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June 2011

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Volume 22 / No. SPECIAL

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What the Industry Reads First

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The Chairmen Speak

We asked the Cable Show's co-chairs David Zaslav, president/CEO of Discovery Communications, and Jerry Kent, chairman/CEO of Suddenlink Communications, about IPv6, advice (or not) for Michael Powell and their brutal schedules.

CableFAX: What are the main things you want attendees to glean from The Cable Show this year?

Jerry Kent: That we're an innovative industry continuing to invest billions of dollars in our infrastructure. We're delivering the next generation of broadband by providing the fastest speeds available to tens of millions of American consumers and businesses. Cable also is leading the way on the portable, personal video demands of American consumers. And, as an industry, we're making great progress in delivering a superior level of customer care.

David Zaslav: Cable networks continue to be *the* place for the most creative, exciting and engaging content on all platforms – TV, online and mobile devices. Cable's ground-breaking, original programming has raised the level of quality for all of television. Cable programmers have invested more than \$185bln since 1996 in amazing content. Cable viewing now dominates total TV viewing in many households, with cable networks regularly beating



CREATIVE COALITION: Discovery's David Zaslav (left) and Jerry Kent of Suddenlink want Show attendees to note cable's programming and tech innovation.

broadcast network ratings on multiple nights and individual programs continuing to set new ratings records.

CFAX: This is the first show for Michael Powell as NCTA Chairman. What advice would you give him as he settles into the job? And what do you think will be his and the industry's biggest challenges in Washington in the coming year?

JK: I'm not sure Michael needs our advice. Long before joining NCTA, he had proven himself to be a very capable leader. That being said, if he asked, I would encourage him to continue the legacy of his predecessor, Kyle McSlarrow, reminding the operator and programmer members of the association of the common ground we share. There'll always be natural points of tension between us – and those points of tension, at times, will make it difficult for us to work together. But, in the end, we're stronger and more effective when

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we collaborate. Together, we've built an industry that improves the lives of customers, delivers tremendous value to those customers and is a very positive force for job growth and economic expansion.

DZ: As for advice for Michael, the exemplary leadership profile he established as chairman of the FCC speaks for itself. I'm confident his experience and expertise will enable him to be a very effective advocate and spokesperson for cable in Washington, D.C., and beyond. In terms of challenges, the nation and consumers have encountered very difficult economic hardships in recent years. We need to demonstrate the ways in which cable adds value for both consumers and the country. As a programmer, we must continue to deliver the best creative content that engages, entertains, and enlightens – something inherent in Discovery's mission and something we also do every day in thousands of schools through Discovery Education.

CFAX: The technical sessions will focus largely on IPv6 this year. From your perspective, how will this new IP architecture help your businesses? What are the challenges?

JK: The cable industry has been working behind the scenes the last few years: planning, testing, and implementing support for IPv6 across our platforms. In fact, DOCSIS 3.0 has supported IPv6 addressing from the beginning. Our biggest opportunity is to make this transition

“I'm not sure Michael Powell needs our advice. But if he asked, I would encourage him to continue the legacy of Kyle McSlarrow, who reminded operators and programmers of the common ground we share.” –Jerry Kent

as smooth and seamless as possible for our customers; that's our goal and we're diligently working toward it.

DZ: We'll be working and watching alongside our fellow content providers, and other members of the entire Internet “ecosystem,” to work through this evolving issue.

CFAX: What do each of you hope to accomplish at this year's show for your respective businesses?

JK: I hope we can demonstrate that it's not only the larger cable operators keeping pace with the latest technologies, but also the mid-size operators like Suddenlink. We're providing great service to our customers, including our cutting-edge 107 Mbps Internet service, our partnership with TiVo, our plans for a mobile TV experience, security services and much, much more.

“The nation has encountered very difficult economic hardships. We need to demonstrate that cable adds value for consumers and the country.”

