

# CableFAX Daily™

December 2012

What the Industry Reads First

Volume 23 / No. SPECIAL

*The Golden Age...* It started out as a quaint notion to describe the unprecedented stature of TV shows these days—especially on cable. But with TV now attracting the best talent both in front of and behind the cameras, it's more than a notion. It's a fact. And the 2012 CableFAX Program Award honorees provide plenty of supporting evidence. Congrats to all of this year's winners!

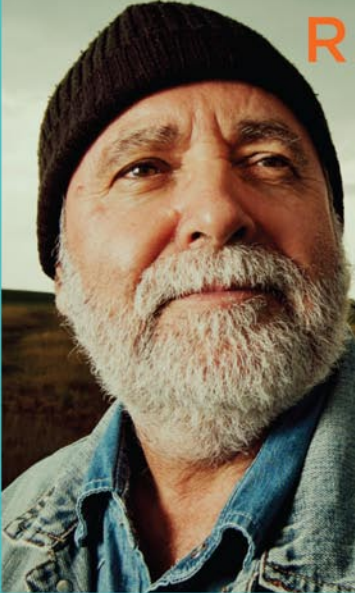
## PLATINUM: BEST CABLE PROGRAM



### *Winner* **Breaking Bad - AMC**

After so much recognition for this show from so many organizations, it's perhaps a bit anti-climactic to once again recognize this twisted tale of a hum-drum science teacher who reluctantly transforms into a drug kingpin. But this show is just that good. Showrunner Vince Gilligan has taken exceedingly dark subject matter (Cancer and crystal meth? Really? We can't imagine the original pitch meeting with AMC execs) and turned it into an almost Shakespearean tragedy. Critics and audiences have overwhelmingly embraced "Breaking Bad" as an intense study of compromise, corruption and ultimately the slippery slope of good intentions. The latest season has been perhaps the best, showing Walter White's (Bryan Cranston) absolute descent into an underworld he never intended to inhabit for long. Can he be redeemed? We're dying to know. It's chilling. And compelling. And quite simply, the best show on cable right now. Period.

*Broken lives are only the beginning when staring into the abyss that is Breaking Bad...*



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*Honorable Mentions***The Walking Dead - AMC**

Who could imagine that “yet another zombie apocalypse tale” could be this good? AMC execs, that’s who. Boy, were they right.

**White Collar - USA Network**

Matt Bomer continues to shine in this crowd-pleasing drama about a con man skating the line between legitimacy and... something else.

**Game of Thrones - HBO**

The epic scale of this fantasy drama pales only in comparison to the complexity of its characters. That audiences would embrace such a complicated journey says scores about the skills of those behind this masterpiece.

**Boardwalk Empire - HBO**

There’s just something delightful about watching Steve Buscemi’s Nucky Thompson try to be good while being so very bad. We know it’s not always historically accurate. We don’t care.

**Shameless - Showtime**

Emmy Rossum, William H. Macy and this entire cast bring John Well’s incredible stories to life, mixing comedy and drama to masterful effect.

**PLATINUM: BEST NEW CABLE PROGRAM***Winner***Homeland - Showtime**

*Claire Danes and Mandy Patinkin are unstoppable...*

What can we say about Showtime’s “Homeland” that hasn’t already been said? Pretty much nothing other than simply concurring with the rest of the known universe that this compelling, twist-filled drama has us hooked along with everyone else. Both Claire Danes and Damien Lewis are acting aficionados, wielding their craft with such skill that it’s easy to forget that this isn’t really happening. And thank

heavens for that, considering the “could it really happen” conceit of this show about a hero soldier who returns to the states as a possibly brainwashed tool of Al-Qaeda. While every finalist in this category deserves kudos as one of the best new cable shows, we’ll admit that Homeland was just simply too strong to beat this time around. The story—based on an Gideon Raff’s Israeli series “Prisoners of War”—has been expertly adapted to tap into every American fear about corruption, politicians, the mental scars of war and how combining those elements could put the entire country at risk. It’s scary stuff. And we can’t stop watching.

**Switched at Birth - ABC Family**

Everything from family strife to the complexities of deaf culture makes this show a compelling and enlightening journey.

**Appropriate Adult - Sundance Channel**

A true story about a serial killer whose manipulation of a government-assigned social worker nearly derailed justice.

**Veep - HBO**

We can’t get enough of Julia Louis-Dreyfus as the ambitious but always neglected VP. Funny. Satirical. Irreverent. Just darned good.

**American Horror Story - FX**

To say we were creeped out by the inaugural season of this anthology series is an understatement. With season 2 now set in an asylum, it can only get creepier.

**PLATINUM: BEST ACTOR IN CABLE***Winner***Dominic West - Appropriate Adult - Sundance Channel**

*Dominic West weaves a psychotic web...*

Chilling is the only way to describe Dominic West’s portrayal of Fred West, who with his wife Rose murdered several women in the U.K. over the course of two decades from 1967 to 1987. Interestingly, that’s merely the backstory here as “Appropriate Adult” focuses wholly on police attempts to



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC • www.cablefaxdaily.com • fax:301.738.8453 • Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com • Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com • Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com • Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com • Advisor: Seth Arenstein • Group Publisher, Media Entertainment: Denise O'Connor • Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com • Sales Mgr, Susan, Kim, 301.354.2010, skim@accessintel.com • Marketing Dir: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com • Design: Tamara Morris • Prod: Joann Fato • Diane Schwartz, SVP Media Comms Group • Subs/Client Svcs: 301.354.2101 • Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

coax out of West the gruesome details of the murders, with West confiding in the court-appointed social worker (Emily Watson) assigned to his case. The genius of West's performance lies in its subtlety. He never allows the audience to get too close, and while his declarations of remorse seem like the contrived ramblings of a twisted mind, his eyes and body language somehow convey deep-seeded shame. When he senses sympathy from Watson's character, the manipulation begins—and West does it with such finesse that you almost feel sorry for his character on some level. Almost.

### *Honorable Mentions*

- Patrick J Adams - Suits - USA Network
- Peter Dinklage - Game of Thrones - HBO
- Mandy Patinkin - Homeland - Showtime

## PLATINUM: BEST ACTRESS IN CABLE



*Winner*

**Callie Thorne - Necessary Roughness - USA Network**



*Callie Thorne's versatility is amazing to watch...*

Here's the hard truth when it comes to "Best Actress" nominations across the various Hollywood awards programs. Voters tend to favor drama over comedy and rarely mix the two. Here at CableFAX, we believe mastery of both comedy and drama is all part of the yin and yang of acting, and few actresses have proven their ability to do it because it's so darned hard. Callie Thorne has not only mastered both, but her past work on FX's "Rescue Me" as well as her current turn as a romantically challenged therapist helping professional football players on USA's "Necessary Roughness," Thorne simply makes it look easy. It's not. Comedy's hard. Drama's hard. It's all hard, and most actors simply pick one or the other as a specialty. Not Thorne, who has us laughing one minute and sobbing

the next—often within the same scene. Her work on Necessary Roughness is just the latest demonstration of her largely unappreciated—and ever versatile—talent.

