

CableFAX Daily™

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What the Industry Reads First

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CTHRA Symposium: Cable Taps Veterans in Recruiting Efforts

Here's something you may not know: Cable companies are the driving force in hiring veterans. That's according to *Bryan Goettel*, director of communications with the **Chamber of Commerce Foundation's** Hiring our Heroes program, which has teamed with **NCTA** and **CTHRA** to host a job fair for vets at the Cable Show June 11. At the CTHRA Symposium Thurs, CTHRA pres *Chris Powell* said approx 30 companies have already signed up so far. **Comcast** and **NBCU** will jointly host a booth with recruiters from both sides of the company, Comcast exec dir, talent acquisition *William Baas* told us, noting that CEO *Neil Smit* served on active duty with the Navy Seals. The op will use social media and its own career sites to get the message out, he said. Comcast reached its goal of hiring 1K vets and plans to hire 1K more vets over the next 2 years. Goettel's advice for recruiters at the job fair? Rather than consider only candidates' military skills, "look deeper and ask beyond what the basics are," "be prepared to see a wide range of candidates" and don't underestimate vets' talent, Baas said. "Leadership is embedded in every aspect of the military," he said, noting "lots of opportunities" for recruiters to work with the Labor Dept, which hosts job centers in many communities. In addition, Baas cited individual military bases where companies can partner with the career and transition teams. Meanwhile, hiring is increasingly mobile, said *Jennifer Tracy*, **Bright House Networks'** sr director of talent acquisition and diversity. Approx 86% of jobseekers who have a smartphone said they'd use it in a job search, said *Mary Hennessy*, COO with recruitment marketing provider **SmashFly Technologies**.

At our Deadline: It's still on... Only a day after **InterMedia** upped its offer to \$9.15/share for **Outdoor Channel**, rival bidder **Kroenke** has come back with \$9.35/share, up from its original \$8.75/share bid and a 23.8% premium over Outdoor's closing stock price on Mar 1. Outdoor will file with the **SEC** amending the existing merger deal to reflect the new price, and its board recommended stockholders approve the new Kroenke offer. Outdoor has a stockholders' meeting slated for May 8 to vote on the Kroenke transaction.

SEC Network: **ESPN** and the **Southeastern Conference** hauled out college coaches Thurs for a presser in Atlanta announcing the SEC Network, set to launch in Aug '14. **AT&T U-Verse** is the 1st distributor. SEC Net still needs more deals to cover the 11-state footprint and beyond, including agreements with **Comcast**, **DirecTV** and **Cox**. Expect to hear from fans



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who visit GetSECNetwork.com. ESPN will seek the widest distribution possible in the SEC footprint and will also target reach outside the SEC comparable to 75mln-home ESPNU, said *Justin Connolly*, svp, programming for college networks. "I want to emphasize that we believe this conference has national appeal. This is not a regional network," said ESPN pres *John Skipper*. "We understand that within the 11-state footprint it's where the most passionate fan base is..., but there's a lot of SEC fans in CA, MI, CT, NE. We expect to be in all those places." *Sports Business Journal* broke the news weeks ago. The announcement was originally slated for Apr 16 but was postponed after the Boston bombing. No details on financial arrangements, but ESPN extended media rights through '34, which Skipper said is believed to be the longest-term agreement in all of sports. "It speaks to the commitment we have to this relationship," he said. ESPN has aired the SEC since '82. In its 1st year, the net will televise 450 events on the linear net and 550 games distributed digitally. That includes 45 football games, more than 100 men's basketball games, 60 women's basketball games and 75 baseball games. The network will originate from ESPN's Charlotte, NC, offices, with additional staff located at the company's Bristol, CT, headquarters.

Avgiris Rises: Comcast's *Cathy Avgiris* on July 1 will become CFO of **Comcast Cable**. The 21-year Comcast vet is now evp/gm, communications and data services. She succeeds *Dave Scott*, who is retiring after 20 years with the company. She'll report to Comcast Cable chief *Neil Smit*. "Cathy brings broad operational expertise, a strong financial background and a deep understanding of our company and our industry to her new role," Smit said in a statement. During Avgiris' tenure, she launched the **Verizon Wireless** partnership, managed the Internet Essentials program and oversaw Comcast's WiFi initiative. Comcast Internet and voice customers have grown to 19mln and 10mln, respectively, under her leadership.