–David Zaslav

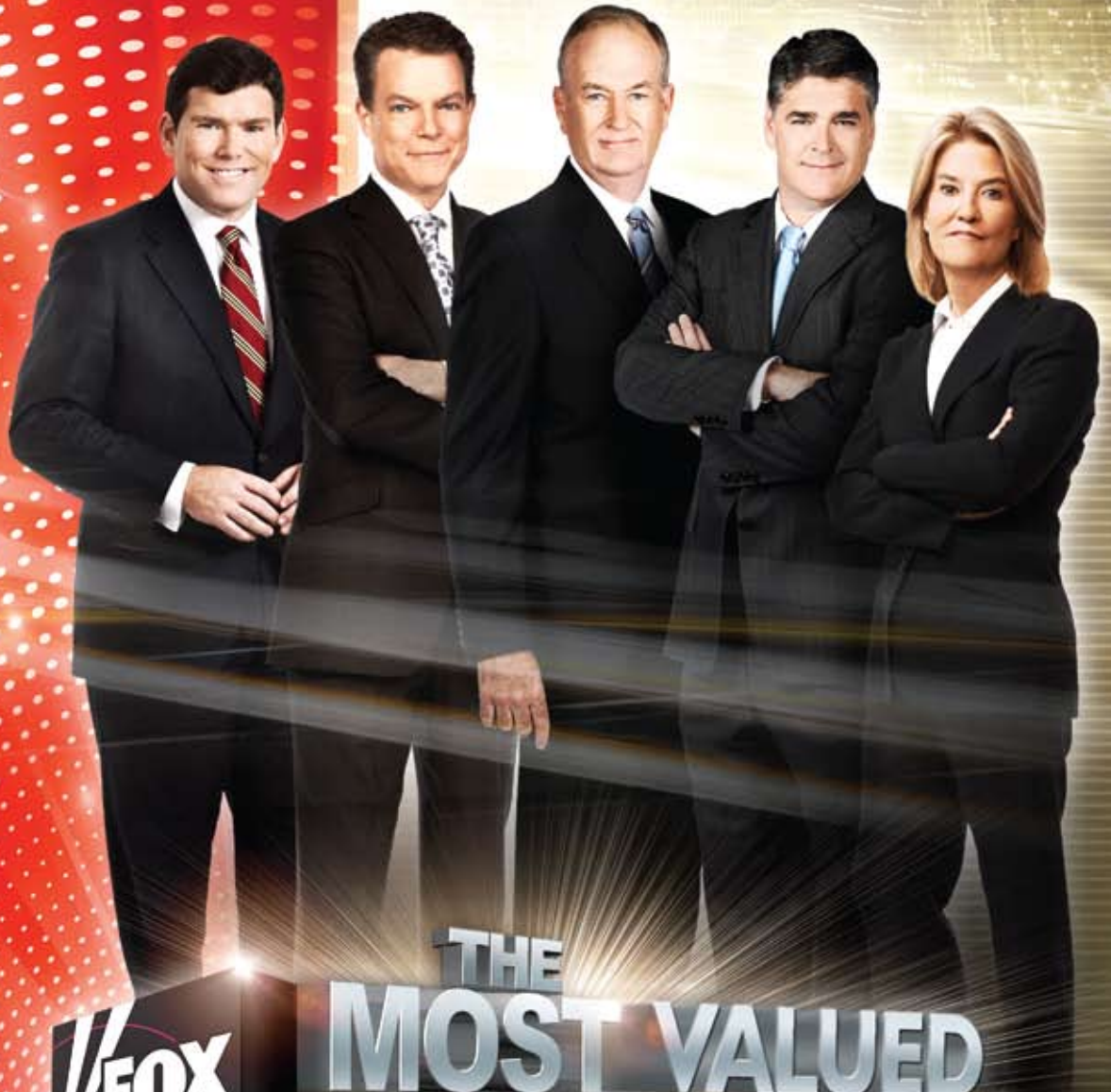
DZ: As in other years, we hope to showcase the great brands and content that we are building across all of Discovery's networks, from our flagships Discovery Channel, TLC and Animal Planet, to our newer brands, like Investigation Discovery, Science, The Hub and OWN: The Oprah Winfrey Network, which are among the fastest-growing networks on cable. Discovery's strategy over the past few years has focused on investing on the screen and making our brands as strong as they can be, delivering the best content that resonates with viewers and providing greater value for our distribution partners.

CFAX: Let's pull back the curtain. What are the best things about serving as The Cable Show co-chairs? What are the worst things?

JK: The best thing is working with great people like Barbara York, David Zaslav and the many others who make this event so successful. The worst thing ... have you seen the schedule they have us on? I have to book time just to take a breath!

DZ: I agree. It's amazing and humbling to witness the amount of detailed organizing, planning and hard work that goes on behind the scenes to putting on an event like the Cable Show. I also want to congratulate and thank Barbara York and the NCTA team for the tremendous job they've done in putting together this year's show. Working with the NCTA staff and partnering with Jerry Kent to guide the content, speakers and broad themes for the show has been truly inspiring and enlightening.

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Cable Center Hall of Fame

Class Speakers

You can easily find the official bios of the incoming Cable Hall of Fame class online, right? So for a change of pace we decided to let the class members speak for themselves on issues ranging from cord cutting and piracy to the environment, personal finance and Ted Turner. The inductees will be honored June 14 in a ceremony at the Sheraton Chicago Hotel & Towers, with cocktails beginning at 5:30pm and dinner and inductions at 7pm (ticket required).

Jim Gray



Former President, Warner Cable Communications
Former Vice Chairman, Time Warner Cable

CableFAX: You're a cable veteran and ran one of the first consumer-focused satellite companies, Prime-

star. When you look at content, what surprises you most about how people view/interact with cable?

Gray: First, the shift of content to the Internet. It's hard to believe the economics will work, but programmers seem willing to bet that they can maintain existing payments from MVPDs and also sell their content online. And, consumers may welcome the opportunity to use today's myriad of new devices to view TV content. Only time will tell.

Second, we couldn't have imagined 40 years ago so many cable networks becoming economically viable. As the inventors of interactive television with Qube, we envisioned a viewing model where much more would be unicast. It's happening now; but it's interesting to see that the network model still supports most viewing.

And, finally, time shifting via DVR.

CFAX: Cable operators are banking on authentication to hold off OTT providers and keep customers from cutting the cord. What's your advice to the industry on TV Everywhere?

CLASS PICTURE: The 2010 Hall of Fame class. (Back row from L): Brad Hammer, Brian Lockman, Marc Nathanson, Terence McGuirk; (front) Jim Duratz, Abbe Raven, J.R. Shaw, Allen Ecker. Mistrs Hammer, Lockman and Duratz accepted on behalf of the late Yolanda Barco.



Gray: In order for mass cord cutting to take place, someone other than today's MVPs would have to obtain programming rights for much of the same content that took cable almost 50 years to amass. Assuming that there are Internet companies that could afford to pay for those rights, the task of acquiring them and then standing up an online infrastructure that would be appealing to consumers seems a daunting task indeed.

Authentication might make sense as a way of protecting the interest of today's content networks and distributors. But will authentication really become necessary and, if so, how does the consumer fit into this calculation?

Maria Bartiromo



Anchor, CNBC

CFAX: You are the youngest person in the Cable Hall of Fame and the only one who's the subject of a song by Joey Ramone. Do you feel your induction is a plug for women in cable? Should more women be in the Hall?

Bartiromo: I'm honored by this distinction and inclusion into the Cable Hall of Fame. I hope this clears the way for more women in cable to be recognized. I think this induction is a plug for anyone who works hard. There are no shortcuts and I think it says if you try hard, and work hard, you will achieve something. Women and men have worked hard and we are in this industry because we love what we do. And yes, more women should be recognized for their pioneering efforts in cable.

