of a TV show, drawing the viewer into its world in a unique and innovative way. It's rare, but it happens. And it most certainly happened here as AMC created a truly interactive graphic novel in which fans of the dark crime drama "Breaking Bad" could direct an interrogation—and see how specific tactics worked or backfired. Using the persona of show character DEA agent Hank Schrader made this ingenious fan engagement technique even more immersive.

### Cartoon Network

#### Cartoon Network Universe: FusionFall

It's not often that we see from a cable net a Web-based game that both captures the essence of the brand while creating an elaborate virtual world that could impress even the pickiest MMOG enthusiast (If you don't know MMOG stands for "massively multiplayer online game," trust us: Millions do). In fact, FusionFall has more than 9mln registered accounts. In a crowded media world, this kind of engagement is gold. And Cartoon has mined it expertly.

### Honorable Mentions

#### Black Entertainment Network

##### Fandemonium Award

A well-run social media promo that ran in the 2 weeks prior to the BET Awards and gave fans a way to compete across social networks to complete challenges and nominate their favorite artists for a Fandemonium Award at the event.

#### Buckeye CableSystem

##### \$25,000 Pigskin Picks Contest

With more than 1,500 active participants and 100K page loads for its football picks competition, this small op has proven that an innovative and engaging contest can get big results.

#### Discovery Communications

##### Discovery Kids Latin America Online Games

##### Ciudad Verde

Kids have endless options these days, but Ciudad Verde has been a hit by making it fun to learn, grow and even recycle. And who doesn't love Doki, the net's mascot?

#### National Geographic Channel

##### MOVE! ... The Great Migrations Facebook Game

Simple yet addictive, users could be a wildebeest or zebra in a treacherous trek across the plains, facing crocodiles and other hazards. A great Web-based game with a strong tie to the series.

## Corporate Social Responsibility/ Education

### Winner

#### Discovery Communications

##### Discover Your Impact Day Web Initiative

Slam the Internet all you want, but when it's used to do good, as it was by Discovery here, then it and Discovery deserve credit. To coordinate the activities of 3K employees from Discovery's global workforce in 40 offices participating in 140 volunteer projects, Discovery used a combination of its corporate blog, Twitter and Flickr. More than coordinate activities, employees shared experiences, video and photos in real time. More than 2200 photos were uploaded and 300 tweets were sent. There also were pre- and after-event accounts posted. The result was all Discovery employees, not just the volunteers, were alerted to the good work of their colleagues.

### Honorable Mentions

#### A&E

##### The Recovery Project

A one-stop shop for recovering addicts and those who care about them, A&E's site is easy to navigate and features numerous recovery resources as well as profiles of Recovery Delegates, people in every state who've been in recovery for many years.

#### EPIX - EPIX Presents:

##### Waiting for Superman Virtual Town Hall

To add visibility to the theatrical release of *Waiting for Superman*, EPIX staged a virtual Town Hall where the public could watch and interact with speakers online in real time. It went off flawlessly.

#### Time Warner Cable, Connect A Million Minds

The MSO used the Web to allow adults to connect 1mln youths with science, technology, engineering and math. They did so through a series of user-friendly sign-up pages.

## Digital Marketing Campaign

### Winner

#### Travel Channel

##### Anthony Bourdain's 100th Episode

To celebrate snarky world traveling host Anthony Bourdain's milestone 100th episode of his series *No Reservations*, Travel Channel launched the "100 Is Not Enough" campaign to relive the classic Tony moments that got him to 100. Bourdain's 700,000 Facebook fans were invited to partake in a video bracket challenge and vote for their favorite scenes of the series, ranging from unforgettable meals to unapolo-

**THE NEW CENTURION:**  
*Travel's digital campaign for No Reservations' 100th ep was as multifaceted as polymath Bourdain.*



getic commentary and classic moments. A special homepage skin on *Travelchannel.com* featured exclusive Bourdain content, with Tony's favorite episodes and his best and worst moments from the past 100 episodes. The custom Facebook Bracket Challenge received 13,660 votes and 14,419 video views, and Bourdain's 100th episode was the highest rated episode of the sixth season, proving that, for fans, 100 really wasn't enough.

