

CableFAX Daily™

May 2012

What the Industry Reads First

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The Sellers Among Us...

It's a rare and talented breed that can convince others to part with their hard earned cash, but salespeople do it every day in the cable industry. And unlike consumers easily swayed by advertising images and slick marketing campaigns, cable's ad sales executives must apply their skills to a much tougher audience consisting of savvy execs from major brands and agencies—all looking for a deal and playing each competitor off the next. Affiliate salespeople, of course, face an equally tough battle to win the hearts and minds of distributors who face a capacity crunch and limited ability to pass on higher license fees to subs. It's tough out there. But cable's sellers soldier on like the pros they are. And we watch in awe...

Affiliate Sales Person of the Year (VP Level and Above)



Winner

Laura J. Lee
SVP, Distribution,
Crown Media
Family Networks

In a few short years,
Laura Lee has rapidly

advanced from a regional director to her current position as head of all distribution for Hallmark Channel and Hallmark Movie Channel. It's no wonder why. Her tenacity and persistence has paid off in recent years, especially when it comes to growing Hallmark

Movie Channel, which has soared to 45mln subs amid an environment of tight capacity and sometimes overwhelming skepticism from distributors. From the time Hallmark Movie Channel became a Nielsen-rated network in late 2010, Lee hasn't looked back. And according to the 2011 Beta Research study, the net was ranked as the #1 cable network non-affiliates want to carry by an overwhelming majority (88%). That's a 22% increase in operator interest over 2010, and it's largely due to Lee's tireless advocacy. Even more amazing is that Lee can achieve these milestones at an independent network that faces competition from huge media conglomerates with dozens of channels and far larger staffs. As an indie, Hallmark has very

little leverage. But under Lee, it has bagged big results stemming mainly from her refusal to quit and devotion to relationship building. We love to watch her work...

Honorable Mentions

Deanna Andaverde
SVP, Field Operations,
Univision Communications

For all practical purposes, Andaverde works the trenches for Univision with oversight not only of its cable nets but also its local broadcast stations. Despite a tough economy and distributors' limited familiarity with Spanish-language content, Andaverde was able to drive 126 renewal deals and VOD launches reaching more than 34mln subs.

Outdoor Channel Congratulates
Mark Romano
CableFAX Sales Executive of the Year
Out of the Box: The Renewer

America's Leader In Outdoor TV

OUTDOOR
CHANNEL



Scripps Networks Interactive proudly salutes the hottest sales force in cable!

Congratulations to our very own finalists:

Greg Regis

Brent Scott

**Food Network Ad Sales
and Marketing**

HGTV Ad Sales and Marketing



scrippsnetworks.com

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Bradley Fleisher **SVP, TV Networks Distribution,** **NBCUniversal**

With 14 years under his belt at NBCU, Fleisher oversees the Time Warner Cable and Cox Communications accounts as he negotiates for NBCU's considerable content portfolio including not only major nets like USA, Bravo and CNBC but also the company's emerging nets like Cloo (formerly Sleuth), Chiller and mun2. He also oversaw authentication efforts with the 2010 Olympics. Fleisher continues to take the gold...

Michelle Rice **EVP, Affiliate Sales & Marketing, TV One**

Since taking on her current role in '08, Rice has continued to steadily grow TV One's distribution, reaching 56m homes in 2011 partly due to successfully wooing Cablevision, which launched the net throughout its systems in Aug. Meanwhile, she and her team added nearly 4m subs to TV One HD's rolls last year as it hits 14m homes. Cox Communications' Kathy Payne notes that Rice "has done an excellent job in selling the value of TV One." We agree.

Brent Scott **VP, National Accounts,** **Scripps Networks Interactive**

Scott, who handles contract negotiations for HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country, manages the DirecTV, DISH and Cablevision relationships that account for nearly 40% of Scripps' distribution. Known as an innovator, Scott's mantra is to "think big," says vp, affiliate relations Jeff Wilke. It shows.

Michael Smith **Operating VP of Affiliate** **Relations, HSN**

Smith not only oversees distribution of HSN's linear nets but also heads up the home shopping giant's advanced services, including its Shop by Remote iTV service, which now reaches well over 30m subs. HSN HD added 8m subs in 2011, with more than 36m homes.

National Sales Person of the Year (Above VP)



Winner **Liz Jannerman** **EVP, Advertising** **Sales, Ovation**

Get this: Liz Jannerman—working tirelessly in 2011 with her team to compile

research, create brand integration opportunities and meticulously design a multiplatform strategy—did the seemingly impossible: She tripled Upfront revenue over the previous year. You heard that right. Sales were up 300%. That would be an amazing feat for any network, but it's especially stellar for Ovation, which as an indie net enjoys none of the leverage of its much bigger competitors for those ad dollars. How did she do it? With lots of elbow grease and pure salesmanship that doubled the number of advertisers at the Upfront and then simultaneously increased average deal size by 53%. Put those factors together, and it's a recipe for sales success. In 2011, Jannerman and her team brought 40 new advertisers into the fold. Even more incredible is Jannerman's ability to hold onto existing clients with as much skill as she's able to woo new ones: She boasts an advertiser churn rate of less than 1%. Assuming Jannerman's able to keep bringing in new blood and keep the current crop happy, we wouldn't be surprised if this sales dynamo continued racking up big sales gains year after year. Jannerman has set a high bar for herself, but we suspect that's just the way she likes it.

Honorable Mentions

Melissa Drucker & Peter Wright **VPs, BBC America Media Sales,** **BBC Worldwide Ltd**

This dynamic duo has steadily stolen share from competitors in recent years, increasing BBC America's ad sales 39% in 2009, 49% in 2010 and 52% in 2011. And they're not done yet. Perhaps their best talent is expertly exploiting BBCA's recent ratings wins that sacked 1.3m

viewers for one recent episode of "Doctor Who" and continues to impress across the board.

Ed Georger **EVP, Advertising Sales,** **Crown Media Family Networks**

He's been there since the beginning and helped launch not only the Hallmark Channel but later Hallmark Movie Channel, of which he's now the gm. Georger's understanding of Hallmark's audience is legendary, evidenced by its stellar C3 retention with 94% of viewers staying tuned in during commercial breaks, according to Nielsen. And Hallmark Movie Channel is on a tear under his watch (Beta now ranks it as the #1 net that distributors want to add).

Greg Regis **SVP, Advertising Sales,** **Scripps Networks Interactive**

Since Scripps acquired Travel Channel in Dec '09, Regis has greatly expanded the net's advertising base, recruiting clients in major categories like automotive, tech, financial and wine/spirits. In fact, Regis and his team have doubled Upfront ad sales since 2010, including \$2m in business for Scripps' growing digital business. "Greg motivates his team at the highest level," crows Scripps evp, ad sales Jon Steinlauf. Hear, hear.

Affiliate Sales Person of the Year (VP and Below)



Winner **Sara Timmins** **Account Exec,** **Affiliate Sales,** **Eastern Region,** **RLTV**

It's hard enough to sell an indie net, much less one that targets older viewers. But with years under her belt at RLTV, Sara Timmins brings extraordinary enthusiasm and strategic insight, projecting authority, confidence and a personality that has won her many friends and fans throughout the industry. In an extremely tough market, this whip-smart exec grew distribution 4% in Comcast systems last year, negotiated and executed 9 new contracts

with indie operators and took on the jet-setting role of expanding client relationships in 18 states making up 64% of RLTV's subscriber base. All the while, Timmins brings an energy and enthusiasm that when combined with her accomplishments makes her a huge asset to RLTV. "Sara exudes a passion for her product that's infectious," says Tammy O'Shea Bulluck, director of programming at Comcast Cable. "It's impossible to spend time with her and not leave the conversation feeling like RLTV is a network that truly makes a difference in the lives of its viewers." We'll just leave it at that.

Honorable Mention

Holly Mauer

Director, Network Distribution & Service, Crown Media Family Networks

Based in L.A., Mauer closed deals adding nearly 1m new HD customers in 2011 and expanded Hallmark Movie Channel to more than 300K new subs. Through it all, she "takes the time to understand the operator's needs," says Jan Moczydlowski, Cable One video services product dir.