CFAX: It seems that you've stayed loyal to cable, having gotten your start at CNN. Is it a loyalty issue or do you just really love what you do at CNBC?

Bartiromo: I've always loved what I do in cable. Cable offers viewers more choice and the time to offer in-depth analysis on important issues. I've been fortunate to find a niche in business news when the industry was in its infancy, and work hard at it at CNN and CNBC. I guess I do have loyalty, having worked at CNN for 5 years and CNBC for almost 20. It's also a loyalty to reporting on economic issues, which CNBC has been the leader.

CFAX: What are the biggest mistakes Americans

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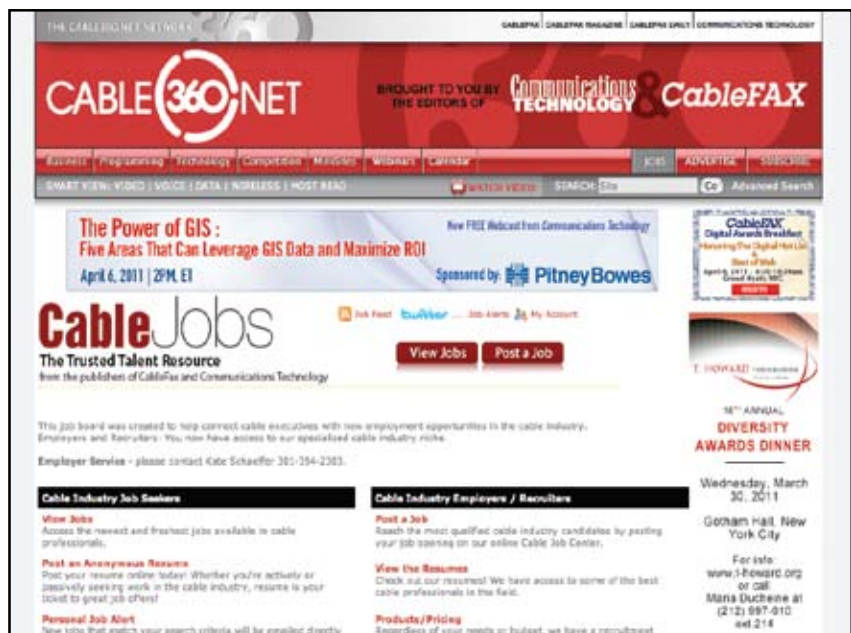
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make with their money?

Bartiromo: People fail to save enough. This is rule number one every pay period. You should pay yourself first; write a check to your savings account as soon as you get paid every week or two. Sometimes that check will be more than other weeks. That's OK. But get into the mentality of saving money regularly. Then once you have momentum, create 3 baskets: 1 for retirement; 1 for regular savings (for that summer home someday); and 1 for fun money, so you can get yourself a treat every once in a while. Each week, target one of those buckets. After you write that check, then pay your bills.

Paul Kagan



**Chairman and CEO,
PK Worldmedia, Inc.**

CFAX: You've been a proponent and financial supporter of The Cable Center for years. What role should The Cable Center play?

Kagan: It should be a collegiate learning center tracing the industry's history and its impact on the domestic and international population. It should also be an academic aide to the MSO community, a public relations partner for NCTA and the industry. I also think it must be a hands-on information and resource center for elementary, high school, college students and tourists for a better understanding of how the media work. In sum it should be a Johnny Appleseed of cable information.

CFAX: A big issue in cable is cord cutting. Will the public actually cut its cable cords?

Kagan: Some will, but not enough to change the underlying fundamentals of the media business. The population is very large and made up of different demographic groups, with different media consumption needs and budget limitations. Depending on your age, your income and your entertainment interests, you can choose from a growing basket of ways to enjoy your waking hours. But cable's core business model is not in danger because its concept offers MFPDS: the Most Fun Per Dollar Spent.

CFAX: We recall your columns for CableWorld. What areas of cable interest you now?

Kagan: Cable "next" is always fascinating, because the industry's technology is so flexible. Moving video & data at faster speeds, broadening the bandwidth, playing a larger role in voice communication, making content interactive and tailored to subscriber subsets are technology challenges I'm sure will be mastered. Offering more original programming and improving its position in the world of movie windows are other, more competitive ventures. The amazing thing about cable is

that, from the beginning 63 years ago, the industry has never stopped expanding. I don't think it ever will.

Timothy E. Wirth



**President
United Nations Foundation**

CFAX: You've had such an expansive and extensive career in politics, business, sports and diplomacy. What two or three accomplishments are you most proud?

Wirth: I'm proud to have been a part of the information revolution that has made such a difference in economic and social progress of the US and the world. Throughout my congressional career, I worked to open up the communications industry to competition – especially in the telephone and broadcast industries. I always believed that opening up the industry to competition would lead to consumer benefits and lower prices. And the record shows this to have been the case.

Protecting the environment has been the other major focus of my life. These efforts reflect my belief that government has a responsibility to help protect human health from harmful pollutants and preserve the natural world for future generations. I'm proud to have helped strengthen the Clean Air Act and address toxic pollutants. Among the most difficult but enduring things that we did was pass the Colorado Wilderness Act of 1993, which added more than 600K acres to the National Wilderness System.

CFAX: With your position at the UN Foundation and your constant advocacy on behalf of the environment, what will your message at The Hall of Fame dinner emphasize?

Wirth: There will be two messages.

The first is that competition has always been good for America – spurring innovation, choice, opportunity and progress. This has proven true in finance, manufacturing, telecommunications and so many other sectors. So we must constantly strive to encourage an open and level playing field.

The second is about responsibility. I got involved in telecommunications because too many people couldn't afford a telephone or were redlined from service. The broadcast networks weren't doing enough in terms of children's television or public affairs programming. Just as competition has been good for America, so too has responsibility – to our fellow citizens and future generations.