Carriage: *Glenn Beck's* net **TheBlaze** scored a big carriage win, with **Cablevision** set to launch it this month. It will be available to residential customers with the Optimum Preferred, Silver and Gold Packages. TheBlaze has 12 distribution deals, including with **DISH** and **Blue Ridge Cable**. Recall that TheBlaze was mentioned in Cablevision's **Viacom** lawsuit as one of several indie nets the MSO would consider launching if it didn't have to carry Viacom's full suite of channels.

On the Hill: The **Senate Communications** subcmte is slated to hold a hearing on the state of video May 14. The witness list is expected to include **NCTA's** *Michael Powell*, **NAB's** *Gordon Smith* and **Public Knowledge's** *Gigi Sohn*. On June 4, the subcmte holds a hearing on the state of wireless communications.

Research: Some 27% of US adults watch video on devices other than a TV set daily, and 53% do so on a weekly basis, according to **Leichtman Research**. That's a huge gain from 2 years ago when 14% reported doing it daily and 37% weekly. Among 18-44s, 42% watch video daily on non-TV devices vs 14% for the 45+ crowd. Other findings: 44% of all HH have at least 1 TV connected to the Internet via a video game console, Blu-ray player, **Apple TV** or **Roku** set-top, or the TV itself. That's up from 38% in '12. Just 3% of HHs are connected solely via a Smart TV set, the survey found.

NewFronts: **Disney Interactive** announced the launch of 10 Web series Thurs. "We've embraced digital in all of our businesses," said co-pres *James Pitaro*. "Quality content has never been more important." Meanwhile, he said the company's vast reach (more than 100mln US consumers a year and more than 500mln **Facebook** likes) lets digital marketers use cross-channel targeting, integration and amplification to reach audiences. A few programming highlights: "Blank: A Love Story" features an unpainted vinyl collectible toy who embarks on an adventure. "Citizen Kid" profiles kids doing extraordinary things in their communities, and "That's Fresh with *Helen Cavallo*" stars the **Disney Junior** host preparing meals for the whole family. Pitaro also announced that since the company has partnered with **YouTube**, it has garnered more than 2bln video streams, with viewership up 263% YOY. It's also partnering with music video **Vevo** to produce the series "Unfiltered with Cole Plante," about a 16-year-old superstar dance deejay. Disney Interactive is also committed to gaming with Disney Infinity, which combines Disney and **Pixar** characters in an interactive gaming world. It will roll out across all platforms and be available for online sponsorship. He also gave advertisers a sneak peak of a new video app launching next week called "Story," which combines video, mobile and social sharing capabilities. It will "turn everyday moments trapped in your cell phone... into beautiful stories that everyone can observe and share," Pitaro said.

Programming: **BBC America** renewed "Orphan Black" for a 2nd season to debut next year. -- **Al Jazeera America** will open a Detroit bureau. The upcoming net, headquartered in NYC, also will have bureaus in Chicago and other US cities. -- **GMC**, which changes its name to **UP** in June, debuts its 1st non-scripted series "Family Addition with *Leigh Anne Tuohy*," June 7, 9pm. Tuohy, the inspiration behind "The Blind Side," oversees weekly home improvement projects for fami-

BUSINESS & FINANCE

lies adding new members.

On the Circuit: WICT and SCTE are accepting applications through June 17 for mentees in its Women's TechConnect Initiative. The year-long, program pairs Women in Tech award winners with high-potential women.

Earnings: Scripps Nets Interactive 1Q net income fell 6% to \$108mln, while revenue rose 11% to \$395mln. **Bernstein Research** analysts said in a research note that they "like the company, but don't love the stock." To realize attractive upside, Scripps would have to "simultaneously succeed in doubling **Travel Channel's** audience while significantly decreasing the growth of programming investments. We don't believe it's likely they can do both," the note said. Others are more upbeat, with the stock closing up nearly 3% Thurs. **Food** rev was up 4.8%, while **HGTV** was up 10.9%, **Travel** was up 15.1% and **DIY** was up 15.4%. Expenses rose 17%, reflecting cash spent in prior periods to drive viewership to Travel and other flagship brands. Ad rev was up 11% to \$395mln. -- **Hallmark Channel** parent **Crown Media** saw 1Q rev rise 2% to \$85.6mln, while net income rose to \$14.5mln from \$12.3mln a year ago. Hallmark's "Countdown to Christmas" programming stunt is getting a companion at **Hallmark Movie Channel**, which will launch "The Most Wonderful Movies of Christmas." Ad rev was up 2% to \$65.2mln in 1Q, while subscriber fee rev increased 2% to \$20mln.