National Sales Person of the Year (VP and Below)

Winner



Graig Hale VP, Business Development, Sportsman Channel

When it comes to advertising sales, the numbers never lie. And in the case of Sportsman Channel's Graig Hale, they also sing. Consider that his 2011 sales led to a 51% increase in revenue over 2010. And he's already on track for another 49% increase in 2012. That's more than double the ad sales revenue in 2 years and would be impressive at any cable network, large or small. With Hale's attention to detail and mastery of the pitch, he has been able to bag big clients ranging from Progressive Insurance to BRP Corp/Bombardier to Cabela's, which upped their buys in 2011 by 44%, 249% and 225%, respectively. That's called selling, folks. In addition, Hale brought in several new accounts

from heavy hitters like Nikon, Netflix, Ram Trucks and Chevy Silverado, just to name a few. Hale also sold Realtree as a recurring primetime sponsor on Tues nights, allowing Sportsman to build a custom content block for the client. In fact, Hale pursued Realtree for years, prompting vp, Realtree Outdoors Bill Harris to note that the "tactfully persistent" Hale "jumped through hoops and focused on what we needed as a customer to make the deal happen." Hale's penchant for knowing what shows will resonate with advertisers has made him a creative of sorts: He has helped develop shows like "Dropped: Project Alaska," "Beau Knows Outdoors" (starring Ted Turner's son) and "NRA Guns & Gold," among others. With 7 sales execs and 3 support staffers, Hale does a lot with very few people—and it's his ability to rack up big results despite a small staff, a lack of Nielsen coverage and other challenges that makes him more than well deserving of this honor.

Honorable Mentions

Casey Gould

Account Executive, Advertising Sales, Crown Media Family Networks

Gould's credited with bringing 30 new advertisers to the Hallmark Channels, and this young rainmaker is only just getting started. Whether it's securing a sponsor for Hallmark's daytime block or selling around its flagship holiday programming, Gould has proven himself time and again. Noting his "great capacity for creating innovative opportunities for clients," Pfizer dir, media Mike Law says Gould is also "quick to share good news and, most importantly, he just as readily gets in front of potentially negative situations." Gould's one to watch.

Brian Napolitano

Senior Director, Advertising Sales, Ovation

What a contrast. Brian Napolitano cut his teeth at Fox Cable Networks but now brings his considerable skills to indie net Ovation. But it seems his transition from major to indie couldn't be going better. Already he has increased year-over-year Upfront revenue by 2-fold—all while wooing several new advertisers to the arts-focused net and fostering new relationships among agencies and buyers.

Jeff Rohr

Director of Sales, Content Solutions, Comcast Media Center

Jeff Rohr's not only responsible for commercial services sales but also affiliate relations programs. It's a lot of work, but Rohr consistently delivers. His 2011 successes include multi-year contracts with Fox Cable, Turner, BBC America and several others, as well as new business he secured with NHL Network. Says Greg Varhely, vp, on demand/broadband services at AMC Networks: "No matter what challenge comes up, Jeff's ability to strategically and tactically come up with creative solutions never ceases to impress me."

Affiliate Sales Team of the Year (Large Networks)

Winner



MLB Network

Whether pitching new distributors, managing existing relationships or even coordinating complicated logistics around blackouts in regional markets, MLB Network's affiliate sales team has more than stepped up to the plate (sorry). To be sure, expectations have been high considering that the network launched in Jan '09 with 50mln subs, often considered the biggest cable network debut in history. Even more impressive, however, is that this tenacious group further pushed distribution to nearly 70mln homes in 2011 as it added 50 new affiliates including heavy hitters (sorry again) like AT&T U-verse and DISH. And on top of everything, the addition of blackout logistics adds incredible complexity to this team's day-to-day existence, with the need to regionalize content nearly 25 days per month during the regular season. Value

No hard sell. Just big congratulations.

NBCUniversal proudly salutes
all of this year's CableFAX
Sales Executive of the Year honorees,
including our own:

Dana Zimmer
CableFAX Sales Hall of Fame inductee

Bradley Fleisher
Affiliate Sales Person of the Year nominee

NBCUniversal

Bravo, Chiller, cloo, CNBC, CNBC World, Comcast Sports Group, E!, G4, Golf Channel, msnbc, mun2,
NBC Sports Network, Olympics, Oxygen, Sprout, Style, Syfy, Telemundo, Universal HD, USA Network

adds are also top of mind. One example is its "MLB's 20 Greatest Games" VOD offering, which resulted in 170K views across 20 distributors including Comcast, Time Warner Cable, DISH and others. In fact, all of MLB Networks' affiliates are spending big on cross-promotional efforts around the net's various initiatives—a strong vote of confidence from cable's major players that this net (and its affiliate sales team) appreciates and supports its patrons. With the 2012 season now in full swing, MLB Network has certainly gotten distributors to play ball (Wow. Third one. We're going to stop now).

Honorable Mentions

Turner Network Sales

One of the best distribution teams in cable, Turner makes it look easy. It's not. This Atlanta-based giant must maintain affiliate relations while famously managing renewals with minimal drama despite often tough negotiations. Turner's leadership on TV Everywhere—and working multiplatform terms into deals—has been a model for the industry.

TV Guide Network

What a year for this ever-evolving network and its small but effective distribution team. With a mission to phase out that traditional scroll in 2011, these tireless execs worked with distributors to achieve "All TV. No Guide" status in 75% of its 80mln-home footprint. The net's now full screen in nearly every major market, and it's in no small part because of its excellent distribution sales team.

Affiliate Sales Team of the Year (Emerging & Mid-Size Nets)

Winner **TV One**

Together this stellar team led by Michelle Rice pushed TV One's distribution to 56mln homes in 2011, even in the face of daunting challenges as an independent network serving a highly targeted African-American audience. Still, TV One also appeals to other demos, and its distribution team has tirelessly made the case that even areas without high African-American

populations deserve access to TV One's unique fare. In the last year alone, Time Warner Cable's Austin and El Paso, TX, markets and Cox Communications' Providence, R.I., area systems granted carriage—mostly based on this team's well crafted arguments that diversity attracts viewers even in markets not considered African-American strongholds. Meanwhile, TV One's team also gained nearly 4mln subs for the net's HD version, including deals with Bright House Networks in Tampa, FL, and Time Warner Cable in Los Angeles, Cincinnati and several markets in N.C. and S.C. Perhaps most impressive is this team's dedication to relationship management, which requires them to be on the road constantly. Affiliate partnerships include events around Black History Month, the Women's Empowerment & Networking Expo, the CIAA tourney in Charlotte, and support and innovation around countless other sweepstakes and special occasions—all designed to drive affiliate value. "They are lean and mean, yet so highly professional, and they make big things happen with a small staff and budget," notes TV One pres/CEO Wonya Lucas. Consider us impressed as well.

Honorable Mentions

Outdoor Channel

Under the excellent leadership of evp, affiliate sales & marketing Randy Brown, this small team has added more than 10mln subs to Outdoor Channel's rolls in just the last 4 years, including nearly 3mln in 2011. Along the way, the net managed HD launches in a whopping 662 systems, including big markets like Atlanta, Las Vegas and Houston. Not only that, but this team has its eyes on international markets for 2012.

RLTV

This ever-scrappy team of indie mavericks continue to do more with less in an increasingly tough competitive environment. In 2011, rollouts continued across Comcast markets, and the team negotiated 12-member opt-in deals with NCTC—all while growing Verizon and Comcast distribution through call-center programs and local community events.

National Sales Team of the Year **Winner** **Crown Media Family Networks**



Under evp, ad sales Ed Georger, Crown's national ad sales team has distinguished itself time and again with numbers that impress: Ad revenue was up 84% in 2011 over last year, and C3 commercial retention scores are through the roof, owing to this team's willingness to work hard and creatively approach every opportunity with gusto. Each team member makes it a duty to understand every aspect of the business, whether it's digital, linear, sponsorship or brand integration. No silos here. This close-knit group knows it up and down and sideways—and that dedication to a well rounded knowledge base means more creativity and innovation for clients. In addition, the team has enthusiastically embraced new ventures like Hallmark Channel's recent foray into daytime lifestyle programming, which has led to new business with clients from the world of home improvement, entertainment and technology. And perhaps most impressive is its willingness to take on big projects that stretch into new areas, such as the recent Hallmark Channel partnership with the American Humane Association to broadcast the 1st annual "Hero Dog Awards" honoring pooches that help the blind, search for disaster victims and otherwise inspire us. Brands could sponsor their own award categories, and one vacuum cleaner brand even made sure its product trailed the canine stars on the red carpet to pick up any errant dog hair. Now that's good thinking.

Honorable Mentions

Ovation

This team might not be the biggest in cable, but it's one of the hardest working. And the

This time the headlines are all about you. Congratulations.