CFAX: You left politics as you decried the primacy of money over policy. So it seems your post at the United Nations Foundation suits you perfectly.

Have you ever been happier?

Wirth: It's been an honor and privilege to work alongside someone like Ted Turner, whose vision and generosity are without peer. Every day, we look forward to finding new ways of ensuring that the UN Foundation lives up to the ideals, energy and spirit of its founder. Working with Ted and the rest of the board of directors, we have found great success connecting people, ideas and resources with key UN causes in the areas of health, energy, technology and the environment.

Rocco B. Commisso



**Chairman/CEO
Mediacom Communications Corp**

CFAX: For years, you fought to convince Wall St of cable's value. Now that you're private, do you think the Street finally gets it?

Rocco Commisso: My frustration when we were a public company was that the cable industry was consistently undervalued by the public equity markets. Nothing Mediacom did seemed to dramatically change that, whether it was producing significant free cash flow, adding advanced services or even growing in the worst economic downturn in a generation. Today, the focus is more on making money by trading stocks, rather than by investing in quality companies with good upside potential. Unfortunately, I don't see a change.

CFAX: What are the best and worst things about being private? Do you miss anything from being a public company?

Commisso: The best thing about being private is that my management team and I can devote all our time and energy to operating and improving the business, instead of diverting significant resources to regulatory compliance and servicing public stockholders. We can make decisions that have a longer-term focus, rather than catering to the instant gratification of short-term public investors. One advantage of being public I miss is the stock market provided liquidity, allowing our employees and others who believed in us to buy and sell our stock.

CFAX: When you look out 5 years, where do you think Mediacom will be making the most money? Where are the big opportunities?

Commisso: Our proxy statement for going private discussed our outlook in some detail, and we have not materially changed our thinking. For Mediacom, I believe the biggest growth opportunity is in the enterprise and commercial business sectors, given our modest market share today. Large corporations, small business owners

and governmental entities need ever-increasing high-speed bandwidth connectivity and advanced telecom services. Our broadband network and newer product offerings can meet their growing requirements.

Jeff Bewkes



Chairman/CEO, Time Warner Inc

CFAX: With Internet and mobile, consumers have never had more ways to access Time Warner's content. But piracy has never been easier. What's your strategy for making sure Time Warner is fairly compensated now and in the future? Is it possible for content to be too available?

Jeff Bewkes: There's no such thing as making your content too available as long as you do it in a way that makes economic sense. People don't set out to steal content. They want to have control over what they watch, when and on what device. They want good value, high-quality sound and picture, ease of use and navigation. We've been leading the TV Everywhere initiative that all major distributors are supporting and is available already to some 70mln US households.

The idea behind TV Everywhere is that if someone is already paying for one of our networks, they can access that network and its programming on-demand, not just through their cable but through any broadband-connected device. The more shows that become available on this basis, the more it discourages piracy and reinforces the value of multi-channel subscription services.

CFAX: As you look at Time Warner's holdings, where do the cable assets fit into your strategy? Is it a profit center, a distribution platform or a bit of both?

Bewkes: We spun off Time Warner Cable a couple years ago to focus solely on creating high-quality content that appeals to a global audience—we no longer have any managerial or financial relationship with Time Warner Cable. We think it has worked out very well for the cable company, for our content assets and our shareholders.

CFAX: If you could change one thing about how consumers interact with their TV sets, what would it be?

Bewkes: When it comes to the TV set, our customers deserve the same things they now take for granted over broadband and mobile: a great user interface; and access to every channel and all of their favorite shows on-demand. When you combine that choice and control with the high-quality and reliability that video distributors provide, it's incredibly powerful.



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Special Report: The Latino Market

Cable Innovates to Tap Growing Hispanic Demo

If anyone in cable doubted the growing influence of the Latino marketplace, the 2010 U.S. Census numbers turned just about everyone into a believer: The Hispanic population—long relegated to hand-me-down marketing campaigns and less-than-urgent attention from top executives—now numbers nearly 50m nationwide. And the demo has seen triple-digit growth well outside traditional Latino markets: Alabama is up 145%. N.C. grew by 111%. Even SD is up 103%, according to multicultural research firm **Horowitz & Assoc.** America is changing, and an increasing chorus warns that cable must innovate or suffer the competitive consequences. “The demographic shifts that we’re experiencing are not phases,” says *Adriana Waterson*, vp, mktg and business dev at Horowitz & Assoc. “This is where we’re going as a country. Multicultural America is America. How can and should a general market strategy be reshaped to consider this new demographic reality that we’re in?”

Some operators aren’t wasting time. At **Time Warner Cable**, Latino marketing is baked into the MSO’s DNA, what with major systems in L.A., San Antonio and



“The demographic shifts that we’re experiencing are not phases. This is where we’re going as a country. Multicultural America is America.”

- Adriana Waterson, Horowitz & Assoc

other key Hispanic markets. “Hispanic marketing at our company is part of our overall strategy,” says *Marisol Martinez de Rodriguez*, Time Warner Cable’s senior dir of target mktg. “It’s integrated into everything that we do.” At the same time, Latino-focused programmers are finding unprecedented success. **Univision**, whose ratings rival and sometimes beat the major 4 broadcast



A CLIMBING DEMO: Discovery en Espanol’s “Human Planet” brings epic TV to the growing Hispanic market. Photo: Timothy Allen, BBC.

nets in key demos, said it’s poised to gain 8% in 18-49 viewership for the ’10-’11 prime broadcast season. Meanwhile, **ABC** (-9%), **CBS** (-8%), **Fox** (-4%) and **NBC** (-14%) will lose eyeballs in the demo. And Univision has increasingly set its sight on cable, announcing in May that it will launch 3 Hispanic nets focused on sports, news and telenovelas (an extended mini-series format popular with Latino audiences). “The groundswell of the Census has led to more demand than ever,” said *David Lawenda*, pres, ad sales & mktg, in a release trumpeting Univision’s upfront. “Active clients are looking to raise the bar and do more across the entire media portfolio, while inactive clients are looking for strategies to win with Hispanics.”