### *Honorable Mentions*

- Connie Britton - American Horror Story - FX
- Laura Dern - Enlightened - HBO
- Emmy Rossum - Shameless - Showtime
- Emily Watson - Appropriate Adult - Sundance Channel

## PLATINUM ICON AWARD



*Winner*  
**HBO**



*Nucky and the boys of "Boardwalk Empire" dine on greed, mayhem, murder and other American pursuits...*

Let's say you wanted to find one programmer that has done more for cable's rep than any other. One whose name is synonymous with consistent excellence. One without which the cable industry would be a shadow of itself today. Well, there's only one programmer that truly

fits that bill, and it's premium powerhouse HBO. With a slate that collectively represents the best TV has to offer, HBO gives us dramatic gems like "Game of Thrones" and "Boardwalk Empire," innovative comedies like "Girls" and "Veep," original movies like "Game Change" and "Temple Grandin," mini-series like "John Adams" and "Band of Brothers," and of course riveting non-scripted fare including Spike Lee's "When the Levees Broke." The number of HBO's iconic shows that literally changed the way TV gets written and made is utterly stunning. David Milch's "Deadwood" broke every rule. David Chase's "The Sopranos" set a new bar for anti-heros that has influenced countless shows since. "In Treatment" proved the supremacy of substance (good writing and characters) over flash (no elaborate set pieces here). And HBO's fearlessness has come through in shows like "Taxicab Confessions," "Real Sex" and its never-flinching "America Undercover" doc series. To put it simply, HBO's history is full of groundbreaking shows that have become cultural phenomena: "Entourage," "Big Love," "Sex and the City," "Six Feet Under," "Angels in America"... the list just goes on and on. Hell, we even loved "Flight of the Conchords." And who could forget classics like "Fraggle Rock" and... ok, now we're really dating ourselves... "Not Necessarily the News"? When this network reminds us that: It's not TV, it's HBO. We have to admit it's right. And we can't wait to see what's next...



CNBC CONGRATULATES

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**JIM CRAMER**

2012 CABLEFAX PROGRAMMING  
HALL OF FAME INDUCTEE





# HALL OF FAME

## FRANCES BERWICK



### President, Bravo and Style Media

She certainly doesn't look it, but Berwick has been around the industry for quite some time, heading Bravo's multi-year transformation from an arts network into a network focused on some of the most successful reality and docu-series fare on TV today. Whether it's cat fights on one of the many "Real Housewives" versions, riveting competition on shows like "Top Chef"

or gloriously silly antics on Andy Cohen's "Watch What Happens... Live," Berwick has developed a zen-like knack for finding the right tone for the right audience at the right time. It's not as easy as it looks. Her promotion last summer to also head Style Media was a big vote of confidence by NBCU's new Comcast overlords (Note to Philly: We use "overlords" in the most affectionate way). And over the last year, she has applied her expertise to Style in ways that has already led to improved ratings and more consistent brand messaging. We're not sure what Berwick will take on next, but we're looking forward to it.

### What needs to happen with ratings and measurement to more accurately reflect the value of content?

TV Everywhere is upon us. And as a result, the paradigm for success has shifted—it's no longer about delivering a big rating based on the initial airing—now we are looking at an aggregate of impressions from all platforms over an extended period. Now it's time for Monetization Everywhere. We need the industry to assess value based on how viewers and/or users are actually consuming our content, and that means pushing those in the measurement to adapt to consumer behaviors. At both Bravo and Style, we're seeing tremendous delayed viewing ratings gains from both DVR or VOD; that's hundreds of thousands of A18-49 impressions and only a fraction of those are monetized.

### With content now on multiple platforms, including over the top, who owns the customer these days? Distributors or programmers?

Content is still king, but with so much choice it's the customer who ultimately holds the remote. As a programmer, it's really all about driving engagement, creating an urgency to view, providing a unique environment to experience content. That's one of the reasons we're so excited about Zeebox, which is the ultimate second screen experience. If we deliver excellent content and back it up with a great viewing experience, the customer will benefit and help us spread the word.

## ED CARROLL



### COO, AMC Networks

When Ed Carroll showed up at CTAM in 2008 with a video in which he played a 1960s cable salesman opposite "Mad Men" stars Jon Hamm and John Slattery, we knew one thing about this innovative and well-respected programming exec: He must have a lot of time on his hands. But in all seriousness, Carroll has proven over the years that he knows how to keep a team together, with AMC Networks'

various properties growing into major cultural forces under Carroll's operational direction. AMC has gone from a classic movies hub to an Emmy-winning original powerhouse. IFC has come into its own as an alternative-comedy Mecca that now has a bona fide hit on its hands in "Portlandia." Sundance Channel, meanwhile, has kept the focus on indie films and innovative (and heartfelt) non-fiction series like "Push Girls." And WE tv has become a real destination for women, whether it's weddings, divas or just "Kendra on Top." Carroll has overseen impressive growth—both in terms of ratings and cultural relevance. And he's not done.

### What's the biggest challenge in 2013?

Every show is becoming like launching a new start up business. As audience flow diminishes due to technology, each series can become an island. And new product launches are expensive.

### Ratings and measurement... What needs to happen?

We need to re-calibrate the value of time shifted viewers. At present, networks get full credit for viewers who watch days 1-3... and no credit for viewers who watch days 4-7. Does not seem rational.

### Who owns the customer these days?

"Who owns the customer?" is a question designed to create the kind of strife that undercuts both programmers and affiliates. Seems clear the model works best when content makers and their delivery system are in synch.

### What's your take on all these carriage disputes?

Have there been carriage disputes? I haven't noticed. (*Well played, Ed... well played*).

### What excites you most about the business now?

Audience fragmentation over the past decade has created a real move toward quality. AMC Networks recognized early that there was a real opportunity to counter the lowest-common-denominator approach that had dominated broadcast for decades. Making smart television is fun.