### Honorable Mentions

#### EPIX

##### Fall 2010 Free Trial Digital Acquisition Campaign

By targeting the heavy online entertainment consumer and providing a free instant trial offer of 14 days, EPIX generated a 127% increase in average daily page views and generated more than 12,000 new trial accounts, smashing their goal of 10,000.

**HSN - "Eat Pray Love"**

HSN partnered with Sony Pictures to create a one-of-a-kind 72-hour shopping experience inspired by the film "Eat, Pray, Love." HSN created an online portal with visuals from the film, product photos and interactive material aligned with the film's journey through Italy, India and Bali to enhance the shopping experience.

**Retirement Living TV - Prime Votes**

As the only cable net dedicated to serving seniors, RLTV launched Prime Votes, a ground-breaking, multi-platform initiative specifically addressing the issues of fundamental importance in the recent mid-term election, engaging and mobilizing their core viewers to rock the vote.

**Editorial Excellence-Overall****Winners****CNBC****NetNet with John Carney, NetNet.CNBC.com**

NetNet is the new, constantly updated online business news destination filled with the savvy reporting and distinctive voice of Senior Editor John Carney. A must-read throughout the day for Wall Streeters and investors, NetNet is where to find the lowdown on the high-jinx of Wall Street and hear what the most important insiders are saying about it. While Carney's speciality is providing an irreverent look at Wall Street and Market News—like his story on the hip hop investment banker, NetNet also features a team of highly experienced business news contributors covering the gamut of issues influencing the stock market and the economy.

**ESPN****ESPN.com**

ESPN offers wall-to-wall coverage of every major sport and provides depth and insight to sports with mass global appeal such as soccer, tennis, boxing, golf, mixed martial arts, and rugby. ESPN continues to demonstrate that timely, high-quality journalism and news are what make them "the world-wide leader in sports." The site's roster of writers is second to none, including Hall of Famer John Clayton, columnists Bill Simmons, Pat Forde, and Gene Wojciechowski among others. ESPN.com also launched five local websites in Chicago, Boston, Dallas, Los Angeles and New York, establishing local market coverages and showcasing their ability to cover the sports world like no one else can.

**Honorable Mentions****AMC****AMCtv.com**

AMC's Website isn't just visually stimulating and well organized—it's actually pretty well written as well. The combination of smart blogs and articles creates a cohesive experience that serves the brand... and readers.

**GMC****WatchGMCTv.com**

The world of gospel music is as diverse as it is enduring, and GMC's WatchGMCTv.com site brings it all together with editorial that's both insightful and engaging. Traffic has grown 200% since it ramped up editorial. Nice.

**News 12 Interactive****News12.com – Island Vote 2010**

Elections can be confusing endeavors, but News 12 Interactive's excellent Island Vote 2010 mixed key editorial with video and other features to help voters navigate local races.

**Editorial Excellence-Special Edition****Winner****News 12 Interactive****Island Vote 2010 - News12.com**

The News12.com Island Vote 2010 initiative was a comprehensive guide to the candidates, races and issues that impacted Long Island leading up to Election Day through concise news reports and timely updates. The site's homepage consisted of all the Island Vote news stories from News 12 Long Island, with easy-to-navigate video players to showcase stories from the campaign trail. A debate section provided viewers with complete debate coverage throughout New York State, including a 90-minute debate among all seven candidates for governor.

**Honorable Mention****Outdoor Channel - Quarterly Online Program Guide**

With 20+ pages of interviews, show highlights, programming grids, feature articles and interviews with the network's biggest stars, the Outdoor Channel's quarterly program guide is a highly-anticipated feature for viewers.