NBCUniversal proudly salutes
all of this year's CableFAXIES honorees,
including our own Alyssa Corcoran,
PR Executive of the Year.

NBCUniversal

Bravo, Chiller, cloo, CNBC, CNBC World, Comcast Sports Group, E!, G4, Golf Channel, msnbc, mun2,
NBC Sports Network, Olympics, Oxygen, Sprout, Style, Syfy, Telemundo, Universal HD, USA Network

collective efforts of this group shows every day, whether it's doubling the number of advertisers at the Upfront, increasing average deal size by more than half or tripling revenue over last year. To top it all off, the advertiser churn rate is under 1%. These sales professionals attack their jobs with as much passion as the artists featured on *Ovation*—and that's saying a lot.

Discovery Communications

Led by dapper pres, ad sales Joe Abruzzese, this sales team must constantly innovate and switch gears as Discovery rebrands networks and strategies to best fit the ever-evolving marketplace. That requires the kind of adaptation skills that few teams could muster. But in the end, Discovery's ad sales gurus make it look easy with dazzling Upfront presentations and stellar multiplatform integration. Just a solid group year after year.

Brand Integration Team of the Year

Winner

Scripps Networks Interactive Ad Sales & Marketing Team

It's never easy to integrate brands with programming, and many have tried and failed to make it a seamless process that enhances rather than detracts from the creative content on screen. But Scripps' ad sales and marketing execs have largely found the zen balance that enables sponsor-pleasing integration with viewer-pleasing content. Consider one recent example that illustrates the point: Food Network partnered with those mischievous Keebler Elves (who of course work for Kellogg's) to outline how Town House crackers, flipsides and crisps can enhance the holidays and all those family and neighborhood get-togethers. Leveraging Food's "The Next Iron Chef" competition reality series, the net and Kellogg's formulated a multiplatform partnership that included 30-sec "holiday" and "everyday" vignettes describing how to pair the Town House treats with various dips, toppings, wines and cheeses. Yum. In addition, the two also advertised the recipes via a co-branded retail promotion—a uniquely symbiotic relationship that created value for both Scripps and Kellogg's. In the digital realm, Food used the

recipe vignettes to drive traffic to Kellogg's Snackpicks.com while Kellogg's used its own blog posts to drive impressions back to Food's site. The relationship also extended to Food Network magazine, which featured the vignette recipes as well. Just one example, but it's clear that Scripps is nailing the 360-partnership from every angle.

Honorable Mention

Discovery Solutions Team

Discovery Networks

Latin America/US Hispanic

Led by the svp, advertising sales Ivan Barqueiras, this team puts together extremely impressive brand integrations, most recently a brilliant campaign around its "2111" series in which Discovery seamlessly weaved brands like American Airlines, Bridgestone, FedEx, Samsung and Oracle into the show. Another great promo: Discovery's branded show "Mi Perro Ideal" created with Pedigree to drive dog adoptions in Latin America where adoption requests increased by 50% as a result.

Most Creative Program Sold to Client

Winner

Food Network & DoubleTree by Hilton Hotels

Anyone who has ever stayed at a DoubleTree knows that the biggest perk isn't the concierge, the rooms or the on-site restaurants. No, it's the free chocolate chip cookie that guests receive at check-in. And where most of us might see just a delectable reason to hit the gym, Food Network saw big opportunity. As it turned out, DoubleTree recently launched its "Cookie CAREvan Sweepstakes" to promote its "friends with cookie benefits" policy on a 50-city cross-country tour featuring a specially designed food truck. So Food Network, whose "The Great Food Truck Race" series celebrates competitive food-truck culture, created a new competition-style vignette in which DoubleTree could sponsor the show while promoting its own food truck adventures. In the end, each 20-min vignette gave DoubleTree plenty of exposure as the undisputed king of hotel cookie-dom while helping Food Network create even more awareness for its food truck-themed content.

Not only that, but Food secured signage on the CAREvan itself, giving the net additional promo for tune-in as DoubleTree's truck went from city to city. It was the perfect combination—just like cookies and chocolate chips.

Honorable Mention

HGTV & Pulte Homes

When the Centex division of Pulte Homes approached HGTV with the idea to build a campaign for 1st-time homebuyers, the net immediately flew into action with a talent-driven sponsorship starring HGTV Dream Home designer Linda Woodrum and featuring a microsite with tips by Woodrum for home-buying rookies. The microsite overdelivered on expected traffic, and Pulte reported sales at 4 times their original projections.

Most Creative Sales Pitch



Winner

GMC TV

2011 Upfront Presentation

Do you live in NYC? And have you seen that GMC bus rolling around town? We have. Several times. It seems to be everywhere, in fact. And that was certainly by design as GMC evp, sales Mary Jeanne Cavanagh and her scrappy team devised a sort of mobile sales center that brought the Upfront to ad agencies and media buyers at more than 30 different locations around NYC in 2011. Some 400 ad execs attended these unique Upfront sessions, which included after-hours Karaoke nights (oh, yes... they went there) and even a trip to the Hudson River Boat Basin for an outdoor lunch. The bus made its final stop in front of B.B. King's in Times Square where the band O.A.R. performed for guests. Not only did the bus bring GMC's Upfront to ad execs rather than the other way around, it also served as a huge

billboard for the net's "Uplifting Entertainment" tagline as it rolled through the city streets making its way from agency to agency. Was it a success? This creative tactic helped GMC bag the most highly attended Upfront in its history, and it created the kind of buzz that most indie nets can only dream about. "Their unique approach to communicating the network's strategy was both entertaining and educational," crows Maxus Global's Bryan Zampino. The bus was such a hit during the Upfronts that GMC took it on the road for a multi-city tour dubbed "Uplift Someone America" to inspire everyday acts of kindness. The bus is back for the 2012 Upfronts, and it will visit even more cities.

Honorable Mentions

Discovery Communications

Velocity Launch Party in New York City

Discovery's party to celebrate the launch of affluent male-targeted Velocity hit all the right notes as it turned the Skylight West warehouse on 36th Street into a multi-level car show and nightclub. A motorcycle raffle and a well-stocked bar highlighting Maker's Mark creations added to the frivolity. A countdown at the party launched the net, which was a major part of Discovery's Upfront this year.

HGTV & Sears, All-American Handyman

A user-generated casting call of sorts, HGTV and "All-American Handyman" sponsor Sears partnered to find worthy competitors for the series' 2nd season and got 32 qualified applications, with 26 showing up for a promo event in Chicago to test their skills. The creative cements the relationship and helped bolster even more awareness for the retailer.

Launch Team of the Year



Knology, The Give and Get of Sales

In sales, half the battle is passion and enthusiasm. Convey it to prospects. Reap the rewards. In the case of Lawrence, KS, operator Knology, the idea was to reinvigorate ad

revenue by revamping its channel lineup for local ad insertion and supercharging its Channel 6 news operation to maximize overall ad sales. Knology immediately lit the fire with an intensive Channel 6 seminar for employees, who immediately formulated a new outlook for the operation, including new shows ripe for sponsorships, product placements and spot opportunities. The team also moved with lightning speed to build in 90 days a Website (www.6lawrence.com) where advertisers could extend their Channel 6 campaigns digitally. Then Knology sent out invites to the business community and hosted a sales pitch for 76 business reps interested in learning about the revamped Channel 6 content, emphasizing new multi-platform packages combining linear, digital and VOD. Businesses signed a whopping 47 sales contracts over the following 8 weeks, with at least one business owner Scott Weatherwax of Free State Doors reporting so many sales that he actually had to quit advertising for a month to catch up. In addition, Knology also doubled to 10 the number of HD nets available on its system to increase ad insertion slots while substituting 3 standard def nets for low-performing networks in its lineup. Sales exceeded internal goals by 31% and set new budget benchmarks for 2012, with 27 annual contracts signed and revenue exceeding capital investment by 17-fold.

Regional Sales People of the Year



Ivan Bagueiras SVP, Advertising Sales, Discovery Networks Latin America/US Hispanic

Consider us impressed with Bagueiras, who oversees all TV and online sales activities for the 13 nets of Discovery Networks Latin America/US Hispanic throughout the Latin American region and other international markets. Discovery Communications has so much confidence in this stellar exec that it named him gm of Discovery U.S. Hispanic in 2011, adding even more responsibility to his already heavy load. This is one exec who understands

how to sell into regional markets, maximizing every angle. A crowning achievement of late: Bagueiras' flawless creation and execution of "2111," a branded entertainment series that gives major advertisers like Bridgestone, FedEx and Oracle a direct line to this economically growing and important region. And not only that, but Bagueiras' partnership with Pedigree to encourage dog adoptions in Latin America resulted in "Mi Perro Ideal," which has garnered nearly a dozen awards around the world including the Silver Lion at Cannes. It's also driving massive upticks in canine adoptions in Latin America, creating more than a few happy dogs and masters. "Ivan's in-depth knowledge of the ad sales and Pay-TV industries has been instrumental in leading our continued growth in the region and the U.S. Hispanic market," crowed Enrique Martinez, pres/managing dir, Discovery Networks Latin America/U.S. Hispanic. Consider us impressed as well.