# HALL OF FAME

## JIM CRAMER



### Host, CNBC's "Mad Money with Jim Cramer"

Let's face it: As the economy melted down in 2009, CNBC's Jim Cramer became a target as people looked for scapegoats. Comedy Central's Jon Stewart even famously dressed him down on national TV. But like one of those bobbleheads that lines the shelves of his quirky "Mad Money" set, Cramer has proven a resilient force in the financial world. His show is stronger

and more relevant than ever. His commentary on CNBC's morning shows is top notch. And that stock market that looked like it was on the edge of an apocalypse just a few years ago has bounced back to record levels. In the end, Cramer can take neither credit nor blame for positives or negatives in the economy. But through it all, Mad Money has focused on the "little guy" investor and tried to impart a bit of Wall Street wisdom that once was the secret code of hedge fund managers and connected insiders. In a way, Cramer has tried to democratize the market. And his fans continue to show up every night, across Cramerica.

### What has surprised you the most about reaction to Mad Money and your appearances across CNBC?

It's the familiarity people have with me. I'm Cramer, I'm Booyah Skidaddy. There is a friendship with strangers that is so fabulous, and a rapport beyond what I ever thought possible with every age group and with people who range from those who have never bought a stock or can't afford to buy a stock to billionaires who trade stocks for fun.

### What's the biggest challenge for the stock market and this economy in the coming year?

To create jobs. Opportunity is everything in this country but you can't participate unless you have a paycheck. For the stock market, it's about cleaning the Augean stables. We need to return the market to its rightful owners, those who want to invest to save and not those who want to scalp and make pennies running ahead of other people. We need to bring back the safeguards and get rid of the "progress" and the "financial engineering" that's really profiteering and making the market inhospitable for the everyday regular investor, the kinds of people who love watching Mad Money.

### What's the best stock pick you've ever made?

Best stock pick would have to be Apple at \$50 at the advice of my kids, who were asking for more than one iPod. I realized then that they were fashion accessories. I've been with it ever since.

## EILEEN O'NEILL



### Group President, Discovery and TLC Networks

How did O'Neill know that "Here Comes Honey Boo Boo" would become a blockbuster ratings bonanza for TLC? We have no idea. At the end of the day, O'Neill has incredible spidey sense when it comes to recognizing concepts and characters that will resonate. Not only has she been quite the hitmaker over the years, O'Neill also has become a go-to exec on any difficult job that the Discovery

brass isn't sure how to do. Need to rebrand and launch Planet Green in under 12 months? Call O'Neill. Need to restore flagship Discovery Channel to its former glory? Put O'Neill on the case. Need a solution for cold fusion that will solve the world's energy problems? Yeah, we're pretty sure that goes to her. But while O'Neill has been one of the most successful programming execs in cable, she's seldom one to toot her own horn. So you know what? We'll do it. Right here. Right now.

### What needs to happen with ratings and measurement to more accurately reflect the value of content?

Apples-to-apples metrics to be able to aggregate and compare audiences across platforms is a critical step. There are signs the industry is moving in that direction, but the change is not keeping pace with consumer behavior. Ultimately, we need to be able to measure audience engagement, since that is how we create value. It's great to see new companies getting involved in measurement and analytics and trying to shake things up.

### Who owns the customer these days?

The customer will call the shots on whom they maintain their relationships with. They will decide who they want to share their personal information with and how much. We've seen the consequences when companies over-reach, thinking they own the customer, and the swift backlash that ensues. The brands that are able to develop the deepest levels of trust with their customers will be rewarded with the most valuable relationships.

### What excites you most about the business now?

I'm most excited about the things we haven't imagined yet—new forms of content. With the explosive growth of social media and gaming, we can redefine engagement. We've never been closer to our audiences, and that will influence the way we develop content. With more outlets available, we have more places to experiment with content. It's always exciting being a pioneer, and there are lots of opportunities to explore in our business.

## PLATINUM: BEST SHOWRUNNER

*Winner***Glen Mazzara - The Walking Dead - AMC***Glen Mazzara may walk with the dead... but his ratings are alive!*

When Frank Darabont more or less bowed out of AMC's megahit "The Walking Dead" after the first season, both fans and network execs weren't sure whether the show would continue to thrive... or face its own zombie Apocalypse. No one's worried now. And that's almost entirely because of Glen Mazzara, who took over the show after Darabont left and has only taken it to new ratings and critical heights. Whether it's innovative new storylines that defy zombie clichés and undead retreads, or Mazzara's ability to produce something that looks wholly cinematic despite its TV budget, The Walking Dead seems to know no limits when it comes to fan-satisfying adventures and actor-enticing scenes that keep the cast guessing—and by extension the rest of us. With AMC testing a major multiplayer game based around the show, it's easy to imagine this franchise getting bigger and bigger. These zombies won't be going away any time soon.

*Honorable Mentions***Vince Gilligan - Breaking Bad - AMC**

Gilligan has picked up his share of awards, but really... he just deserves them. His stewardship and creative vision has nurtured one of the best shows on TV.

**Ryan Murphy - American Horror Story - FX**

The fact that the same man who produces pop-sugary "Glee" could also give us leather man and a demon birth... well, that's versatility.

**Lizzy Weiss - Switched at Birth - ABC Family**

Now going into its official 2nd season, Weiss has just started getting recognition for this wonderful show about 2 families learning to love as they grapple with deaf culture conflicts.

## BEST ACTOR/ACTRESS/HOST – COMEDY

*Winner***Carrie Brownstein - Portlandia - IFC***Carrie Brownstein is a musician by trade but a comedian at heart.*

The range of absurdist characters Brownstein masters in Portlandia is, frankly, rather absurd. From a feminist bookstore owner to a yuppie adventure seeker to a canner of pickled goods, Brownstein makes every character believable—which, given the material (co-written by her and Fred Armisen) is no small task. In her light-hearted mockery of Portlanders, she leaves no caricature untouched—including herself. A rock star in "real life" (she's a former guitarist and singer for the punk band Sleater-Kinney and now Wild Flag), Brownstein pokes fun at both pretentious bands (her band in the show enlists a cat as a member—how nonconformist!) and their crazed fans, the latter played perfectly by guest star Kristen Wiig. We can't wait to see where she takes us next. Beware, Portland!

*Honorable Mentions*

- Fred Armisen - Portlandia - IFC
- Charlie Day - It's Always Sunny in Philadelphia - FX
- Joel McHale - The Soup - E! Entertainment



## BEST ACTOR/ACTRESS/HOST – FAMILY FRIENDLY



*Winner*

**Florence Henderson, Just Where I Belong -  
TBN and Smile of a Child TV**



*Florence Henderson reminds us that she's an incredible actress in this pointed portrayal...*

Henderson took a leap of faith by agreeing to star in an independent film with a virtually unknown cast and a first-time writer/director. Plus, it was filmed in Western Michigan in the dead of winter. But it paid off. Her portrayal of an eccentric farm woman was spot on—perhaps because she was able to pull from her own life. Henderson said her mother was a dirt-poor

Indiana farm woman who raised 10 children on her own. In this flick, which won the Pearl Award at the International Family Film Festival, Henderson helps a lonely, foster child nurse an injured bunny on a cold Christmas Eve.