Indeed, the Census and marketplace dynamics have largely confirmed what many cable marketers have known for quite some time: Growth in the Latino market means cable must move aggressively with partnerships and strategies to win long-term loyalty. That requires

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understanding of a complex marketplace. In fact, it isn't even one marketplace; it's several Latino segments based on age, country of origin, income and a host of other factors. And even within the typical Hispanic household, viewing can vary considerably between family members. "We live in multi-generational homes," says Martinez. "While the grandma and the mom might want to watch the Spanish-language networks, the young ones in the home want to watch the English networks." Martinez says the misguided days of throwing together a Spanish-language tier and assuming it will serve all Hispanics in the local market are fading as operators take more care to create a "more relevant programming mix." Indeed, Waterson says that while 37% of Latino homes speak mostly Spanish, 29% are considered bilingual and nearly a third (31%) prefer English-language content.

English vs. Spanish

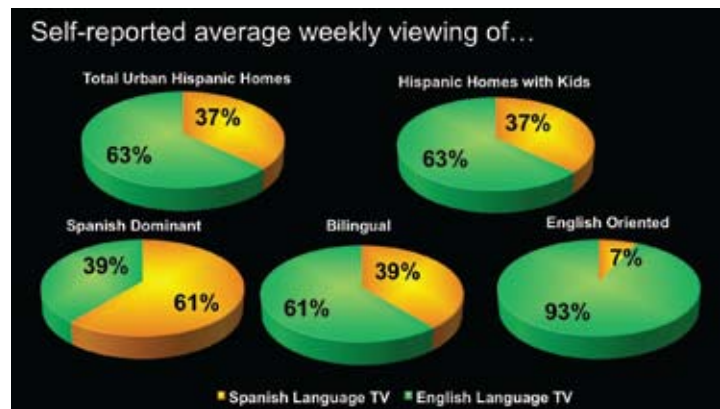
The English-vs.-Spanish language debate isn't new—but it has taken on new urgency as cable operators and programmers try to figure out how best to serve a complicated demographic. But especially for Hispanics who either grew up in the U.S. (roughly half) or came to its shores very young, English is far more important than often assumed by those marketing products to them, says *Michael Schwimmer*, CEO of English-language Latino net **Si TV**, which re-brands as **NuvoTV** on July 4. "By the time you're in your 30s, you're probably watching a fair amount of content in English," he says. "There's no way to deliver an effective content strategy without an English-language component to it." In fact, Schwimmer says the re-



"Hispanic marketing at our company is part of our overall strategy. It's integrated into everything that we do."

- *Marisol Martinez de Rodriguez,*
Time Warner Cable

brand was partly designed to excise the Spanish word "Si" from the net's name to emphasize that's its English-language. At the same time, Schwimmer often confronts the misperception that English-speaking Latinos should just watch what everyone else does. "People have traditionally for some reason not applied the same cable logic" to Latino programming, he says, noting that African-Americans, women and other demos have their own nets, so why not bicultural Latinos? Waterson says cable operators creating content tiers "need to take the demand for English-language



Source: Horowitz & Assoc

programming into account," even though "there is still a need for Spanish-language programming even among those in English-oriented homes."

Indeed, some data still indicate a preference for Spanish language programming among many Latinos, suggesting the need for a careful balance depending on the local market or the demo targeted by a Latino-oriented net. "Truth be told, there is room and a need for programming in both, particularly based on the fact that Hispanic homes in the US are a mix of Spanish-dominant, English-dominant and everything in between," says *Ivan Bagueiras*, svp, ad sales for **Discovery Networks Latin America/US Hispanic** and gm, **Discovery US Hispanic**. "Having said that, Spanish-language television is still key for reaching Hispanics."

Segmented Marketing at Comcast

At **Comcast**, which controls **NBCU's** strong slate of Latino programming with **Telemundo** and **mun2**, execs who analyzed the Hispanic market as the MSO last year began its initiative to go all-digital immediately came to one conclusion: "We need(ed) a more complex segment strategy" to address the various Latino demos and age groups, recalls Comcast dir, Hispanic mktg *Roberto Perez*. The result was "El Paquete Triple MultiLatino" (the MultiLatino Triple Play) designed to address different generations residing within Latino households with new packages that mix as many as 60 Spanish-language channels with English nets.

Meanwhile, Comcast made sure to pack those offerings with relevant VOD choices as well. "It gives us a competitive advantage," notes Perez. This year, Comcast plans to launch a Spanish-language version of its Xfinity.com streaming site, complete with some 500 Latino movies and series. "This platform is giving us the opportunity to offer more choice and more control to our customers," he says, noting that Comcast has already signed Latina actress *Sophia Vergara* of "Modern Family" fame as a spokesperson. At the same time, Comcast just opened a



A STRIKING POSE: Codie Cabral brightens up the shoreline after winning Si TV's "Model Latina Miami." Si TV rebrands as nuvoTV on July 4.

major Spanish-language call center in FL.

Meanwhile, despite the complexities of the Latino market, simplicity can also work. mun2, which targets Latinos 18-34, has adopted many of the same principles applied by other NBCU nets to target Hispanics and found them quite effective in launching 3 series recently. "We didn't reinvent the wheel," says *Flavio Morales*, mun2 svp, programming and production. "We used tactics that NBC Cable had used in the past." That included an awards program for MSOs that agreed to run promos, including electronics, autographed merchandise, fashion items, etc. mun2 won participation from MSOs in 19 markets in Q3 and Q4. "We were able to give them the ammunition they needed for a successful launch," he says. "We recorded



"It gives us a competitive advantage. This platform is giving us the opportunity to offer more choice and more control to our customers"
- Roberto Perez, Comcast, on VOD for Latinos

some of the best numbers we've ever had"

Of course, debates over how to sell Latino content continue to rage, especially when it comes to creating special tiers vs putting Hispanic-focused nets on basic cable. At some point, the Latino population becomes so large that it seems silly to include other niche nets

on basic but not Hispanic ones—even those that are Spanish language. But reluctance persists despite sometimes underwhelming adoption of Hispanic tiers. "The slow adoption of Hispanic tiers and expansive audience potential within the Hispanic marketplace calls for new solutions to be tried," says Bargeiras. "It is simply a smart business proposition in this environment."