Allison Clarke SVP, National Advertising Sales, WE tv, AMC Networks

Clarke has certainly been on a tear lately, ascending to her current post in Mar and never looking back as she drove a 45% increase in volume for WE tv's 2011 Upfront over 2010 and setting records for the woman-focused net. Together, her regional sales team—with offices in NYC, Atlanta, Los Angeles, Chicago and Detroit—now brings in some 85% of WE tv's total ad sales revenue, making her vital to the net's ongoing financial health. "Allison possesses a wonderfully positive attitude coupled with a sharp, strategic approach," crows WE tv pres/gm Kim Martin. In 2011, Clarke's mission was to expand WE tv's client base despite an improving but still sluggish market. But with intense research and savvy planning, she went after packaged goods and other categories she saw as big opportunities for new business. The strategy paid off, as Clarke and her team brought in new accounts from home improvement, pharma and retail. In fact, retail and packaged goods catego-

ries were up 50% vs the 2010 upfront, a testament to proper strategy and aggressive sales techniques. In one example, Clarke partnered with Johnson & Johnson in creating a one-hour special around "The Joy Project," J&J's program to highlight products geared toward women and families. The doc focused on 5 families' "joy" moments based on what part of the day was special for each one. Clarke also gives back. As chair of WE tv's Employee Development Committee, she launched a major mentoring initiative designed to help promising employees get to the next level. To be sure, she's also leading by example.

Out of the Box

These special awards recognize out-of-the-box thinkers who exhibit can-do attitudes and consistently drive big results.

The Relentless Helen Hauser Director, Advertising Sales, Ovation

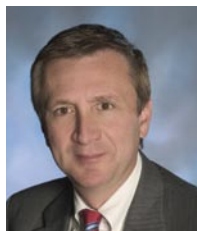


Talk to anyone who knows or works with her, and you get a quick sense that Hauser doesn't take no for an answer. In fact, the word "relentless"

might be understating her tenacity. But interestingly, she uses logic and respect rather than heavy handedness to win over clients. And they appreciate it. Maybe that's why her Upfront revenue nearly doubled as she brought in several new advertisers for the indie net, including big fish like Ally Bank and Kraft. And where does she take clients to show them a good

time? Artistic venues, of course. As Ovation evp, ad sales Liz Jannerman puts it, Hauser is "thoughtful about her clients personal interests, whether it be the love of ballet or learning how to make home-made pizza, and she treats them to these experiences with absolute pleasure." Always nice when entertainment meshes perfectly with a network's relentless pursuit of fulfilling its mission.

The Renewer Mark Romano VP, Affiliate Sales & Marketing, Eastern Division, Outdoor Channel



Romano is one of those guys out there on the open road, taking names, making deals, kicking... well, you know. Romano just knows how to close, and he brings

those sales talents to The Outdoor Channel every day, helping the net grow its SD base region by region (Recent packaging improvements in Boston, Hartford, Baltimore and D.C. just added 1.5mln subs to the net's rolls). On top of in-the-trenches dealmaking savvy, Romano also plans and executes complicated affiliate events around conservation—an important part of Outdoor's brand identity and the right thing to do besides. For one recent function, he worked with Armstrong to attract a whopping 600 volunteers to help clean up the French Creek Valley riverbed in PA. Romano also serves on the Broadband Cable Assn of PA board and recently raised \$20K through sponsorship collections. "Mark is energetic, focused on solutions and balances persistence with patience," says

Randy Brown, Outdoor evp, affiliate sales & marketing. "The depth of his client relationships is truly impressive."

The Woo-er Chris Ozminkowski VP, Network Sales, BBC Worldwide America



Why pick Chris Ozminkowski as The Woo-er 2012? Have you ever seen this guy work a room. He floats like a social butterfly and stings like a sales bee—all while making

sure everyone's cup runneth over (If it's not, he'll fix that with a quick trip to the bar). As for his actual job as VP, Network Sales at BBC Worldwide America, Ozminkowski continues to impress with his knack for persuasion. "Woo-er is an apt description of Chris," says Sandy Ashendorf, evp network distribution for BBC Worldwide America. "His passion and enthusiasm are infectious as he collaborates with clients and colleagues, receiving unsolicited praise for his efforts. Chris connects with people in a way that genuinely makes them want to help him as much as he helps them." To be sure, Ozminkowski makes selling look easy by catering to every need and always making sure to listen, listen, listen. And as any woo-er knows, that's the key to success.

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OTT Musings: Stakeholders Debate Evolving Content Delivery at CES

With the Comcast/Disney distribution deal a harbinger for TV Everywhere and Fox's move last summer to put select content behind a pay wall, panelists mulled the ins and outs of over-the-top delivery at an OTT panel at CES. "The tablet, the device, is going to control the TV experience at U-verse," said Jeff Weiler, AT&T VP, product and strategy, noting the company's drive into tablet apps and model of providing APIs for developers to send content from device to television. But discernment is critical, panelists agreed. While AT&T has an approval process in place, YouTube abandoned its API-based partnership model two years ago "because we ended up with different apps on different TV and performance differences," said Francisco Valera, director of platform and games partnerships. Touting YouTube's deals with Samsung, LG and its new Xbox partnership, "If we can't control the app, and update features quickly, it's a lost cause," he said. YouTube's recent-day model of investment in original content will stretch the company's presence in specific categories such as "niche cooking and unique travel" channels. "We don't see ourselves becoming a large studio, but we're more than dogs on skateboards," Valera quipped. "We want to bring in proven providers of broadcast quality content that's not sustainable in the cable universe." Valera said YouTube is working on its fourth UI, and moving toward the HTML 5 standard. Noting that unlike other video distributors YouTube always owns its TV and mobile content rights, "Can we bring our content to an AT&T, Cox or Comcast? We can, and that's where we are excited," he said. Initial deals with distributors are rolling out in Europe and Asia, he said. At Cox, focus remains on the UI. "It's important to get the user interface right, especially as more content is added in," said Lisa Pickelsimer, executive director, video product development. Integrated search, recommendations and social media will become more key, Pickelsimer said, noting the bigger role of metadata and the need

SALES HALL OF FAME

Sell Side Economics...

A wise person once said "The Sellers Shall Inherit the Earth." Actually, no one ever said that. But here at *CableFAX*, we like to think someone did, especially considering the importance of advertising and distribution sales for the cable industry. After all, cable nets derive their revenue from these 2 sources. And operators increasingly rely on local and regional ad sales to cushion the bottom line. It's a tough environment out there on all fronts, and it's only getting tougher. So thank goodness for the industry's sales leaders. With *CableFAX*'s Sales Hall of Fame, Class of 2012, we present 8 more stellar sales stars who join the exclusive ranks of our past inductees. So let it be written. Let it be done.

Scott Collins EVP, AMC and WE tv Advertising Sales AMC Networks



Since joining AMC Networks (then Rainbow Media) in 2008, this 26-year cable veteran has helped AMC grow revenue a whopping 60% in 2011 alone compared to 2010. And his stewardship of WE tv's ad sales has led to 68% total revenue growth during his overall tenure.

In fact, it's important to note that Collins has achieved these milestones despite the worst economic crisis in decades, which of course greeted him as he came onboard in 2008. His ability to post such consistently high growth numbers amid the Great Recession is a testament to his leadership skills, as well as keen industry knowledge built up over his nearly 3 decades. After all, this is a man who convinced Dodge to integrate the Challenger brand into AMC's "Breaking Bad"—even though the stated plan was to blow the car up during the episode. Now that's persuasion. He also integrated the Hyundai Tucson into multiple eps of the net's "The Walking Dead" in combination with an online sweepstakes. These and other efforts helped AMC grow its automotive ad category by 118% in 2011.

What qualities does it take to be a sales leader? You have to love what you do. I am fortunate in that I truly enjoy what I do. I feel extremely grateful for having worked with great people who taught me the sales profession. Wanting to teach and pass along that knowledge is important if you want to lead. I also discovered that everyone is different and has their own unique style and technique. You need to allow your sales team to shine and discover their style, not necessarily adapt yours. If you don't find joy in the gift of what this business is, you are in the wrong business.