### *Honorable Mentions*

- Dean Cain - The Case for Christmas – Hallmark Channel
- David A.R. White - Brother White – GMC

## BEST HOST – FOOD



*Winner*

**Bobby Flay - Multiple Shows - Food Network**

Either Bobby Flay doesn't sleep or Food Network has simply created a recipe for cloning human beings. Flay has so many shows, we can't even really keep track. Every time we turn on Food Network, Flay's there battling it out in kitchen stadium on "Iron Chef" or challenging unaware chefs to a sudden "Throwdown"—or feeding America's "Barbecue Addiction" or daring to "Grill It" with some of the best barbecuers in the country. And somehow he also manages to judge the wanna-bes

on "Food Network Star" (perhaps in a self-interested effort to cultivate new stars so he can take a day off every now and then). While we like a lot of food personalities out there, none of them seem to work as hard and as consistently as Bobby Flay. Will he ever slow down? We hope not. His enthusiasm is infectious, and his work ethic is inspirational. We'll keep watching.



*Bobby Flay hosts another show... or is it his clone?...*

### *Honorable Mentions*

- Alton Brown - Good Eats, Iron Chef America, Feasting on Asphalt - Food Network
- Anthony Bourdain - Anthony Bourdain: No Reservations - Travel Channel

## BEST HOST - NEWS/PUBLIC AFFAIRS



*Winner*

**Paula Zahn, On the Case with Paula Zahn -  
Investigation Discovery**



*Paula Zahn captures the truth in every report, giving us a glimpse into the madness of the criminal mind.*

Zahn makes it look easy, but her probing reports on everything from serial killers to missing persons to affairs

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that turned deadly truly raises the bar on the crime genre. Sure, these cases include plenty of built-in intrigue on their own merits. But Zahn manages to ferret out more details through intense interviews, journalistic tenacity and an unrelenting refusal to stop until every facet of these incredible true stories has come to light. Zahn, whose credentials were well established before she joined Investigation Discovery, has risen to a new level as part of this scrappy and fast-growing network. Her work deserves credit on several fronts, not the least of which is the way that it brings to the life the human stories behind the most heinous crimes. It would be easy to gloss over the details. But Zahn doesn't do easy. She just makes it look that way.

### *Honorable Mentions*

- Anderson Cooper - Anderson Cooper 360 - CNN
- Shepard Smith - Studio B and Fox Report - Fox News

## BEST ACTOR/ACTRESS/HOST – OTHER



*Winner*

**Nigel Lythgoe & Debbie Allen -  
Battle of the Nutcrackers - Ovation**



*There's something about the way that Nigel Lythgoe and Debbie Allen analyze the dance that's music to our eyes...*

Each night of the "Battle of the Nutcrackers" competition, Ovation featured a different production of the beloved ballet. Hosts Nigel Lythgoe and Debbie Allen brought a fresh perspective, unique expertise and an unbridled enthusiasm for dance to Ovation's annual holiday event programming. In keeping with Ovation's goal of making the arts more accessible to all Americans, the hosts were instrumental in engaging viewers in the dance critique and selection process.

### *Honorable Mentions*

- Florence Henderson - Just Where I Belong - TBN and Smile of a Child TV
- Jean Chatzky - Cash Call with Jean Chatzky - RLTV

## BEST HOST - REALITY COMPETITION/ GAME SHOW



*Winner*

**Padma Lakshmi - Top Chef - Bravo Media**



*Padma Lakshmi knows how to find the human drama in culinary art...*

Lakshmi hosts Top Chef with elegance and subtlety. Rather than stealing the limelight, she takes a secondary role to the drama created by the contestants themselves. Beyond hosting, she contributes to judging dishes with Tom Colicchio and other top chefs. And being an experienced cook herself, she holds her ground. In fact, she has authored a best-selling cookbook called *Easy Exotic*, which won the International Versailles Event for best cookbook by a first-time writer. Not too shabby! Her 2nd cookbook, *Tangy, Tart, Hot & Sweet*, included more than 150 international recipes coupled with personal memoirs. And then there's her TV hosting career... Suffice to say, this talented and beautiful foodie found her calling at Top Chef.

### *Honorable Mentions*

- Heidi Klum - Project Runway - Lifetime
- Billy Eichner - Funny or Die's Billy on the Street - Fuse

## BEST HOST – SPORTS



*Winner*

**Ernie Johnson, host of "Inside the NBA" -  
Turner Sports**



*Ernie Johnson has a knack for herding cats into sports Nirvana...*



Ernie Johnson needs no introduction. He hosts one of the best pre, half, and post-game shows at Turner Sports. EJ leads the entertaining dialogue, which has a good mix of repartee and in-depth analysis, from the foursome. It's not easy to reign in the wildly playful Charles Barkley, Kenny Smith and Shaquille O'Neal, but EJ handles the task with skill and patience, making the transition from antics to authority smooth and seamless. That's what makes EJ and his show unique. Johnson began his career in 1977 while he was still a student at the University of Georgia, when he took a job as the news and sports director for a local radio station. The Atlanta native is a devoted Braves fan.

### *Honorable Mentions:*

- Mike Breen and Jeff Van Gundy - NBA on ESPN
- Harold Reynolds - MLB Network
- Matt Winer - NBA TV's GameTime - Turner Sports

## BEST HOST – TALK SHOW



*Winner*

**Lynn Doyle - It's Your Call with Lynn Doyle - The Comcast Network**



*Lynn Doyle proves year after year that she's an incredible interviewer...*

Doyle tackles controversial issues like gay marriage, child molestation and teen bullying with thoughtful questions and balanced reporting. There's a nice slice of American viewpoints present here, and while tackling polarizing subjects could be done with a sensational or partisan slant, here it feels refreshingly honest. Debate is buoyed skillfully by Doyle, who prompts guests when needed and curbs the conversation to reflect the heart of the issues. Nor are we the

only ones who've awarded the show with accolades. In her 16 years as executive producer and host, she's clinched 10 Emmys, and the show has been voted by the Pennsylvania Associated Press Broadcasters as the top Public Affairs and Talk Show program for several years running. Hats off!