Not only can operators and programmers work more closely together, but Waterson says ops could also reach out to equipment vendors and other partners to create packages that are more affordable and better fit the lifestyles of Latino demos—especially when it comes to broadband. "I haven't really seen anyone taking the lead on this, and I think it's a tremendous opportunity," she says, citing research suggesting many Latinos want broadband but feel they can't afford the service or a computer. "They want the broadband in the home for the kids," she says. "There's a real demand and a real desire for this. The problem is that there are real barriers."

Cable Must Find Its Game...Fast

Cable's challenge will be to find those solutions amid an environment of growing competition for Hispanic customers—not only with satellite but increasingly with telcos as well. "We cannot afford to rest on our laurels even when it comes to our traditional best customers," notes Waterson. "Ten percent of English-oriented Latino households are now subscribing to telco video—and where did they get those customers from?" While innovative Latino strategies on the MSO side vary greatly company to company and system to system, many see encouraging signs. "I think that the industry as a whole has been moving in the right direction... the Census numbers do shine an important light on the power of Hispanic audiences and serve as an incentive to encourage this trend," says Bargeiras.

To be sure, cable has come a long way in better serving the Latino market and understanding its complexities. But executing an effective Latino strategy is easier said than done. It starts with taking the time to learn about local markets and understand what they want. "The strategic and tactical roadmaps for success really are not that clear," admits Waterson. "But if you don't have a Hispanic research initiative in place to better understand and grow your Hispanic audience or subscribers, now is the time to launch one." Says Morales: "It's not enough to say that it's a gut thing. It's all backed by research." Evidence of the Latino opportunity is everywhere, and so far cable appears to be in a good position. But competitors can also read the same Census numbers. Winning Latino loyalty will no doubt become an increasingly competitive sport. — *Michael Grebb*

NCTA Vanguard Awards

On Cable's Vanguard

Traditionally the finale of *The Cable Show*, the 2011 Vanguard Awards this year will be the penultimate event, presented during lunch on June 16, just prior to a concluding panel. Begun 46 years ago, NCTA's Vanguard Awards encompass innovative leadership excellence in business and personal commitments. *Insight* vice chmn/CEO Michael Willner, who's also the Vanguard Awards committee chair, will present the honors during this 60th annual cable confab. Below are brief profiles of the Vanguard honorees, incorporating thoughts about them from cable luminaries.

Distinguished Leadership



Mae Douglas
EVP/Chief People Officer
Cox Communications

Long regarded as one of cable's top HR professionals, Mae Douglas, along with the enlightened leadership of Pat Esser and the late Jim Robbins, has helped make Cox Communications arguably cable's best place to work. The recipient of numerous accolades, Douglas also has advanced the causes of women and minorities throughout the industry during her tenure on the NAMIC and WICT boards. "Mae Douglas leads with a sense of warmth, clarity and laser-like focus that brings out the best in people," says NAMIC President Kathy Johnson. "NAMIC and our industry have benefited from her influence and long-standing conviction to advancing diversity and inclusion."



Tom Rutledge
COO
Cablevision Systems Corporation

Tom Rutledge has done it all in cable. Recently the Cable Hall of Famer said he strung cable and did installs during college vacations in the mid-1970s. "That's not included on my resume," he joked. After graduating in '77, Rutledge remained in cable, starting as a manager-trainee at ATC, a predecessor of Time Warner Cable; he eventually became Time Warner Cable's president. Today his portfolio is enormous, encompassing Cablevision, Rainbow Media and the Long Island newspaper *Newsday*. Since Rutledge's arrival at Cablevision in '02, it has become arguably among the best-run and most profitable MSOs. "Tom has brought tremendous integrity and vision to the many leadership positions he holds in our industry," says ESPN chief George Bodenheimer.

Government & Community Relations



Sheila Willard
SVP, Government Affairs
Comcast Cable Communications

One of Comcast Cable's top local political and regulatory strategists, the affable Willard's portfolio includes connections in more than 6,400 communities in 39 states and DC. Beyond shepherding Comcast through the local political and regulatory hurdles of major acquisitions, Willard is known for working on behalf of cable generally. "She's a terrific advocate for the industry," says Gary Matz, svp, government relations, Time Warner Cable, "and she cares deeply about the communities served by Comcast." He adds, "In the many years that I have known and had the privilege of working with Sheila, I've always been impressed with her innovative ideas and strategic thinking in addressing the legal and regulatory challenges confronting our industry."

Marketing



Jonathan Hargis
EVP, Marketing
Cablevision Systems Corporation

The industry-leading penetration rates of Cablevision's Optimum family of products are due in no small measure to the marketing prowess of Jonathan Hargis. The 11-year Cablevision veteran was a key player in the Optimum Triple Play marketing offer in '04, which has been emulated throughout cable. But CTAM President/CEO Char Beales points to another worthy Hargis attribute. "Many are aware of Cablevision's impressive marketing results," she says, "but fewer know that Jon generously volunteers his time to CTAM to support the industry." She adds, "He chaired the '10 Summit program... and serves on the CTAM Board and Executive Committee. He's also CTAM's Treasurer. We're fortunate to work with such an inspirational marketing leader."