**Email Newsletters****Winner****Outdoor Channel****Outdoor Channel's Weekly E-Newsletter**

In a world in which new social media and Internet trends seem to come and go as fast as those bits traveling over the wires, the simple truth is that crusty, old



**SUH LARGE:** The size, speed and power of Detroit's Ndamukong Suh (r) are the type of things Sport Science's John Brenkus (l) loves to measure in his 'lab'.



email still kind of works. So after months of planning and testing, Outdoor Channel launched its e-newsletter for opt-in users as a way to promote new shows coming out in 4Q and stay engaged with its fans. Features of this straight-forward, slick and useful e-letter includes links to the top 10 videos on OutdoorChannel.com, tune-in info and even the “best tweets of the week” about the net. Since launching the e-newsletter, OutdoorChannel.com has experienced triple-digit increases in traffic. Yeah, email kind of still works.

## Original Content

### Winners

#### ESPN

##### Sport Science

A mix of science, storytelling, terrific videos and enthusiastic host John Brenkus make ESPN's weekly “Sport Science” segments effective. Ever wonder about the best way to distract a player at the free-throw line? Science has the answer. More serious topics also are explored, including the effects of football hits on the brain.

### Scripps Networks

#### Home Styles for FrontDoor.com

A site for the rookie home buyer to the experienced hand that goes beyond simply price and location, location, location. Perhaps most important, Scripps injected style and emotion into this one-stop guide for home buyers.

### Honorable Mentions

#### EPIX - EPIX Live

To build awareness of its special events and enhance

fans' experiences, EPIX allows viewers to interact with entertainers, who are on camera answering submitted questions.

### Outdoor Channel

#### boonDOCS: Wilderness and Travel Medicine

Outdoor's foray into episodic online video is practical, featuring Dr Andrew Krakowski, it provides tips on wilderness medicine.

### Retirement Living TV

#### Prime Votes

Arguing that those 55 and up would greatly influence the Nov '10 election, RLTV assembled an integrated package of programming and activities—all available at its site—to inform its viewers (and candidates) on topics of interest to its demo.

### Scripps Networks

#### Drinks with Alie and Georgia

Scripps lacks a sense of humor? Just watch this 1-camera show where two outrageously-dressed mix masters demonstrate equally outrageous libations.

### WE tv and Wedding Central

#### Put a Ring on It

We loved the ep where the “Ring” team help a guy “stop time” when he proposes to his girlfriend. Glad they got this on video.

## Smartphone App

### Winner

#### Turner Sports

##### 2010 Ryder Cup iPhone Application

Sometimes an app just nails it. And Turner's Ryder Cup iPhone app offered just about anything a golf junkie needed to keep meticulous and borderline obsessive track of the 2010 tourney, with everything from standard video highlights to a news feed to a scorecard tracking every detail of players' performance. Add savvy social media integration, and this one's a clear winner. The app garnered some 340K downloads during the 3-day event, with more than 4mIn sessions recorded. That's impressive for such a short-lived app. In essence, it was the perfect Ryder Cup companion, with a level of detail that would please even the most devoted fan. Yep. Turner nailed it.

### Honorable Mentions

#### Discovery Digital Media

##### Mythbusters iPhone App

A truly excellent app that perfectly captures the feel of the show and gives fans everything they would expect and want.

## Smithsonian Networks

### Smithsonian Channel iPhone App

A solid app with video highlights, program schedules and everything else viewers need to help them navigate Smithsonian Channel's many treasures.

## Turner Sports

### NBA Game Time v3.0

This app just keeps getting better and better with each generation, and v3.0 was no exception, adding even deeper stats and more details to make the NBA obsessed even more so.

## Social Media Campaign

### Winner

#### Halogen TV - Halogen + Charity: water Campaign Let's Build a Well Together.

Halogen partnered with the non-profit charity: water for a social media campaign to build a well in the Central African Republic that will provide clean water to 250 people water for 20 years. A strategic, one-day promotion through Groupon, the popular social shopping site, with the "Donate \$5 to charity: water for free!" offering. Halogen also engaged with key influencers on Twitter to tweet and retweet that Halogen would donate \$5 to charity: water for each person who signed their online petition. Halogen also placed ads on Facebook, targeting key humanitarians, connectors and university students who expressed interest in philanthropical clean water organizations. In 66 days, Halogen reached enough of their targets to donate \$5,000 to charity:water, showing that social media can be used as a medium for changing the world.