CableFAX Daily Stockwatch

Company	05/02 Close	1-Day Ch	Company	05/02 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	57.77	1.12	CSG SYSTEMS:	20.72	0.36
DISH:	39.28	0.14	ECHOSTAR:	39.29	0.31
DISNEY:	63.88	0.67	GOOGLE:	829.61	9.18
GE:	22.32	0.17	HARMONIC:	5.61	0.08
NEWS CORP:	31.96	0.69	INTEL:	24.11	0.12
MSOS					
CABLEVISION:	15.07	0.28	JDSU:	13.00	0.48
CHARTER:	103.13	1.96	LEVEL 3:	20.95	0.63
COMCAST:	42.11	0.25	MICROSOFT:	33.16	0.44
COMCAST SPCL:	40.08	0.30	RENTRAK:	22.27	0.09
GCI:	9.67	0.12	SEACHANGE:	10.82	0.31
LIBERTY GLOBAL:	74.32	0.24	SONY:	16.79	0.54
LIBERTY INT:	21.34	(0.04)	SPRINT NEXTEL:	7.10	0.04
SHAW COMM:	22.75	0.07	TIVO:	11.68	UNCH
TIME WARNER CABLE:	95.63	1.26	UNIVERSAL ELEC:	22.35	1.10
VIRGIN MEDIA:	49.69	0.09	VONAGE:	2.97	0.05
WASH POST:	452.51	9.71	YAHOO:	24.97	0.67
PROGRAMMING					
AMC NETWORKS:	63.43	0.26	TELCOS		
CBS:	47.35	0.95	AT&T:	37.56	UNCH
CROWN:	2.04	0.02	VERIZON:	52.53	0.13
DISCOVERY:	79.49	1.35	MARKET INDICES		
GRUPO TELEVISIA:	25.12	(0.12)	DOW:	14831.58	130.63
HSN:	53.49	1.73	NASDAQ:	3340.62	41.49
INTERACTIVE CORP:	47.06	(0.51)	S&P 500:	1597.59	14.89
LIONSGATE:	25.93	0.77			
OUTDOOR:	9.46	0.04			
SCRIPPS INT:	68.73	1.93			
STARZ:	23.91	0.32			
TIME WARNER:	59.75	0.27			
VALUEVISION:	4.21	0.22			
VIACOM:	68.13	1.72			
WWE:	9.12	0.12			
TECHNOLOGY					
ADVANTAGE:	2.29	UNCH			
ALCATEL LUCENT:	1.33	(0.03)			
AMDOCS:	35.75	0.25			
AMPHENOL:	75.79	0.26			
AOL:	40.60	1.98			
APPLE:	445.52	6.23			
ARRIS GROUP:	16.21	0.13			
AVID TECH:	6.86	0.37			
BROADCOM:	35.78	0.18			
CISCO:	20.73	0.35			
CLEARWIRE:	3.28	(0.03)			
CONCURRENT:	7.70	0.55			
CONVERGYS:	17.52	0.56			

MAY 8-10

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PROGRAMMER'S PAGE

Cold Warriors...