Cable Operations Management



Carol Hevey
EVP, Time Warner Cable, East Region

Arguably cable's most senior woman in operations, the 29-year veteran owns a great success story, having risen through the ranks after starting in an

entry-level position. Today Carol Hevey oversees 17K employees who provide video, data, digital voice and wireless services to nearly 6mln residential and commercial customers. Known for her relentless focus on the customer, she strives “to be visible and know what’s going on with employees. What they’re thinking about, what their questions are, what their challenges are. I need to know and understand those things so I can do my job, which is to support them to be successful,” she told us. “Carol is a leader, mentor and role model... and a living demonstration of what’s possible through smarts and great determination,” says WICT President/CEO Maria Brennan.

Programming



Doug Herzog
President/CEO, MTV Networks
Entertainment Group

One of the most versatile programming execs in cable, Doug Herzog perhaps is best known for his comedy chops, including spearheading the Emmy-winning series “The Daily Show with Jon Stewart” and “South Park.” Yet his resume also includes original films, series and sports as USA Network’s President for four years beginning in 2001. A devoted NY Yankees’ fan, Herzog’s MTV cred also is substantial, having developed and supervised “The Real World” and “MTV Music Video Awards.” “Doug is a brilliant and inspirational creative leader who has mastered the art of assembling amazing talent and producing entertainment that defines our culture today and endures,” says Philippe Dauman, President/CEO of Viacom Inc. Herzog now oversees Comedy Central, Spike TV, TV Land and myriad MTV Networks Entertainment Group web sites.

Science & Technology



Louis Williamson
VP, Adv Engineering & Sr Fellow
Time Warner Cable

The 28-year veteran of Time Warner Cable is in a perfect position to chart the MSO’s long-term technical architecture, considering he helped develop much of its modern-day workings, including digital set-tops and VOD. Besides his technical Emmy-winning work in fiber optics and hybrid fiber coax, Williamson’s value as team member might be one of his most important legacies. “What’s always impressed me about Louis is how he tackles challenges as part of a team and his natural style of working with others to address problem solving and executing on ideas,” says Mark Dzuban, President/CEO of SCTE

and a fellow Vanguard honoree. Williamson has the necessary character traits. Adds Dzuban: “Louis is cool, calm, and collected and—as befits a Vanguard honoree—very smart. With a great sense of humor to top it off!”

Associates and Affiliates



Mark Dzuban
President/CEO, Society of Cable
Telecommunications Engineers

Most of us think of Mark Dzuban as SCTE’s activist President/CEO. He’s expanded the organization’s educational activities, offering online learning and the SCTE Leadership Institute, with Dartmouth’s Tuck School of Business. He also started cable’s initial energy management initiative. But if you’re one of the 24mln people getting phone service from cable, you have Dzuban to thank. “Mark has a four-decade perspective, ranging from the boardroom to the bucket truck, with contributions from the early 2-way amplifiers to convincing AT&T’s Chairman of the viability of telephony on cable systems,” says Dan Pike, GCI Cable’s CTO and a Vanguard recipient for Science and Technology in 1991. “His 40 years of perspective give him a unique capacity to shape SCTE for the future,” adds Pike.

Young Leadership



Jennifer Caserta
EVP/GM, IFC

It’s the rare executive who combines talent in both marketing and programming and also is a pleasure to be around. Jennifer Caserta is that rare executive. One of the most press-friendly GMs, Caserta’s upbeat personality and drive have created a flock of admirers. Her long-time mentor, boss and friend, Evan Shapiro, President of IFC & Sundance Channel, says, “She’s the hardest-working woman in show business. I know, I know, everyone says that, but in this case it’s 100% true. Despite being mom to two great kids, she’s up at dawn, churning out emails well past midnight, pretty much every day of the past decade.” Those emails help Caserta run IFC and executive produce several IFC comedies, including “Onion News Network” and “Portlandia.” Known earlier as one of cable’s most creative marketers, she’s continued to display creativity as a GM, including exec producing the docu-series “Monty Python: Almost the Truth (The Lawyer’s Cut),” which provided IFC and Monty Python with their first Emmy nominations.

-- Seth Arenstein



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THE STYLE

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- ★ Kick off day one of The Cable Show with WICT
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The Chicago Way

As Cable Connection Week approaches, the *CableFAX* editors like to gather in our underground lair (We have one. It's really cool; bats, stalagmites, old FAX machines). We discuss the mysteries of the universe but—failing to resolve them—quickly move to what to do at NCTA. Below is our completely subjective take on cable's annual confab—at least while you're kinda, sorta working.

Monday

Doing Good

One of the best new traditions of The Cable Show is Sportsman Channel organizing attendees to feed the homeless with food donated by local hunters. This year three Chicago missions will benefit as Sportsman and a slew of volunteers prepare and serve more than 650 meals. Prep begins at 1:30pm. Transport from the Convention Center will be provided. Please contact mschwartz@ncta.com or 301-482-1105.

Pioneer Spirits

Always a classy affair, the Cable TV Pioneers Banquet honors those who literally built the industry. (The Palmer House Hilton, 5:30 pm)

Bar None

Ink-stained wretches like us never admit it, but we enjoy feeling loved by PR flacks, who curse us behind our backs. Most journos will attend the Media Reception at the Wit hotel, just hoping someone invites them to dinner. (6pm)

Put A Cork In It

With the show beginning Tues, Ovation provides a warm-up with an invite-only champagne, dessert and jazz party at Pops for Champagne, on N. State St, 9:30pm.

LIKE FATHER, LIKE SON: Ted scion Beau Turner serves homeless at Sportsman's Hunt, Fish, Feed in Atlanta.