What have you found to be the best sales technique over the years?

Having a background in theater, I draw a strong correlation with sales. You don't always get every part, like you don't always make every sale. You need to listen to the director, as you need to listen to your clients. They will share exactly what it is you need to provide for them in order to be successful. Being a good listener and being able to empathize with the challenges faced by your client are key. Being upbeat, having a can-do attitude and being a person that other people want to be around also doesn't hurt. Nobody likes a curmudgeonly sales person.

What advice do you have for young salespeople trying to make it?

Find yourself some good solid mentors whom you respect and aspire to learn from. This can be done in a formal mentor/mentee way, or informally by observing smart people as they navigate various challenges and crises. Learn from reading books and taking classes; always improve yourself and hone your craft. And don't take yourself so seriously. Learn to laugh more.

What's the biggest mistake that salespeople make these days?

Lack of preparation. Learn all you can about a client, experience their brand, try their product before you meet with them, and research them. It will make for such a better meeting/experience. Speaking too much is a common mistake as well—the proverbial "show up and throw up." Sales professionals need to hone their communications, speak to the client's POV and what's of interest to them.

What's a sales tactic that you've found to be especially helpful in the cable environment?

I don't have a magic answer to this one. I have found that telling the story about the brand you represent and honestly addressing ways you can help your client benefit from associating with your brand is the best tactic. You need to offer access to an audience that will find your client's brand interesting. If it doesn't make sense you're wasting everyone's time; your client and yours.

Denise Denson EVP, Content Distribution and Marketing Viacom Media Networks/EPIX



We're not sure how she does it, but Denise Denson consistently wraps up major distribution deals despite overseeing perhaps one of the more voluminous and complicated programming slates in cable. And she does it at a time when distributors increasingly complain of dwindling capacity on their systems. Her

carriage negotiations involve dozens of networks, including everything from MTV and VH-1 to Nickelodeon, Comedy Central, BET and relative newcomer EPIX among many others. And Denson's talent largely stems from her ability to sell the value of Viacom's vast portfolio, which not only includes the major branded nets noted above but a number of other branded versions and offshoots now found everywhere on the cable dial. In addition, she has been at the forefront of Viacom's broadband and VOD strate-

gy—not an easy task considering the sheer number of networks she oversees and the disparate demographics they serve. After a stint in the healthcare industry, Denson joined MTV Networks in 1994 in the Chicago office and hasn't looked back. Neither have we, and we're proud to recognize her many accomplishments in this year's *CableFAX* Sales Hall of Fame. It's long overdue.

Qualities of a sales leader? Being a good sales leader starts with being a good listener—not only in terms of listening to and understanding your client, but also in hearing what your team is telling you about what they're seeing in the marketplace. Good awareness is critical, as well—especially in today's fast-moving marketplace. And having a good sense of humor definitely doesn't hurt.

Advice for young salespeople? The best advice I have to give is a piece of advice I received myself as a young salesperson: "If you don't a-s-k, you don't g-e-t."

Helpful sales tactics in cable? Flexibility and being open to change is crucial in today's distribution environment. This is a time of dramatic, rapid change in our industry. As a programmer, you need to be nimble and open-minded enough to capture every bit of value for your content, while making sure you're meeting the needs of your distributors.

Ed Erhardt President, ESPN Global Customer Marketing and Sales, ESPN



We're not sure how Ed Erhardt managed to elude the *CableFAX* Sales Hall of Fame for as long as he has. Perhaps he was hiding out somewhere. We're not sure. But we are glad to have finally tracked him down to bestow a well-deserved honor that Erhardt has more than earned over many years of innovation,

leadership and sales excellence at ESPN. Can anyone doubt the power of this network and its dominance among the advertising community? Thank Erhardt, who has ensured that ESPN remains out front on everything from linear sponsorship and brand integration to multiplatform expansion into online and mobile app environments. He even oversees *ESPN: The Magazine*, ESPN Radio and ESPN International. In fact, he actually created the 1st unified sales organization repping all Disney sports assets across all platforms, which led *CableFAX* sister pub *min* to name his team Multiplatform Sales Team of the Year... in 2008! That's called forward thinking, folks. To be sure, Erhardt's skillful hands are in just about everything ESPN does, which is perhaps why this top-notch programming group has been such a fabulously (and consistently) successful revenue driver year after year.

Qualities of a sales leader? Forcefulness, patience, consistency and a love of the sales process. Sales leadership requires a well thought out plan that establishes reasonable objectives and a consistent strategy, taking into account the market and the competition. Sales staff must be empowered with thorough training and a good set of tools, including technical support and competitor intelligence.

Best sales technique? The best sales technique is understanding the needs of potential customers by listening very carefully to their objectives and crafting the offer to best match those objectives. It's much more about being a good listener than it is about being a great pitch person.

Advice for young salespeople? Know your product/service intimately. Understand the client's needs and learn how decisions are made in their organizations. Focus on the customer, not the sale. How you respond when you lose a sale will determine where you start on the next sales opportunity.

Biggest mistake salespeople make? I believe it is moving from one sales opportunity to another without having a customer development strategy.

Helpful sales tactics in cable? Understanding frequent and fast moving changes in the market, which can instantly change the dynamics of a sale—and perspective. We're fortunate to be in a dynamic business with great people that also happens to be a lot of fun. Can't lose sight of that.

Christopher D. Faw SVP, Operations – Media Time Warner Cable Media



Chris Faw must ensure operations run smoothly across Time Warner Cable Media's 52 DMAs, with responsibility over advertising systems deployment, capital investments, information technology, advertising scheduling for linear, interactive and online messages for media sales. To be sure, Faw has become an integral part of Time Warner Cable

Media's continued success and a top confidant of EVP, ad sales Joan Gillman. "Chris Faw embodies what is great about the cable industry and the media sales business," Gillman says, noting that he's "knocking down obstacles, standardizing and scaling solutions" to enable targeted ads. "Chris is one of the best at marshaling the forces of vendors, partners, peers and employees to make something big happen." Faw recently headed up deployment of EBIF technology across more than 7mIn set tops to enable interactive ads for RFIs and voting/polling, and he's been heavily involved in the burgeoning area of dynamic ad insertion for both VOD and linear platforms. By the way, Faw is also a certified private pilot. And we see his career continuing to take off. (Sorry... couldn't resist that one).

Qualities of a sales leader? From my perch as an operational leader at Time Warner Cable Media, I have had the privilege of observing some of the best sales leaders in the business. They are passionate and driven about their craft. They are team builders, providing their sales teams with the knowledge to deliver preeminent advertising solutions. The best sales leaders provide guidance and training to ensure their teams know their products inside out as well as the strengths and weaknesses of our competition. When you are armed with the market knowledge, finest products and a desire to win, you are going to lead the field.

Best sales technique? First seek to understand clients and what they really need to grow their businesses and promote their brands. Learn their business, understand their pain points and how to grow their business—partnering with clients to develop solutions together to address their business needs. As cable operators are constantly expanding our list of tools, techniques and products, making our sales teams more likely than ever to be able to meet those unique needs.

Advice for young salespeople? Arm yourself with as much information and insight about your customer as possible. It is more important for you to understand their business than for them to understand your business.

Biggest mistake salespeople make? Underestimating the importance of the creative content and messaging of the campaigns we are stewarding. The right schedule with the wrong creative will underperform.

Helpful sales tactic in cable? Learning and understanding the new products and how they can come together to create unique and customized marketing solutions for individual clients is key. The sales professional who can combine our power to brand products in a targeted and interactive environment is a formidable force in the marketplace.

Mike Hopkins President, Distribution Fox Networks



Talk to anyone in the cable business, and you'd be hard pressed to hear anything but praise for Mike Hopkins as a top-notch executive. No one would dispute that he's a tough negotiator, but peel back the onion, and you'll also find someone more than willing to strike a fair deal that compensates all sides for the value they bring to the table. With distribution oversight of 30 regional and national Fox cable nets, as well as its broadcast properties, Hopkins' work ethic, effectiveness and ascension through the ranks make him more than overdue for recognition in *CableFAX's* Sales Hall of Fame. Fox Networks has been among the most aggressive

negotiators in areas like retransmission consent and multiplatform deals, but it's hard to argue with success: In 2011, Hopkins' sales skills brought in more than \$1bn in license fees to Fox Networks at a time when distributors are increasingly haggling over every penny and even letting stations and channels go dark rather than pay more. Still, Hopkins has managed to get deals done in the end—and in ways that have brought enormous value to the Fox Networks portfolio. We wouldn't be surprised if Hopkins runs all of Fox someday. And we're not kidding.