If you missed Wed's season finale for FX's "The Americans," you're a sad excuse for a patriot. Okay. Perhaps that's a bit harsh, but the show, recently renewed for season 2, has been building all season to a crescendo—both in terms of the plot but also in terms of audience awareness. This slow-burning thriller starring *Keri Russell* and *Matthew Rhys* as Soviet spies who pose as a typical American family in the D.C. suburbs of the 1980s mixes family drama with all the spy craft, blackmail and calculated double-crosses we'd expect—while also reminding us of how dangerous things got as the world's 2 superpowers played nuclear chess. "I think that's something that's so unique about the setting of this show," said exec producer/writer *Joel Fields* during a press call earlier this week. "It's set at a time when there was a real sense in the air that the entire world could end in a moment, the entire world, all humankind. It was the time of the big ABC movie 'The Day After' or the feature film *Testament* or the movie *War Games*. This was in the national consciousness and both of us grew up with it." That sense of dread comes through in every episode, but the show also smartly avoids the temptation of letting larger geopolitical themes cloud the character-driven drama at its heart. The ambiguity of this couple's relationship peppers every scene with intrigue, and the performance of *Margo Martindale* as KGB station chief Claudia will give you chills. Viewers are starting to notice. A fan appreciation event in L.A. last week brought together the lead cast except Russell, who is on location filming a movie, for a panel discussion. Among highlights was the surprising comedic wit of Rhys, whose brooding character on the show couldn't be more different. Or maybe that's just what he wants us to think. Deception, after all, is the currency of any good espionage. — *Michael Grebb*

Reviews: "Maron," premiere, Fri, 10p, **IFC**. This eponymous series from comedian and podcaster *Marc Maron* adds to the show-about-nothing genre, begun on **NBC** by *Jerry Seinfeld*, tweaked by *Larry David* on **HBO** and honed to Emmy-level excellence by *Louis C.K.* on **FX**. Maron adds to the genre, exploring his off-stage life. It's a quotidian existence, but is punctuated with extremely funny situations, dialogue, characters and the occasional celebrity (exec prod *Denis Leary* cameos in ep 2). -- "Monumental Mysteries," premiere, Thurs, 9p, **Travel**. An entertaining collection of legends/truths linked to American monuments. Some are excellent, like one about *Bram Stoker's* inspiration for "Dracula," others are weaker. -- "Dear Mom, Love *Cher*," Mon, 10p, **Lifetime**. Despite this somewhat forgettable film, viewers get a look inside *Cher's* life and her mother, *Georgia Holt's*, interesting story. Born poor in rural AK, Holt's talent led to modest show biz success, 6 marriages and 2 daughters. Always a fighter and now 86 years young, this gorgeous lady's long-lost recordings will be released, courtesy of her famous daughter. Hearing Holt sing, you understand the roots of *Cher's* talent. -- "Meat Eater," Sun, 9p, **Sportsman**. Host *Steven Rinella* brings comedians/rookie hunters *Joe Rogan* and *Bryan Callen* to northern MT for mule deer. The comedians take to hunting so fast, they even eat portions of their kill raw. - *Seth Arenstein*

Basic Cable Rankings (4/22/13-4/28/13)			
Mon-Sun Prime			
1	TNT	2.1	2046
2	USA	2.0	1990
3	ESPN	1.8	1770
4	DSNY	1.7	1683
5	FOXN	1.6	1527
6	A&E	1.5	1442
7	HIST	1.4	1373
8	TBSC	1.3	1289
9	ADSM	1.0	1009
9	HGTV	1.0	952
11	LIFE	0.9	904
11	FX	0.9	899
11	SYFY	0.9	857
14	NAN	0.8	802
14	FOOD	0.8	767
16	DISC	0.7	721
16	AMC	0.7	674
16	CNN	0.7	671
16	BRAV	0.7	645
16	TVLD	0.7	641
16	TRU	0.7	611
16	ID	0.7	554
16	DSE	0.7	55
24	TLC	0.6	605
24	FAM	0.6	592
24	SPK	0.6	558
24	MTV	0.6	542
24	MSNB	0.6	526
24	LMN	0.6	510
30	CMDY	0.5	527
30	BET	0.5	488
30	APL	0.5	470
30	ESP2	0.5	452
30	NGC	0.5	436
30	HALL	0.5	432
30	NFLN	0.5	356
30	DSJR	0.5	290
38	VH1	0.4	427
38	HLN	0.4	385
38	NKJR	0.4	328
38	OXYG	0.4	311
38	GSN	0.4	290
38	H2	0.4	266
38	HMC	0.4	205
45	EN	0.3	317
45	TRAV	0.3	310

*Nielsen data supplied by ABC/Disney

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