Tuesday

IPv6 Summit

Ready to get your IP on? IPv6—the next version of the IP protocol—will greatly expand the Internet's addressing capability while creating plenty of potential headaches during the transition. Sell broadband? Yeah, you'll want to have your tech folks there bright and early for this morning summit (8 am, room S404)

General Session

Sometimes you skip the opening general, but not this time. A welcome from new Chicago mayor (and former White House Chief of Staff) Rahm Emanuel. Michael Powell's inaugural industry address as pres/CEO of NCTA. Then it's on to a panel with Jeff Bewkes, Glenn Britt, Chase Carey, Philippe Dauman, Patrick Esser and Neil Smit. Liz Claman of Fox Business Network moderates. (10:30am, North Hall)

Marketing Chiefs

The importance of marketing in the digital age is obvious. CTAM chief Char Beales moderates a discussion with some of the best, including CMOs from Time Warner Cable (Sam Howe), Cox (Joe Rooney), HBO (Courtney Monroe) and Univision (Ruth Gaviria). (2:30 pm, room S404)

Finding Content

This one could be a gem as Time Warner Cable's Kevin Leddy picks industry brains about new content discovery methods, including social media for the TV. Be there and sound impressive at parties. (2:30 pm, room N426)

Ad-vantage Cable

CAB chief Sean Cunningham moderates a chat between several of cable's advertising presidents that's sure to include mention of new technologies and predictions on local, regional and national spot performance. The panel features Time Warner Cable's Joan Gillman, Cox's Billy Farina, David Kline of Rainbow and Comcast Spotlight's Charlie Thurston. (4 pm, room S405)

Hall Monitors

The elite gather at the Cable Hall of Fame induction (see p. 4). The rest engage in perhaps less lofty activities (see item below). (5:30pm, Sheraton, ticket required)

Bear-ly Anything Else to Do

Chicago has no important theater, local music or anything else of interest besides baseball, right? Must be, as Fox News Channel/Fox Networks/Fox Business Channel and ESPN Media Networks/Disney and even NBCUniversal/Comcast SportsNet Chicago are hosting invite-only parties to watch what the marketers will tell you is "an important Central Division series," but really are garden-variety games between the lowly Cubbies and the Milwaukee

Brewers, who are moderately good and in 2nd place as we write. Fox (Wed) and ESPN (Tues) are staging their parties outside the park, in homes that peer over the outfield fence. NBCU (also Wed) actually will be inside Wrigley Field, in a suite. And sweet lady Maria Bartiromo throws out the first pitch, a money ball no doubt.

Wednesday

General Session

We're not sure how NCTA is going to pack 5 star-studded segments into 90 minutes, but it will be fun to watch them try. We're looking forward to Segment 2, where CNBC's Maria Bartiromo questions FCC's Julius Genachowski. Net neutrality, anyone? (9:15am, North Hall)

The Business of Cable

A pair of sessions highlight cable's push into what's been the telcos' lunch, business services. At 11am, Julia McGrath (Optimum Lightpath), Mark Scott (Cox Business) and Kevin Stephens (Suddenlink) examine demand and networks in "Empowering Business Services Growth" (room S403B). At 2pm in the same room Craig Collins (Time Warner Cable), Jim McGann (Charter) and Phil Meeks (Cox) look at "What Customers Want."

Authentic License

Everyone's gaga over TV Everywhere, but what does it mean for licensing content? Heavy-hitting execs including NBCU's Bridget Baker, Turner's Coleman Breland, Fox Networks' Mike Hopkins and Time Warner Cable's Melinda Witmer talk about it. (2 pm, S404)

Cocktail Hour

The Karmaloop-sponsored Chairman's Reception is the place to be seen and (politely) brag about your success...if you're invited. Will the Flying Tomato make an appearance? (5:15 pm, Vista Ballroom, Level 4)

Thursday

Early Birds

If you love rising with the roosters you have 2 options at 7am: sister pub *Communications Technology's* tech breakfast (room S105ABC, ticket required) or NOMIC's awards breakfast (Grand Ballroom, ticket required).

Guarded

Food, drink and the Vanguards (see p. 12). What's not to like? (noon, Grand Ballroom, ticket required)

You Sure?

While many will leave Chicago by late Thurs, they'll miss what should be a terrific panel about the future of TV during CTAM's Insights Conference at The Palmer House (3:30pm, separate registration required). "TV-The Future is Now!" will feature Matt Murphy of ESPN and



LUNCH FOR TWO:
Honorary chairperson Salaam Coleman Smith of Style at WICT's '10 Signature Luncheon; she'll chair the '11 lunch too.

Other Happenings...

WICT Signature Luncheon

WICT will salute the following shows that feature strong female characters at its 12:15 lunch, Tuesday:

ESPN for "Her Story: Ten Times Over"

Nigerian-American Mobe Akiode quit her ESPN "dream job" to move to Nigeria, to use sports to inspire and empower impoverished young women.

The Style Network for "Ruby"

Critics have fallen in love with Ruby Gettinger, whose battle with weight is the subject of this Style series.

WE tv for "Downsized"

A mother of seven, Laura Bruce helps lead her family through tough choices as they downsize their lifestyle.

TNT for "The Closer"

Kyra Sedgewick's deputy police chief character is a strong woman who won over a male-dominated department.

USA for "In Plain Sight"

Mary McCormick plays Mary Shannon, a deputy US marshal for the Witness Protection Program, who balances a dangerous job with a complicated personal life.

What's The Park?

Imagine P.T. Barnum as a cable guy, mix in Powerpoint slides and voila... it's The Park on the NCTA show floor. OK, that's not exactly accurate. But this open-forum stage for product introductions, tech announcements and "thought-provoking conversation about all things cable" (we like that one) should include a few gems.

Matt O'Grady of The Nielsen Co. To show that people with names other than Matt are knowledgeable, CTAM got programming guru Melinda Witmer of Time Warner Cable to round out the panel. Moderating will be former NCTA counsel Daniel Brenner. Directly before, at 3pm, Vision Critical sponsors an ice cream break. Ice cream followed by Dan Brenner could be a lethal combination.

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