### Honorable Mentions

#### FEARnet

#### Zombie Roadkill, Original Series Launch

To help launch FEARnet's new series, "Zombie Roadkill," the network created and distributed viral videos to social networking sites and initiated conversations about the series with genre lovers and college students. They also released the Roadkill your Facebook app, in which views could witness a vengeful squirrel wreak havoc on their personal Facebook pages to support the show.

#### Travel Channel

#### Anthony Bourdain's 100th Episode

To celebrate the 100th episode Anthony Bourdain's "No Reservations," Travel Channel invited over 700,000 fans on Facebook to partake in a video bracket challenge, enabling them to vote for their

favorite series moments. 13,660 votes and 14,419 video views later, the Facebook campaign helped make Bourdain's 100th episode the highest rated episode of the sixth season.

## Scripps Networks

### Cooking Channel Launch

Knowing the network would attract a young and hip fan base of foodies, The Cooking Channel created a Facebook fan page and Twitter account prior to the network's launch to share stories and recipes with food enthusiasts, gaining 32,00 fans on Facebook before the net's launch.

## Supplemental Web Content

### Winner

#### Starz Entertainment

#### Spartacus: Blood and Sand:

#### "The Arena" Website

Most fans of Starz's "Spartacus" series now know that the graphic-novel style of the violent and sexually charged show makes watching it like being in the middle of ancient Capua. But as the premiere of Season 1 loomed, Starz execs looked to the Web to further explain the unique look and feel of the show. And they outdid themselves with this Web enhancement, which literally puts you right in the bloody arena, integrating computer graphics and stylized gladiator footage to give you a virtual taste of what it might have been like to fight for



your life among bloodthirsty crowds and murderous opponents. At the same time, anyone could learn about all the characters and get a real feel for the show—all without feeling “marketed” to. Never an easy task, but done well here.

### **Honorable Mentions**

#### **AMC**

##### **AMCtv.com’s The Walking Dead Season 1 Microsite**

We continue to be impressed with AMC’s savvy marketing of zombies (It takes talent). And “The Walking Dead” microsite was yet another skillful part of marketing this macabre melodrama.

#### **Discovery Digital Media**

##### **Discovery Channel’s “Life”**

With stunning visuals and the omniscient voice of Oprah, the idea of “supplementing” such amazing linear fare must have been daunting. But Discovery nailed it, with behind-the-scenes videos, articles, games and even interactive animal tours. Life... how sweet it is.

#### **National Geographic Channel**

##### **The “Great Migrations” Website**

Leave it to NatGeo to come up with a novel and fun online component to this incredible TV experience. The net created 12 “hero” animals from the series and let users explore every aspect. We especially liked the 3D interactive profiles. Keee-wwwl.

#### **Time Warner Cable**

##### **Connect a Million Minds**

Time Warner Cable’s supplemental content hit the mark with educational and interactive material that built awareness and, most importantly, a community around the govt’s STEM initiative to get kids excited about the math and sciences. Bravo.

#### **WE tv and Wedding Central**

##### **Virtual Wedding Boutique**

We were impressed by the simple concept of letting women create “the virtual bride of their dreams” online and then share it through social media. It’s the perfect tie-in, fueling the wedding craze (and just in time for William and Kate’s big day!).