### *Honorable Mentions:*

- Suze Orman - The Suze Orman Show - CNBC
- Chelsea Handler - Chelsea Lately - E! Entertainment
- Kevin Millar and Chris Rose - Intentional Talk - MLB Network

## BEST SHOW OR SERIES - ANIMALS/NATURE



*Winner*

**Dropped: Project Alaska - Sportsman Channel**



*For these guys, getting stranded in Alaska is just the appetizer...*

Imagine spending 28 days in Alaska—not in a ritzy five star hotel, but in the wild without any provisions. Actually, you won't have to with the Sportsman Channel's "Dropped: Project Alaska." For the Keefer brothers, they're used to embracing what most of us would dread as the show documents their trials after these sibs get dropped on a river in a remote part of Alaska. The brothers were faced with tasks like spotting and stalking game, while equipped with only a bow. The storylines in each episode leave viewers on the edge of their sofas, making it a unique addition to nature and reality shows.

### *Honorable Mentions:*

- Swamp Wars - Animal Planet/2C Media
- Dog Whisperer - National Geographic Channel

## BEST SHOW OR SERIES – ANIMATED



*Winner*

**Jingle All the Way - Hallmark Channel**



*Could this cartoon get any cuter? Uh, no. It couldn't, actually...*

Hallmark just may have another holiday classic on its hands in the vein of "Frosty" and "Rudolph." The animated

holiday special features stunning stop-motion animation and an adorable little Husky named Jingle. And what a brilliant idea to release an interactive storybook and stuffed animal that correlates to the show. It actually was the first time Hallmark Channel has ever brought a Hallmark product to life in a full-length entertainment production. There was a risk that such a venture would feel gimmicky, but the movie's sincerity shines through. It pulled nice ratings for the network last Christmas, and undoubtedly will be a special kids will ask to watch again.

### *Honorable Mentions*

- Transformers Prime - The Hub
- My Little Pony Friendship is Magic - The Hub

## BEST SHOW OR SERIES - CHILDREN'S



*Winner*

**Pajanimals - Sprout**



*We're not sure what they are, but they wear PJs... Just go with it...*

Anyone who has seen kids go crazy over Pillow Pets or Happy Nappers will understand the appeal of pajama wearing animals (or animal puppets, in this case). Throw in the high quality production of Jim Henson Company, and you have a winning combination. The setting is something familiar to all children: Getting ready for bed. But it really goes deeper than that, with an examination of problems that kids can really relate to. Whether it's not having that special blankie to snuggle with or just missing Mom and Dad when it's time to go to sleep, the Pajanimals are there for much needed guidance. And like many other successful shows for this age group, there's no shortage of catchy tunes that kids can sing along to.

### *Honorable Mentions*

- R.L. Stine's The Haunting Hour - The Hub TV Network
- Yankees on Deck - YES Network
- Transformers Rescue Bots - The Hub TV Network

## BEST SHOW OR SERIES - COMEDY



*Winner*

**Melissa & Joey - ABC Family**



*Can you say "chemistry"? Joey Lawrence and Melissa Joan Hart got it... no doubt....*

Any '90's kid who had a crush on Joey Russo ("Blossom") or Clarissa Darling (Clarissa Explains It All) is probably psyched about this sitcom. Hart plays a councilwoman who is raising her niece, Lennox, and nephew, Ryder, with the help of a "manny" (Lawrence). Everything we loved about sitcoms of the 1990s is part of this show's formula—down to the live studio audience.

However, this blast from the past doesn't fully rely on a nostalgic crutch. The creators have definitely taken the co-stars' years of experience as an advantage, using their seasoned comedic timing to its potential. The chemistry between Hart and Lawrence makes "Melissa and Joey" ABC's comedic cornerstone.

### *Honorable Mentions*

- After Lately - E! Entertainment
- Portlandia - IFC
- Wilfred - FX

## BEST SHOW OR SERIES - DOCUMENTARY



*Winner*

**Billions Behind Bars: Inside America's Prison Industry - CNBC**

With more than 2.3 million people behind bars in the U.S., that's 1 out of every 100 Americans. It's a staggering figure, and this special takes a look at how privately-run prisons are a big business in this country. Yet despite reaping huge profits for shareholders, some of these facilities remain understaffed and extremely violent. Using academic studies, whistleblowers and government reports as sources, the doc argues convincingly that profiting from prisons has created an unhealthy dependency on incarceration. CNBC's thorough and detailed analysis provides a stark portrayal of the money drivers behind the corrections industry, exposing certain organizations' questionable motives for cashing in on it.



*Honorable Mentions*

- The Costco Craze: Inside the Warehouse Giant - CNBC
- Our American with Lisa Ling - OWN: The Oprah Winfrey Network
- To Not Fade Away - RLTV
- The Captains - EPIX
- George W. Bush: The 9/11 Interview - National Geographic Channel

**BEST SHOW OR SERIES – DRAMA***Winner***Justified - FX***If you're a fan of this show, your enthusiasm is Justified...*

With critical acclaim and continued fandom reaching a crescendo, Raylan Givens' exploits continue to keep audiences hooked—and there's really no end in sight. Not many shows can make you feel like you've just finished reading a crime novel, but "Justified" puts Elmore Leonard's vision firmly on screen. No cop-show clichés here. It's just character-driven story and adrenaline-filled drama. How does Justified do it? Wonderful writing and acting. And even with Maggs Bennett out of the picture, this show continues to hold its rightful place in TV Land.

*Honorable Mentions*

- The Secret life of the American Teenager - ABC Family
- Luther - BBC America
- Sons of Anarchy - FX

**BEST SHOW OR SERIES – EDUCATION/INSTRUCTIONAL***Winner***Rehab Addict - DIY Network**

It might be wise to keep all rundown houses away from Nicole Curtis. Like all addicts, she just can't help herself. Her affliction leaves her craving for rehabilitation—of once-glorious homes in the historic cities such as Minneapolis and Detroit, areas hit hard by the economic downturn. It's great fun to watch her restore these stately habitats to their

former selves. The show takes you through antique shops and estate sales to find just the right decorative pieces—from the homes' historical era, mind you—for each rehabilitated interior. And not only does Curtis rebuild them, she finds buyers who appreciate each home's unique charm. Sure, there are a million home improvement shows. But this one stands out as one of the best.

*For Nicole Curtis, home rehab's not a hobby, it's an addiction...**Honorable Mentions*

- Science & U! - Science, Technology and Outer Space - CUNY TV
- Making Medicare Work for You: Boomers, Welcome to Medicare - RLTV

**BEST SHOW OR SERIES - FAITH BASED***Winner***Mary Mary - WE tv***They may be divas, but they're lovable divas...*

They may be singing about the gospel, but these two divas are devilishly fun to watch as they stoke their sibling rivalry—all while making beautiful music together in the process. Widely credited with supercharging the gospel fanbase by mixing in soul, hip hop, funk and jazz, Mary Mary is a music phenom. But in this show, the producers do an excellent job giving us a behind-the-scenes look. It's

never mean-spirited but always relatable (at least to those of us with siblings) as every career decision requires consensus and compromise from two ladies seldom in the mood for either. But through it all, the real secret of this show is that it's really about unconditional love between sisters—and the idea that music brings us all together.