Best sales technique? Well, I'm not sure about technique, but salespeople have to work hard, stay positive and maintain their personal integrity. They should embrace the notion that sales is like being a .200 hitter, except if you bat .200 in sales, you're an all-star—you're not being sent to the minors.

Advice or young salespeople? Sales isn't easy, but that just makes it more rewarding when you succeed. You have to learn that "no" is not a permanent state of being, so don't get too worked up when you hear the word.

Biggest mistake salespeople make? They expect things to happen quickly. Sales is a dance... it takes time.

Helpful sales tactic in cable? Do cable operators buy anything anymore?... That's a joke, but seriously, you need to focus on value and the consumer.

Tonia O'Connor President, Distribution Sales & Marketing Univision Communications



After 13 impressive years at Gemstar TV Guide, Tonia O'Connor joined Univision Communications in 2008 and has been crushing it ever since. A quick learner, O'Connor has ascended to one of the industry's top positions in an amazingly short amount of time—a testament to both her positive attitude, networking prowess and most of all a tireless work ethic. Ask anyone. O'Connor puts in the hours. And she doesn't give up until the deal is done. With nearly 5 years under her belt at Univision, she oversees distribution of perhaps the most influential brand reaching Hispanic America, clearly a demographic on track to dominate media over the next few decades both in numbers and spending power. Her ability to smartly drive Univision's multiplatform strategy has helped drive consistent results across the company, especially as she has worked to sing the praises of all that ratings growth and influence to distributors. O'Connor's industry involvement over the years is also impressive, with past support of Cable Positive and continued involvement in major organizations like WICT and the T. Howard Foundation.

Qualities of a sales leader? Depth. Diversity. Collaborative. Curiosity.

Best sales technique? Focusing the dialogue and strategy on the customer... It's about them, not you!

Advice for young salespeople? A willingness to take on any challenge that comes your way and working your butt off!

Biggest mistake salespeople make? Focusing on the short term vs the long term.

Helpful sales tactic in cable? On the distribution side we have a finite customer pool... Burning a bridge potentially means the loss of an opportunity that can't be replaced. While we all want victory at the negotiation table, the best outcome is with equal wins on both sides.

Kevin P. Smith Group VP, Spotlight Integrated Media Sales Comcast Spotlight



Perhaps the motto of this 30-year media and marketing veteran should be "Carve and Capture," which not only could describe Kevin P. Smith's earlier days as a professional skateboarder but also his innovation since joining Comcast Spotlight in 2007. Smith immediately spearheaded creation of a

centralized inventory (dubbed "Carve") to use up unsold inventory across Comcast's systems as well as an initiative to maximize long-form direct-response advertising (dubbed "Capture"). More recently, he created Spotlight Integrated Media Sales to position the company's suite of products to major agencies and marquee advertisers in targeted categories like financial, pharmaceuticals, automotive and others. And that's not all. Under his oversight, Comcast Spotlight has delivered more than 1,000 interactive ad campaigns with 2.7bn impressions, developed a thriving online ad business through sites like Xfinity.com and Vehix.com, grown Comcast's "i-Guide" interactive program guide across almost all of Comcast's footprint and rolled out of dynamic ad insertion across VOD assets. And just a bit of trivia: In addition to his skateboarding background, Smith also was one of the first music vee-jays with a TV show in the Philadelphia area. He's been flying high and making great music ever since.

Qualities of a sales leader? Honest and frequent communication with your team. Practice what you preach and get in the trenches. Establish aggressive but achievable goals. Provide the necessary support/resources to avoid administrative distractions.

Best sales technique? Persistence. Detailed follow-up. Establishing trustworthy friendships. Creative problem solving. Out of the box

ideas/packages. Only sell what products/services you have available.

Advice for young salespeople? Internships pave the way for opportunities. Realize it's not about making tons of money early but establishing a solid performance track record. Build a network of clients, super star sales peers and mentors—and network day and night. Round out your personality and knowledge base so you're not a boring and shallow, narrow-minded salesperson.

Biggest mistake salespeople make? Poor follow-up, Not enough advance research on your client.

Helpful sales tactic in cable? Focus on ROI, not just delivering the campaign targets.

Dana Zimmer EVP, TV Networks Distribution NBCUniversal



Amid plenty of changes and executive shuffling since Comcast effectively took over NBCU in early 2011, Dana Zimmer has taken on considerably more responsibility. She now oversees key distribution deals for cable nets including Bravo, CNBC, E!, G4, Golf Channel, Style Network, Syfy, MSNBC, USA and NBC

Sports Network—not to mention the Olympics and carriage and retrans deals for NBC and Telemundo networks. She also plays a considerable role with Comcast Sports Nets and works with the digital distribution division to ensure smooth sailing with existing affiliates. In other words, she has a lot on her plate. But while Zimmer began her career at the precursor to Comcast SportsNet Mid-Atlantic in Bethesda, MD, she's far from a Comcast lifer, having honed her skills on the programming side at both Discovery Communications and Fox Cable Networks—while also having played a big role in the launch teams that got YES Network and SportsNet New York off the ground for both the NY Yankees and NY Mets, respectively. Zimmer's energy, enthusiasm and intellect are well known industrywide—and Comcast/NBCU's lucky to have her.

Qualities of a sales leader? It starts and ends with the team... scouting talent, training the rookies, motivating the all-stars, learning from the loss, and celebrating the win.

Best sales technique? Being an honest dealmaker has helped me. We are all responsible for hitting our bottom lines. How we get there should be through straight talk, yet creative means.

Biggest mistake salespeople make? The quick fix and expecting things to happen overnight. Slow and steady wins the race.

SWEET 16

The Sweet Smell of Success...

With so many cable networks and so many advertisers supporting them, it's always a challenge to pick only 16 brand and agency execs we think are doing especially superb work as they partner with the industry. Multiplatform complexity, brand integration, TV Everywhere and the continued evolution of measurement are just a few of the factors that ensure only the most learned and innovative execs rise above the rest. But as the deals get more complicated and the stakes keep rising, the opportunities have never been, uh... sweeter. So once again, we asked our Sweet 16 for insight on the marketplace, deal trends, the Upfronts and more—and we invite you to learn from their wisdom and perspective in the following pages.

Laura Caraccioli-Davis

EVP, Advertising Electus



Now 2-plus years in her role at Electus, branded entertainment guru Caraccioli-Davis continues to fine-tune the intersection between content creators and advertisers. After serving as EVP of Starcom MediaVest—where clients included

Bank of America, Disney Studios, Kellogg's and Samsung—she knows a thing or two about how to weave a brand's message organically into the pop culture lexicon. Just witness the "WCG Ultimate Gamer" series she exec-produced for Samsung and that ran on both SyFY and USA Networks, or the multichannel integration initiative across Time Warner companies she orchestrated for BoA. The winner of numerous industry awards, including the Effie and Valencia Festival of Media Awards, Caraccioli-Davis also sits on NBC's Women Advisory Board.

What's the best way that cable could better serve advertisers?

By providing groundbreaking, innovative ideas that spark a social conversation and/or provide sharable moments. On the production side, we are always working with our cable partners to deliver groundbreaking characters like "Mob Wives" that hit the pop culture bull's eye.

What's the biggest deal trend happening today? Cable networks are looking for more original content to engage audiences and deploying a social content strategy. Brands need the flexibility of working with content providers that can deliver "portable" content. A brand is looking for content that can live on its Facebook page, its YouTube channel and have the ability to create social engagement through Twitter and other social applications. Brands want to publish content as well as sponsor content. As a production entity we are always working with our cable partners to deploy social content. In fact, at Electus every production team includes a social media producer along with a social media manager to capture authentic, social content and work on audience curation strategies for our series. The future is bringing storytellers and engineers together to deliver social content that breaks through the sea of cat videos and bad viral videos that aren't really viral (although there is nothing wrong with a good cat video).

What's the biggest challenge with cable? The challenge with cable will be unexpected competitors. YouTube may be the biggest

challenge to cable. As YouTube begins to "channelize" its distribution platform this will present a new challenge to cable. Right now YouTube is where consumers go for video content on the Web. YouTube is making over 100 channel bets right now, and if its "black box" works and it lands on the right video solution, brand budgets will follow the consumer. These channels have the ability to be even more niche than the most niche cable channel. Imagine in a few years that just as most of the cable channels are swallowed up by big media companies, these YouTube channels may all be acquisition targets... by the cable networks.