### **Tablet App**

#### **Winner**

##### **Discovery Communications**

##### **Mythbusters iPhone and iPad App**

Fans of the hit series “Mythbusters” can be a demanding bunch, and it’s especially to make sure that a show about science put out techie fare that meets expectations. Discovery’s excellent Mythbusters iP-

hone and iPad app truly does create the “ultimate fan experience,” with a logical focus on social networking, games and video. With app developer partner Phunware, Discovery created an experience combining multi-level games emulating wacky projects from the show (ex: “Soda Bomb,” which simulates the exploding mentos/soda trick). Tens of thousands have downloaded the app, and it has won multiple awards and recognition. Add this one to the list of well-deserved accolades.

### **Honorable Mentions**

#### **National Geographic Channel**

##### **“Great Migrations” The Game for iPad**

One of our judges ended up wasting hours on this addictive and educational game in which the player must become a migrating animal and avoid predators at every turn. Thanks a lot, Nat Geo! Great concept, well executed.

#### **Starz Entertainment**

##### **“The Pillars of the Earth” iPad App**

In a partnership with publisher Penguin, Starz created an “enhanced” e-book, combining multimedia fare and video series clips with the text of the e-book upon which it’s based. The result: A new reading experience and great promo for the series.

#### **Turner Sports**

##### **NBA GameTime: Courtside**

Turner continues to churn out some awesome sports apps, and this is among the best. For die-hard fans, this amounts to NBA Nirvana with deep stats, live scores, bracket break downs, video highlights and more.

### **Use of Facebook**

#### **Winner**

#### **A&E**

##### **Paranormal Experience**

Cue the scary music. Our judges were thoroughly creeped out by this hook to encourage tune-in for the season IV premiere of “Paranormal State.” The site connects to your Facebook page while you’re on a virtual tour of a creepy house, where friends’ names and pictures mysteriously appear on the walls. The stunt worked. It was paranormal and pulled ratings for the premiere that were quite, er... spirited.

### **Honorable Mentions**

#### **Exercise TV**

##### **Facebook Shopping Events**

Exercise TV combined blog content, videos and social media promotion to drive visits to its FB page for sales

of trainer Chris Freytag's exercise video.

### **Oxygen Media OxygenLive TV**

Fans of Oxygen's "Bad Girls Club" were able to comment via Facebook during the live broadcast of the series' season V premiere. That experiment in multitasking, which seems quaint now, resulted in record ratings.

### **Time Warner Cable Mi Cultura Facebook Page Launch/ World Cup Campaign**

Edelman and Time Warner Cable launched a FB page last June loaded with daily World Cup highlights and chats, humanizing the brand and creating community.

### **Turner Sports NBA Facebook Page**

Video highlights, photos, merchandise, chat, polls and more helped the NBA's FB page to nearly triple users in '09-'10.

## **Use of Geo-Location**

### **Winner**

#### **Conaco LLC The Conan Blimp**

When it comes to social media marketing, most cable nets that have integrated geo-location use it as a way to facilitate meet-ups or otherwise gives fans ways to interact about the show in question. That's all fine, but TBS and Team Coco took the concept to new, uh... heights... when it applied geo-location to an actual blimp as it floated across America's landscape. Fans that spotted it could check it in to Foursquare and earn a "Conan Blimpspotter" badge to boot. Why a blimp? Why not!? It didn't need to make sense. It only needed to create excitement around Conan's highly anticipated show launch on TBS—and it did that in droves with more than 11K check-ins. Hail to the Blimpspotters!

**BLIMPSPOTTING:** Conan fanatics could earn a Foursquare badge tracking this blimp. Gee. How did TBS pick the color?



**BUILDING BUZZ:** Talk about getting stuck at work... Meet Chompie, who spent Discovery's Shark Week looming over Silver Spring.



### **Honorable Mention**

#### **Turner Sports NBA Turnstile**

Another excellent mobile sports play from Turner that mashed together several social media tools including Foursquare, Facebook, Twitter, Gowalla and Fanvibe. A part of its NBA Game Time app, NBA Turnstile allows virtual check-ins to televised games with prizes to reward the best fans.