*Honorable Mention*

- Just Where I Belong - TBN and Smile of a Child TV

## BEST SHOW OR SERIES – FAMILY FRIENDLY



Winner

**R.L. Stine's The Haunting Hour -  
The Hub TV Network**


*Have you heard? Kids get scared. And this is how it's done...*

Expect the unexpected in this original anthology horror-fantasy series from R.L. Stine, the master of kid horror. Prepare for thrill of the chill, nervous giggles and the scream you let out when someone, or something, touches your shoulder on a dark and stormy night. Can you handle it? Can your parents?

*Honorable Mentions*

- Dry Creek - BlueHighways TV
- The Good Night Show: Differences - Sprout
- Clue - The Hub TV Network
- Family Game Night - The Hub TV Network

## BEST SHOW OR SERIES – FOOD



Winner

**Unique Sweets - Cooking Channel**


*Mmmmm... Popcorn... Mmmm...*

The visuals in this dessert-themed series are mouth-wateringly fabulous. Its camera work, skillfully shot and edited, allows recipes to unfold frame by frame, which earns the show points for educational value. Viewers journey to the establishments of

upbeat, immensely proud pastry chefs, who gladly discuss their masterpieces. And that's what makes this show different. It's a treat listening to pastry chefs talk shop. While head chefs on cooking shows tend to channel their talents into concocting their delicacies, in this case celebrity dessert chefs—via voiceovers and frames—appear willing to describe precisely how to prepare their desserts. Of course, that doesn't mean you'll be able to duplicate their

efforts. So there's no harm in sharing. You are forewarned: Do not watch this hungry.

*Honorable Mentions*

- Bizarre Foods America - Travel Channel
- In Search of Food - Ovation

## BEST SHOW OR SERIES – MUSIC



Winner

**Britney Spears: Femme Fatale Tour - EPIX**


*Britney's back... and  
this time it's personal...*

She's up. She's down. She's up again. While Britney Spears' career has been like a rickety rollercoaster not quite up to code, the excellent job that Epix did bringing her Femme Fatale Tour to life deserves more credit than perhaps Spears' life choices. Spears puts on a relatively elaborate show that includes a bevy of backup dancers and even a few cameos by fans pulled up on stage to participate. But Epix handled the visual challenge with a mix of innovative camera angles and

shots—all of which enhanced rather than detracted from the show. Add in a stellar sound mix, and this music special was one immersive experience that made viewers feel like they were right there with Britney and her merry band of gyrating jivesters. Or something like that. Whether you're a fan of Spears' music or not, one thing is clear: Epix did a masterful job with this production.

*Honorable Mentions*

- Seth MacFarlane: Swingin in Concert - EPIX
- Hip Hop Shop - Fuse

## BEST SHOW OR SERIES – NEWS



Winner

**Dan Rather Reports - AXS TV**


*80 years young and  
still curious...*

While most men his age would rather tell stories to their grandchildren, Dan Rather does not seem ready to slow down anytime soon. At 80 years, Rather has full creative and editorial control of "Dan Rather Reports." His age isn't what makes this show remarkable, though. Dan Rather offers tough field reports, thorough interviews and analytical pieces that always hit home.

Topics range from environmental issues to politics to poverty to international affairs to war. There's no question why this show has been nominated for



12 Emmys and has won three. The formula of this show, along with a news icon, makes for good ole' fashioned journalism—on cable.

### *Honorable Mentions*

- America's Oil Rush: Boom or Bust - CNBC
- Viewpoint with Eliot Spitzer - Current TV
- Healing Heroes - Time Warner Cable's YNN Austin
- On the Case with Paula Zahn - Investigation Discovery

## BEST SHOW OR SERIES - OTHER



*Winner*

**Five - Lifetime**



*An incredible feat to put this one together... and an incredible result.*

This celebrity-directed, breast cancer awareness-themed series is a teary collection of interlocking stories. Of the 5 segments, "Cheyanne," directed by Penelope Spheeris, "Mia," directed by Jennifer Aniston, and "Charlotte," directed by Demi Moore, stand out for their pacing, organic conflict and camera work. Other elements in the series: Dramatic music, guitar smashing, and some phenomenal acting. It kept its touch light and relatable and has the added value of raising awareness (women should be proactive about early detection).

### *Honorable Mentions*

- Wildfire Relief: Time to Rebuild - Time Warner Cable's YNN Austin
- Top Gear - BBC Worldwide Productions
- Vietnam in HD - History
- In Justice Files: At the End of a Rope - Investigation Discovery
- Dropped: Project Alaska - Sportsman Channel
- Motor City Rising - Ovation

## BEST SHOW OR SERIES – PUBLIC AFFAIRS



*Winner*

**Sin By Silence - Investigation Discovery**



*They fought back against their abusers and paid the price...*

It's a gateway into the lives of women who are domestic violence's worst-case scenarios: women who have killed their abusers and, partly because of state laws prohibiting legal defenses from including evidence of battering, are now behind bars. Inside the California Institution for Women, convicted domestic violence survivor Brenda Clubine created the first inmate-initiated group to help abused women, Convicted Women Against Abuse. Created in 1989 to help convicted domestic violence survivors in prison break the silence about abuse, Sin By Silence tells the personal and shocking stories of this extraordinary group of courageous women who advocate for a future free from domestic violence.

### *Honorable Mentions*

- Florida - Cuba: A New Connection - Bay News 9
- BrianLehrer.tv - CUNY TV

## BEST SHOW OR SERIES - REGIONAL



*Winner*

**10 Years of YES - YES Network**



*Ah, to reminisce about the Yankees... Does it get any better? No...*

It's a creative production that features a roundtable discussion with YES veteran voices, offering a thorough review of the most indelible moments in the history of the network. YES

announcers regal viewers with their fondest memories of moments and occasions ranging from the exhilarating to the humorous; from the entertaining to the poignant and inspiring. The show draws heavily from not only YES' Yankees coverage, but also its Nets coverage, its signature interview show CenterStage, Yankeeography—which has won 17 New York Emmy Awards since 2003—and the network's full lineup of studio and magazine shows. 10 Years of YES recalls the famous and not-so-famous names, faces and stories which have graced the network over the past decade.