What's the biggest advantage with cable? Branding. Cable's biggest advantage is its ability to create unique destinations for viewers with distinctive points of view. Brands that align themselves with these audiences have the ability to enter these carefully curated environments with authenticity if they work closely with their cable partners. The other great asset with cable is its ability to tell great stories that define "pop culture." Some of our best comedies, drama's and reality series are living across the cable landscape.

Carolyn Crafts

Chief Marketing Officer Cars.com



Cars.com needed a new physical award for its Best of 2012 ceremony, and Bravo needed a new art project for its latest batch of budding reality show craftsmen. Thus was born a robust integration between the online auto broker and

the series "Work of Art" that spanned the entire televised season plus an 8-Webisode run. It's just one example of the creative ingenuity of Crafts, who approached the Bravo team with the same gusto she used to bring Cars.com to the Super Bowl for its 5th consecutive year in a move that revved up traffic to its mobile site.

Biggest deal trend? Convergence across multiple media platforms—we have already begun to secure deals that meld on air and online with one common CPM, and we expect this trend to continue to grow in the future.

How does TV Everywhere/authentication change the game?

While this is definitely a step in the right direction to meld all media with a common metric, there are still improvements to be made before it becomes the norm. For instance, video requires tagging, yet

some digital players, including YouTube, won't accept OCR (Nielsen's Online Campaign Ratings) tags. Also, it's limited to online video executions on PCs only; it's not currently utilized on mobile or tablets.

When it comes to measurement across platforms, what still needs to happen to create more value for advertisers? We need to continue convergence by having a common metric across all platforms that truly measures who is watching—and this needs to go beyond traditional age and sex demographics.

Cable's biggest advantage? Cable vendors do a good job of enhancing commercial activity by creating inventive and synergistic marketing platforms that key onto client media objectives and goals.

What kind of car do you drive and why? Acura MDX (2003, 140,000 miles). My husband and I chose the MDX because we wanted a vehicle with an integrated video system with the flexibility of third row seating with some luxury appointments like leather heated seats. Today, our car is just under the average age of vehicles on the road (10.8 years, Polk Jan '12), and have had no extraordinary repairs in the nine-plus years we've owned it. We're also fortunate to live in Chicago, which has a great public transportation system, so we only own vehicle—as my son now approaches driving age, we'll likely be in the market for a second vehicle, probably later this year.

Brian Johnson National Advertising Manager Subaru of America



If you found yourself getting all emotionally entangled with the new Subaru Impreza while watching IFC's "Portlandia" this season, you have Johnson to thank. So enthusiastically integrated was the new automobile model into several show episodes that viewers couldn't help but take notice. In fact, Johnson is always willing to take

the road less traveled if it means Subaru messaging is conveyed in the most authentic way possible—and cable is becoming an increasingly key catalyst. Johnson and Subaru were perfect partners, IFC SVP of sponsorship sales Vanessa Benfield told *CableFAX*.

"Subaru is one of those brands that gives you a lot of free rein. At the end, we shot a spot thanking Subaru for the car. That's a first." On the heels of the "Portlandia" stint and other creative advertising initiatives, Subaru had its second-best sales month ever this March. Coincidence? We think not.

How can cable better serve advertisers? It is important for cable networks to have clear mission statements. Advertisers sometimes see copy-cat content at a program level which detracts from who the network is trying to be and what their own brand is.

Biggest deal trend? Certainly the integration of social media is one of today's biggest trends. It reinforces the need for best-in-class content, content that makes consumers use it as social currency and keep going back for more.

Biggest advantage with cable? I think we're seeing some of the most compelling, authentic storytelling in cable in recent years.

Some of the most talked about programs are on cable now—programs that are unique and take chances.

Improving the Upfronts? No matter what the network is, or where it is, it needs to focus on and lead with great ideas. There are a number of ways to cut data to show how you're number one. But advertisers leave the upfronts talking about new ideas. And that's what gets them excited about the new seasons.

Tom McGovern



Managing Director Optimum Sports

While viewers of "Heisman House" (part of the inaugural "ESPN Saturday Night Football" block on ABC last season) no doubt focused on the elite trophy winners, the show's other stars—the Nissan Frontier, Maxima and Pathfinder—were hard to ignore. This incarnation of short-form content as ad campaign comes courtesy of trailblazer McGovern, whose out-of-the-box thinking translates to big returns for his sports-minded clients including Nissan, Gatorade, State Farm and Under Armour. "They were one of the first to think TV—instead of broadcast vs cable," says 2012 Sales Hall of Famer Ed Erhardt, ESPN's president of customer marketing and sales, of McGovern's Optimum team. In fact, Nissan spent approximately \$611.5 million on measured media in 2010, of which almost 70%, or \$412.5 million, was earmarked for TV, according to *Adweek*. "They understand how to create authentic content with media brands like ESPN across screens and make their clients stand out," Erhardt says.

Colleen Milway



Global Media Director Campbell Soup Co

Milway knows how to, ahem... stir up quality working relationships with the television industry. She led Campbell's move to evolve its ad buy beyond the traditional October-March television season, extending into other seasons, segments and media—including a swelling online presence. Aside from overseeing Campbell's massive media budget, this industry veteran is constantly on the prowl for innovative ways to blend Campbell products' wholesome messaging with like-minded programming. She's part of an alliance of brand marketers who recently held a contest seeking scripts for a half-hour sitcom about family life. Running advertising spots in shows parents and kids can watch together "makes engagement that much greater," Milway recently told *The New York Times*. She also co-chaired the most recent Association of National Advertisers' TV & Everything Video Forum in February.

How to better serve advertisers? Look for ways to create value and deliver our audiences effectively, across multiple screens (TV, PC, tablets, mobile). The cable industry also has increased leverage through set-top boxes/cable provider relationships to provide advertisers the opportunity to learn more about their consumer experience

and potentially offer custom targeting/addressability.

Biggest deal trend? Multi-screen CPM guarantees.

TV Everywhere/authentication as a game changer? It creates an opportunity to be where consumers want to consume media, at any time. We just need to make sure we have the right tools to measure it effectively.

Multiplatform measurement? Currently measurement operates in silos, we are in our infancy of providing the right tracking codes in our advertising to understand how to first track our advertising cross media, but also to understand the impact one media has on another, and how they work holistically in the ecosystem to drive sales.

Cable's biggest challenge? Unit load, long commercial breaks, small ratings, diverse audiences across multiple networks/programs that make it hard to build reach quickly and effectively, mirroring schedules to generate rating guarantees, audience declines.

Biggest advantage? Able to drive efficient reach to targeted audiences.

What's your favorite flavor soup? Tomato!! It was also Andy Warhol's favorite.

Michelle Murphy



VP, Media Media Design Group

Direct response marketing is getting a bigger response than ever in cable circles. Veteran media buyer Murphy, who's worked with clients ranging from indie shops all the way up to Johnson & Johnson, knows how to join brand

reps with network and MSO executives to maximize the effectiveness of a campaign. And she's worked to help advance the use of new technologies to provide coveted tracking information to companies. Thanks to the recent work of Murphy and Media Design Group for ZQuiet across several cable properties, the sleep-aid device manufacturer more than quadrupled its budget just a few weeks after launch and in Jan launched its first-ever long form DR campaign.

How can cable better serve advertisers? We've had success with campaigns of various lengths (:15, :30, :60, :120, :180, and :300). There have been times when campaigns are heavily funded and results are amazing. However as an agency we are limited to how big we can grow the campaign because only certain networks will accept the length that is most successful for the campaign. The more flexible networks are with the lengths they can accept, the more options advertisers have when selecting a mix of cable networks, and their campaigns will grow.

Biggest challenge with cable? One of the biggest challenges from the perspective of the agency is managing the fluctuating clearances from week to week. Depending on the time of year and the week of the quarter, the clearances are drastically different. Balancing that out would help agencies advise their clients more accurately. More consistency would be great.

Biggest advantage? Cost effective media. Cable allows advertisers

to reach their target audience on a national scale at cost effective rates. On television, there is no better bang for the buck.

The Upfronts? Upfronts are a great way to get excited about a network and learn about opportunities that could be potential matches for our clients. Direct Response made the list of top ten advertising categories of 2011, however Upfronts are really geared more towards General. As a DR agency, we attend the Upfronts with the knowledge that they are focused on General and use it as an opportunity to think outside the box and find creative solutions that are measurable for our clients.