## **Use of Twitter**

### **Winner**

#### **Discovery Channel Shark Week**

It's an oldie but a goodie—and quite gruesome. Yes, we're talking about Shark Week, and Discovery has lately honed its social media acumen when it comes to promoting this week-long salute to those lovable killing machines. In this case, Discovery kept the conversation hot with a number of Twitter accounts, including one from "Chompie," the inflatable man-eater that temporarily loomed over Silver Spring, MD, from its perch at the Discovery Communications headquarters. And get this: Shark-related tweets and re-tweets reached more than 100mln users during the week. That's two-thirds of all Twitter users globally! That's a lot of people tapping into their deepest

fears simultaneously. Maybe there's a movie in this, but we digress. Chompie would be proud.

### **Honorable Mentions**

#### **BET**

##### **Fandemonium Award**

A cool concept: Pit music fans against each other in a Twitter contest, with the winning fans watching their idol get a Fandemonium award at the BET Awards. Genius way to promote an event as well as artists.

#### **Comcast Entertainment Group**

##### **E! Celebri-TWEET**

The thought of missing the latest celebrity tweet is too horrible to imagine. But thanks to E!'s Celebri-TWEET widget at E! Online, such a tragedy need never materialize. Web traffic's up 57%, and that's something to tweet about.

#### **Turner Sports**

##### **NASCAR.COM Twitterverse**

A simple but inventive way to ratchet up the excitement around any NASCAR event, Turner created a site that lets people to track tweets about drivers on raceday. It got 14K concurrent users during Daytona. Let's hope that the drivers themselves aren't tweeting while on the track.

## **Use of Video**

### **Winner**

#### **Turner Sports**

##### **NBA.com Live Player**

##### **Real Training Camp**

We've long admired Turner Sports for its excellent work with sports leagues, which often gladly turn over the Web operations to tap Turner's expertise. In this case, NBA.com created two high-resolution HD live players to stream NBA TV's Real Training Camp series and the 2010 NBA Playoffs' pre-and-post game reports. Fans could watch the streams during work hours (we're guessing America's productivity numbers declined in lockstep), and then continue to get their NBA fix at night on NBA TV. It was a smart way to use the Website to steer traffic to the fledgling network—all while feeding the needs of the fans. And it also spurred a weekly Webcast, "The Jump," which airs on NBA.com and NBA TV.

### **Honorable Mentions**

#### **AMC - AMCtv.com**

AMC prides itself on creating forward-thinking, original television programming that captures audiences, and the network's standards are no different when it comes to its digital products. In 2010, AMCtv.com page views

increased 30% from the same time in 2009, while video streams jumped 50%.

### **Discovery Communications**

#### **Planet Green - City Shorts**

Planet Green's City Short's takes viewers on areal tours through cities of the world, showcasing different urban sustainability efforts. The shorts appeal to travelers, adventurers and environmentalist alike with amazing footage and insights into the each city's unique efforts in sustaining a cleaner planet.

#### **ESPN - ESPN.com**

ESPN brings to life an unmatched volume of high-quality video content, resulting in more than 450 individual video segments per week. Video on ESPN.com has made up nearly 38% of all sports related video streams in the year, more than double the steams of any competitor.

### **Turner Sports**

#### **TNT RaceBuddy**

RaceBuddy rides shotgun with viewers during NASCAR races with live feeds from in-car cameras and pit road while enabling fans to interact through online chats and poll questions. Live visits to TNT RaceBuddy were up 22% from last year.

## **Virtual Tradeshow or Online Event**

### **Winner**

#### **Conaco LLC**

##### **Conan O'Brien Presents: Live Coco Cam**

Talk about a low risk-high reward scenario, without a single press release, Conan O'Brien's 24-hour live Coco Cam in late October picked up press coverage in hundreds of outlets large and small, not to mention nearly 700K total viewers and an average of 13K viewers at any given time. And don't forget the constant tweets for hours on end at #LiveCocoCam.

### **Honorable Mention**

#### **Travel Channel - Anthony Bourdain's 100th Episode**

Travel urged fans to vote on Facebook for their favorite moments from Bourdain's first 99 eps. More than 14K votes were recorded, 150K fans "liked" the page and travelchannel.com traffic jumped 80%, most from social media clickthroughs.