### *Honorable Mention*

- White Sox Spring Training 2012 - Comcast-Chicago

## BEST SHOW OR SERIES – REALITY – AUTOBIOGRAPHICAL



*Winner*

**Shahs of Sunset - Bravo Media**



*They're Persian and proud...*

Reality shows that track the lives of families or friends are a dime a dozen. But "Shahs of Sunset" puts a wholly original twist on the genre as it follows an eclectic mix of multi-generational Persians living in the no-shortage-of-drama landscape of Los Angeles. Never a dull moment here. The show tackles a host of issues, even religion, with Reza Farahan's family navigating a split ancestry with Jewish roots on one side and a Muslim background on the other. In addition, Farahan is openly gay despite continued discrimination within the Muslim community. And you thought your Thanksgiving dinner was awkward? Of course, this is Bravo, and the show has its share of catfights and restaurant blowouts. But the skill with which producers weave typical reality drama with more weighty issues is impressive. This show has depth and originality. And that's not easy in a world awash with reality fare.

### *Honorable Mentions*

- It's a Brad Brad World - Bravo Media
- Braxton Family Values - WE tv
- Tia and Tamera - Style Media

## BEST SHOW OR SERIES REALITY – PROFESSIONS



*Winners*

**No Kitchen Required - BBC America**



*Chefs living dangerously makes for awesome television...*

What an incredibly innovative twist on a food competition show: Take some talented chefs and then drop them in the middle of a remote village without the modern cooking comforts to which they're accustomed. Then better yet, ask them to cook delicious meals for the locals—all the while attempting to please their discerning and quite unique palates. It forces trained chefs to improvise and customize dishes in ways they never imagined possible. And it's truly fascinating to watch.

## Family Pickle - Old School, New School - RLTV



*Just point a camera toward them and wait... you won't be sorry...*

While many reality shows depend on contrived situations and producer-incited scuffles, this one does go "old school" by simply following around the eccentric family behind NYC's famous Carnegie Deli. Watching Sandy Levine freak out every time a supplier delivery is late or a food photographer wants to spray a strange gelatinous substance on a sandwich... well, it's just great fun. The multi-generational aspect of the show—in which younger family members clash with older ones over how to run the business—is perfect of RLTV's audience. And it's a real education for families and small businesses everywhere.

### *Honorable Mentions*

- Richard Hammond's Crash Course - BBC America
- Welcome to Sweetie Pie's - OWN: Oprah Winfrey Network
- Million Dollar Listing New York - Bravo Media



## BEST SHOW OR SERIES REALITY - MYSTERY/INVESTIGATION

*Winner***Finding Bigfoot - Animal Planet***Will they ever catch Sasquatch? Uh, no...*

Let's just get something straight. We don't expect these guys to find Bigfoot. Ever. We could be wrong, but seriously... it ain't gonna happen. Nonetheless, this series—which follows the exploits of some true believers and one

skeptic as they break out the night-vision cameras and search for the Big Hairy One—remains infectiously entertaining. It's not as if anyone watching expects a sudden revelation. As Animal Planet pres Marjorie Kaplan noted at the most recent Television Critics Assn tour, if this crew finds Bigfoot the net will get the word out to us quite quickly—and quite loudly. But there's something about the journey, something about the “process” of venturing into the unknown with such enthusiasm and optimism that makes this series strangely addictive. There's always the undercurrent of “what if.” What if they find one? Again, we're guessing that won't come as a surprise in a random episode. But we're watching anyway. And listening for strange noises in the woods.

*Honorable Mentions*

- Travel Channel - Ghost Adventures
- SyFy - Destination Truth

## BEST SHOW OR SERIES - REALITY/COMPETITION

*Winner***Food Network's The Great Food Truck Race - Food Network**

Just when you thought every variation of a food show had been tried, twisted and rebooted, Food Network creates a true original that combines several elements into one superbly entertaining reality competition. Running a food truck is hard enough, but on this show these entrepreneurs must run their businesses while stepping up to specific challenges designed to push them to the limits. You can almost smell the stress dripping off these hard-working teams. Producers do an excellent job throwing up obstacles and roadblocks (yes, tow trucks are involved), and these teams must rise to the challenge. This show is part food competition, part character drama and part small-business docu-series—all wrapped into one delicious entrée. Rest assured that you'll attain a new appreciation for the grit and determination it takes to run a food truck after watching this show. And that's an accomplishment.

*Honorable Mentions*

- Around the World in 80 Plates - Bravo Media
- Top Chef - Bravo Media
- Project Runway - Lifetime
- Family Game Night - The Hub TV Network
- American Ninja Warrior - G4

## BEST SHOW OR SERIES - SCI FI

*Winner***Doctor Who - BBC America***50 years? Doctor Who has time, will travel...*

BBC America may be producing incredible originals now (“Copper” is a prime example), but its British imports remain among the best content on U.S. television. Doctor Who—with its rabid global fanbase and irresistible premise of a time-traveling scientist lost in endless adventures—makes for one incredible science-fiction series. And even though this show has been on the air for an unfathomable 50 years (the 1963 British telephone booth/time machine remains a central set piece), Doctor Who never gets mired in tired characters or retreaded storylines. Interestingly, some nemeses are old. Others are brand new. But all of them seem to live in an deliciously innovative vortex similar to the one that Doctor Who passes through to traverse the time-space continuum. This is sci-fi at its best. And it's just getting better.

*Honorable Mentions*

- Warehouse 13 - SyFy
- Falling Skies - TNT

## BEST SHOW OR SERIES - SPORTS

*Winner***The Association: Denver Nuggets - NBA TV**

For the 3rd season of NBA TV's “The Association,” the spotlight was on the Denver Nuggets. While the Nuggets were faced with an upsetting loss at the end of their season, “The Association” showed us the triumphs and struggles along the way. Viewers were able to get a closer, more intimate look at the team's strategy for success. Fans were also able to learn that while there is a whole NBA culture, each player, coach, abs basketball wife still lives a very real life. Head Coach George Karl's battle against cancer helped to bring some of that balance on-screen.

*Honorable Mentions*

- NBA on ESPN: Eastern Conference Finals - ESPN

- Wilt 100 - NBA TV
- Countdown to London - Universal Sports Television
- The Journey: Big Ten Basketball 2012 - Big Ten Network

## BEST SHOW OR SERIES - TALK SHOWS



*Winner*

### **The Mortified Sessions - Sundance Channel**



*Celebrities embarrassed? Sign us up...*

Imagine your secret stash of memories being dug up and exposed for everyone to see. You'll probably be... mortified! That is what it must be like for the celebrities who

bravely share their stories on "The Mortified Sessions." No room here for celebrities to talk about their latest project or who designed their dazzling award show ensemble. Putting a twist on traditional interview shows, host David Nadelberg delves into the awkward, peculiar, and sometimes ironic pasts of today's stars. The secrets, childhood love notes and old cheerleading photos remind us that our favorite stars are just as much flesh and blood as we are.