## **Website Design**

### **Winners**

#### **CNBC**

##### **NetNet with John Carney**

Our judges were most impressed with this site's friendly design and its refresh rate. It seemed every time we



checked there were new articles posted on everything from the economy and stocks to what kind of lunch is served to Deutsche Bank traders. And

of course there's the master business blogger himself, John Carney, spewing content at amazing speed.

### National Geographic Channel The "Great Migrations" Website

It's not a surprise that Nat Geo Channel's most ambitious linear series was coupled with the network's most content-rich Web Site. Despite hosting 100 videos and more than 50 pages of in-depth content, our judges raved about the site's logical design and its emphasis on 12 "hero" animals from the linear series. It's yet another fine example of Nat-Geo's skill in promoting linear through the Web and then, uh... *migrating* those eyeballs to the TV screen. Sorry.



### Honorable Mentions

#### BayNews9

#### Baynews9.com

There's a lot of local news on this site, but it's so easy to find due to a very logical design and a tab system that features sections ranging from politics and business to sports and weather.

#### FEARnet

#### Zombie Roadkill, Original Series Launch

If there were an award for most fun site, this one would get a lot of votes with its totally campy creative perfectly in synch with the tongue-in-cheek "Zombie Roadkill" series, which parodies the teen horror movie genre.

### Website Redesign

#### Winner

#### Versus - VERSUS.com

While the original VERSUS.com was primarily created as a marketing site to support the on-air prod-

uct, the VERSUS.com re-launch was designed to super-serve the network's sports fans. Revamped to be more interactive and feature more original content, VERSUS.com now caters to the networks' vertical audiences across hockey, cycling, college football, MMA, IndyCar, bull riding, hunting and fishing. The redesign added an enhanced HD video platform offering ad-supported video, social and community platforms to surround the programming, and a VERSUS.com engagement roster to deliver tools of interaction asking fans to play, pick, vote and vent at every turn. Metrics show that time on site is up 37% and pages per visit up 15%.

### Honorable Mentions

#### Comcast Spotlight

#### 89 Market Redesign

Producing a Web site for a Fortune 500 corporation like Comcast with local customization for 89 markets is no simple task. Comcast's Web site redesign now gives users across 89 markets the ability to customize their market home page and other key pages with relevant local information.

#### Smithsonian Networks - SmithsonianChannel.com

The Smithsonian Channel's simple yet effective site redesign was crafted to help visitors easily locate, understand and learn about the channel's programming and show viewers where they can locate the channel based on their cable, telco or satellite provider.

#### Sundance Channel

#### Full Frontal Fashion

Style, trends, parties, videos and exclusives are all part of FullFrontalFashion.com, the content-packed digital fashion magazine and online incarnation of Sundance Channel's Full Frontal Fashion franchise. The redesigned site now functions as a stand-alone, multi-tiered digital fashion magazine that takes fashion beyond the runway.

### People: Blogger/Tweeter/Social Networking Facilitator

#### Winner

#### Conan O'Brien

O'Brien armed himself with an innovative digital media team and a first-of-its-kind social media strategy to help keep in touch with his loyal followers while transitioning from broadcast to cable. Under the banner of Team Coco, O'Brien and his team used nearly every social media network, including Facebook, Twitter, YouTube, Foursquare and Tumblr, amassing an army of followers that continues to grow. With

more than 2,600,000 followers waiting for his hilarious tweets on Twitter and hundreds of thousands of fans following him on Facebook and Tumblr, O'Brien masterfully used social media as viral marketing to keep himself relevant while off the small screen.

#### **Honorable Mentions**

##### **John Carney**

##### **CNBC's NetNet With John Carney**

Does veteran blogger John Carney ever sleep? He and his team seem to work around the clock to ensure that readers are getting all the news, insight and information they need about Wall Street. NetNet is constantly updated and filled with a mix of original reporting and what Carney calls "inhuman interest stories," like the one about the hip hop investment banker, or what kind of lunch they serve to traders at Deutsche Bank. While the site is an Honorable Mention here, NetNet took first place in two other Best of Web categories, Overall Editorial Excellence and Website Design (see pages 24 and 29). Guess they will get some sleep now. Nah, probably not.

##### **Faran Krentcil**

##### **Blogger, AMC's Mad Men Fashion File**

We know people who watch "Mad Men" at least twice per episode. The first time they watch normally. The second time they view it without the sound, allowing them to concentrate on the period fashions that are critical to the series. These people also probably read Krentcil. The blogger for AMCTV.com's "The Mad Men Fashion File," Krentcil is a Manhattan writer whose uniquely wry and runway-savvy observations on the series' clothing highlight the role it plays in creating the larger Mad Men mood. In 2010, her work helped increase Mad Men page views by 50% and unique visitors by 73%, compared to the previous year.

#### **People: Video Editor/Producer**

##### **Winner**

##### **Mary Novak**

##### **Director, Digital Video-AMC**

Time moves quickly in the digital world. It wasn't long ago when Web-exclusive series were a novel technique to build buzz for linear series and enhance viewers' experience. Novak remembers those times well. Last year's Honorable Mention in this category, she gets the nod in '11 for spearheading a slew of Web-exclusive video content to augment AMC's linear shows. These short documentaries provide an inside look at how AMC series are produced and feature interviews with cast and crew. And then there are the Web-only videos that extend characters from the linear series, like lawyer the

Saul Goodman character from "Breaking Bad," where veteran comedian-actor Bob Odenkirk dispenses appropriately sleazy legal advice via Web videos entitled "Better Call Saul." Our judges also liked the eerie, animated companion to linear series "The Walking Dead."

##### **Honorable Mention**

##### **Joe Auriemma**

##### **Video Editor/Producer, YES Network**

Last year's winner in this category, Auriemma again contributed mightily to YES' online excellence with a large portfolio including Web-exclusive Yankees and Nets post-game shows and several weekly podcasts. With the wealth of content that Auriemma loads onto the site on a regular basis, many fans consider YESNetwork.com as far more than a companion to the linear YES Network. That's just the way Auriemma likes it.

#### **People: Web Content Director**

##### **Winner**

##### **Kevin Sullivan**

##### **Managing Editor**

##### **YESNetwork.com, YES Network**

It's not a coincidence that this category and the one that preceded it, Video Editor/Producer, were once again dominated by people who work on the excellent YESNetwork.com and AMCTV.com sites. An Honorable Mention in this category in '10, Sullivan is in the winner's circle this year for manning YESNetwork.com's mountain of inventory. Despite the heavy amount of content on the site, our judges complimented its user-friendly navigation. They can thank Sullivan and his team for that. Sullivan's also the point man for the site's social media effort that rarely seems dormant, what with the heavy amount of news that the Yankees generate. On top of all that, Sullivan also oversees 18 writers, ranging from professional scribes to several very popular fan bloggers. His effort was worth it as site traffic jumped 32% year-over-year this past season.

##### **Honorable Mention**

##### **Drew Pizarra**

##### **Director, Online Media - AMC**

Last year's winner in this category impressed our judges again. Pizarra's been one of the main reasons why AMCTV.com has evolved from a site intended mainly to provide AMC's linear schedule to one that's a force in its own right, hosting Web-only videos, photos, games, interviews, fan chat and more. Our judges were particularly impressed with the slew of online games from Pizarra and company that enhance viewers' connection to AMC series, including the "Mad Men" game that simulates a job interview with Sterling Cooper Draper Pryce and the criminal aptitude test that's part of the "Breaking Bad" site.



CableFAX: The Digital Hot List says it all!

Congratulations to SeaChange President Yvette Kanouff.

Thanks for your outstanding leadership in on-demand and multi-screen video.



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