### *Honorable Mentions*

- The Graham Norton show - BBC America
- Chelsea Lately - E! Entertainment
- CenterStage - YES Network

## BEST ONLINE/MOBILE EXTRAS FOR A LINEAR SHOW



*Winner*

### **TNT Overtime NBA on TNT - Turner Sports**

This is a second screen application that fans truly will seek out. Not only can fans enjoy multiple camera angles, but they can vote for the player they want cameras to follow each quarter. Fans can opt for a mosaic view of all the screens or picture-in-picture. Social media elements are also woven in, and fans can get real time responses from NBA insiders' during games. Did we mention it's free? All folks need is a broadband connection and a computer or mobile device. Overtime got the slam dunk in this category for identifying the extras rabid sports fans want and serving them a heaping plate of 'em.

### *Honorable Mentions*

- So You Think You Can Dance - Ovation
- Gold Rush After Show - Discovery Channel
- Nascar.com: Race Buddy - Turner Sports

- PGA Championship Live on PGA.com - Turner Sports

## BEST OPENING SEQUENCE



*Winner*

### **NBA on ESPN: Eastern Conference Finals - ESPN**

ESPN mixed old file footage of NBA rivalries and game-winning moments with an intricately designed graphic depiction of puzzle pieces coming together to form the Larry O'Brien Championship Trophy in the final sequence. Together, the footage and the flying puzzle pieces—all of it set against the sounds of commentators and fans cheering those incredible moments—created the kind of excitement that helps keep viewers glued to their screens and ready to spend 3 hours watching NBA action. In a way, this opening sequence does exactly what it's supposed to do: It conveys drama, passion and excitement—and keeps those eyeballs pasted to the screen. The NBA finals are already engaging enough, but openings like this can help seal the deal.

### *Honorable Mentions*

- We'll Take Manhattan - Ovation
- 2011 Rugby World Cup - Universal Sports Television Network
- Spartacus: Vengeance - Starz

## BEST VIDEO ON DEMAND PROGRAM/SPECIAL



*Winner*

### **Battle of the Fans: Football Final 2011 - Comcast, CN100 (Chicago)**



*Fans battle it out in Chicago... da VODz...*

You really feel the energy and enthusiasm in this VOD program, which features the travels of a crew trying to find the ultimate high school fans in the Chicago area. It's an

intense journey filled with the wildest fans cheering for their teams. Social media has been ablaze with this innovative show, as Chicagoland viewers interact with producers and other students and fellow HS fans on Facebook and on the program website. It's truly a "Battle of the Fans." And great fun.

### *Honorable Mentions*

- Chicago Bears on Demand: Training Camp - Comcast, CN100 (Chicago)
- Vino Vino - Bay News 9
- Merry Christmas With Mariah Carey - Music Choice



# INTERNATIONAL CONTENT AWARDS

## Going Global...

In case you haven't noticed, no new TV show or movie gets greenlit these days without serious consideration of how well it will travel across borders. So consider this CableFAX's salute to shows that have done an especially good job reaching international audiences as we inaugurate the first annual International Content Awards with 3 deserving winners: AMC, ESPN and Cartoon Network.

### BEST U.S. SHOW ACROSS BORDERS

#### Mad Men - AMC/Sundance Channel Global



*Selling 1960s Manhattan around the globe... Why not?*

Perhaps not the easiest sell around the world, but the brutish boys of "Mad Men" have turned out to be quite the world travelers despite their usual sequestration within 1960s, insular Manhattan. In fact, Europe and Asia especially have embraced this series heavy on Americana nostalgia (both good and bad) and rooted in a study of endlessly flawed characters who never seem to be grateful or satisfied with their Madison Avenue success. This year, the show moves into its 3rd season in France and parts of Belgium, and its 2nd season in Korea, Taiwan and Spain and airs for the first time this year on Sundance Channel in Holland, Poland and the Czech Republic, among others. AMC mostly has Sundance Channel to thank, as the net's international presence has helped catapult Mad Men to new heights around the globe. That's synergy, folks. And considering how new Sundance is to the AMC Networks family, we're impressed by the speed with which execs have capitalized to help translate Mad Men's U.S. success to other international markets.

### BEST U.S. SHOW IN LATIN AMERICA

#### Capitales del Futbol - ESPN

With the "Capitales del Futbol" documentary series, ESPN has shown us the perfect example of how to reach out across diverse international markets while working with a

brand partner. In fact, the entire concept—to profile the cities and fans of soccer throughout soccer-obsessed Latin America—grew out of the net's International Marketing Solutions group in association with Mastercard. ESPN debuted the series last year with 3 eps profiling Buenos Aires, Madrid, Milan and Rio de Janeiro, and has upped the count to 5 with 2012's focus on Sao Paulo, Mexico City, Barcelona, Manchester and Bogota. Fans have responded, with more than 7mIn viewers in Latin America during the 1st season alone and pushing it to 4 straight weeks as one of ESPN's top 10 most watched programs. And to Mastercard's delight, a study later found that 77% of Mexican viewers were more likely to use their Mastercards after viewing the show, which prompted the brand to re-up for Season 2. We're guessing this could be start of a beautiful brand friendship.

### BEST U.S. SHOW IN ASIA

#### Ben 10 - Cartoon Network

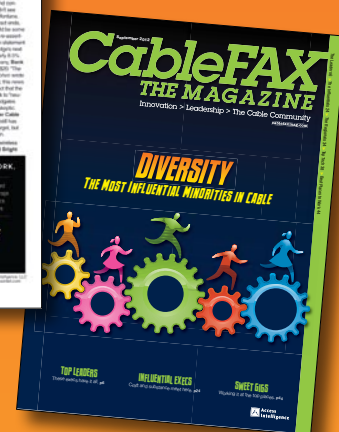


*Ben 10 has become a global phenomenon... all while channeling aliens to boot...*

If you haven't heard about the global "Ben 10: Omniverse" phenomenon, well... we're not sure what rock you've been hibernating under. Turner's marketing machine has taken this action-oriented cartoon franchise and literally spun it into a global juggernaut spurring mega-fans worldwide, but especially across cartoon-crazed Asia. Cartoon Net's focused, smart and constant promotion has catapulted this show about Ben Tennyson, a kid with the power to channel dozens of alien forms to beat the bad guys, to new heights. In Asia, Ben 10 fan events can draw thousands of children who come out dressed up as their favorite aliens and ready to emulate this tenacious superhero. Recently, Cartoon took the unprecedented step of coordinating the latest Ben 10 launch across nearly 180 countries, a feat that required superhuman strength among marketers but which cemented this franchise's hold on Asia as well as other international markets. This is how it's done, folks. Now transform!

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