Tony Pace



Global CMO Subway

Though it may appear that Pace is endowed with a 6th sense for making the right bets in picking content Subway can enhance with its own messaging, Pace chuckles as he calls them "informed decisions." Either way you look at it,

he has an enviable track record. So successful was the Subway-infused premiere episode of AMC's new Madison Avenue series "The Pitch" that the network aired a sneak peak of the premiere after an early April "Mad Men" episode several weeks before "The Pitch" actually debuted. Pace also believes in leveraging market assets across media when it makes sense. He recently brought the Subway Fresh Take campaign, which started on ESPN Radio, to television and digital. He also developed a first-mover relationship with ESPN's "Grantland" and Internet personality Bill Simmons. "You never know where a good idea can come from," Pace says.

TV Everywhere/authentication as a game changer? In general, cable networks are embracing the whole concept of TV Everywhere with devices like the iPad, and you see that in consumer behaviors. The question is in being as precise as you can about the measurement piece. If you think back years and years ago there was a lot of sports programming where the audiences were probably under-reported because there was group viewing that wasn't captured. I think the networks are searching for the right way to do it. ESPN embraced the concept early, and HBO is doing the same thing. Within the industry people are looking to them to take leadership positions, and they are.

Better serving advertisers? At the risk of projecting my own habits or my family's into this, there's a certain kind of message that can really come across when there's a group viewing dynamic. There are definitely programs on cable that make that happen more. "Frozen Planet" on Discovery is a great example. It's interesting, the photography is fabulous. With family and group viewing, whether it's in real time or even delayed, is it's beneficial for everything that happens with the show, including the ads, because it's important for advertising to cue discussions with family and friends.

Making Upfronts better? There was a lot of discussion years ago that it wasn't very efficient, but we've got longstanding commitments

to lots of different broadcast and cable folks, and we are happy to be participating in the Upronts. Is it highly efficient? No. But we've always found the Upront to be advantageous from a quality and pricing standpoint. One of the things we worry a little about is there may be a couple key shows that drive up a cable network's ratings, and those ratings may not be sustainable.

What's your current favorite sub? Mine always changes. Right now there's one that's not on the menu—though every sandwich can be made to order. I've been getting chicken and cheese on flatbread, and I have then put the onions on before they toast it and go with half swiss, half provolone. Then I put on cucumbers. I love the crunch. Texture is the great undervalued thing in how something tastes.

Miraj Parikh



VP/Director Spark

From the long-standing Delta Faucets integration on HGTV's "Dream Home Giveaway" to the E*Trade Baby joining the set of Fox's "NFL Today" for the Super Bowl, clients and network execs know Parikh is the go-to guy to achieve spot-on

engagement with often elusive audiences. A 2009 Gold Effie recipient (for his work with E*Trade) and two-time *Adweek* Media Plan of the Year honoree, Parikh brings more than a decade of experience in broadcast investment as he works with cable to unite the right show with the right brand in the most cost-effective way. Despite his extensive profile—which also includes Holiday Inn, Sharp Electronics and TGI Fridays—this former Starcom exec's most beloved brands are the Fighting Illini teams of alma mater the University of Illinois.

Better serving advertisers? Cable already provides quality content, drives innovation and is a viable destination for advertisers seeking engaged target audiences. Perhaps the best opportunity for cable to help advertisers is to gain a universal consensus on addressable offerings. The opportunity for a client to be able to serve unique audiences with dedicated creative and messaging at the household level is a win-win for everyone.

Biggest deal trend? With the growth of multiple viewing options for consumers—more and more negotiations are hinging on cross platform video buys. This is a great thing as we should be not only keeping up, but getting ahead of consumer trends. Understanding that viewers are not just consuming content on the linear channels is a great way for us to help our clients navigate the future video landscape.

TV Everywhere/authentication? TV Everywhere continues to provide the consumer the opportunity to control their viewing. It will lead to more and more non-traditional viewing—so accurate measurement of these audiences will continue to be paramount as advertisers make their video decisions.

Measurement: What still needs to happen? Advertisers would like to see more about effectiveness of the various cross platform viewing options. Accurate measurement should be the first step, but ultimately clients are looking for understanding on which video option

works best and how the interplay between them leads to a positive brand placement and viewing experience.

Biggest challenge with cable? Seeking quality content that will attract viewers while staying on brand. Cable networks have a challenge to bring in bigger and bigger audiences, but sometimes it is coming at the expense of their long-term brand aspirations. The pitfall here is that short-term viewership gains may have a negative impact on their long-term brand.

Cable's biggest advantage? The ability to give advertisers affordable ways to gain mass reach, while still aligning with core target attributes and passions across quality networks.

Your take on the Upronts? The Upront continues to be the best opportunity for sellers, clients and agencies to obtain the greatest access to efficiencies, content, and partnership opportunities. So, while it may not be the perfect system, it still has many quality merits, and this is why it continues to be in operation. With mass attention and leverage garnered during the upfront, I would like to see more opportunities for clients to get data that shows how effective their purchases or even cross platform buys are—beyond the CPM and unit rate. Ultimately, the metrics need to shift to effectiveness vs solely efficiencies and viewership.

Gina Pomponi



VP, Media Mercury Media

With more than 20 years experience in direct response media buying, Pomponi has her finger on the pulse of the latest TV viewing technologies and is eyeing ways to parlay them into both successful short- and long-form campaigns

for clients including Carvel, Hoveround, Proactiv, and 800-Flowers. Pomponi started her career at Direct Response Media before being wooed by Mercury in 2010 to help run its then-nascent Philadelphia office. Through her career, she's forged longstanding relationships across the television landscape, particularly in cable, which she says is "the driving force" for all Mercury's national DRTV campaigns.

Biggest deal trend? The biggest new trends happening today stem from emerging technologies. Video on Demand, TV Everywhere, interactive TV, Google TV, etc are all opening up an entire new world of viewing and advertising options. Although many of these technologies are still finding their way in our world, I predict they will be leading the charge in the very near future.

TV Everywhere/authentication? TV Everywhere provides viewers with virtually unlimited viewer consumption options. However, it's not been a game changer for the advertising industry... that is, not yet. This technology is still in its infancy stages and is really only being utilized by the true early adopters. Even the younger demographic (teens –A25) still utilize traditional television as their primary vehicle. I have witnessed my 21-year-old daughter watch shows on her laptop while sitting in front of the television (and also simultaneously texting friends on her cell phone, of course). Although this younger

demo is the primary user of the non-traditional viewing sources, it still only comprising a small portion of their overall viewing time. I predict that within the next 2 to 3 years, TV Everywhere will evolve into a widely utilized vehicle for teens through adults 50+.

Biggest challenge with cable? Cost effectively navigating a maturing national cable arena is our biggest challenge. As a direct marketer, we are always looking at television channels from an opportunistic standpoint. Where the general advertiser relies heavily on A.C. Nielsen ratings to drive their buying decisions, we look for out-of-the-box solutions to find the most cost-effective means of reaching responsive viewers. As the national cable world continues to mature, and consumers' viewing options continue to multiply, costs (specifically cost per thousands) continue to rise.

Cable's biggest advantage? Unlike local broadcast, national cable is a highly targeted media outlet providing advertisers that ability to cost effectively reach the masses via channels that skew specific demographic segments. Having been in this industry for 20-plus years, I have had the privilege of witnessing the birth and growth of a plethora of cable networks including HGTV, History Channel, GSN and many more. With all of the different options we have available to us as media agencies, national cable is still the driving force for all of our national campaigns.

Norris Post



VP, Production and Development, LiquidThread/Starcom Mediavest Group

Like the Joni Mitchell song, Post has looked at the television advertising landscape from both sides now. She headed up the branded partnership business at Lifetime for five years

before heading to MediaVest, where she has produced branded content for heavy-hitters including P&G, Wal-Mart, Kraft and GM. She's now an integral member of the Microsoft team, and oversaw Bing's hugely successful "stagger on" sweepstakes for AMC's "The Walking Dead."

Biggest deal trend? In the LiquidThread group, our job is to avoid the deal trends and to come up with partnerships that have never been done before. Too often advertisers agree to "off the shelf" ideas that are advertiser agnostic, and they miss big opportunities to innovate and celebrate the shared brand attributes of certain brands and cable properties.

TV Everywhere? For marketers, TV Everywhere allows us to tailor branded experiences to different viewing environments and audiences. It provides multitudinous new opportunities and platforms for advertisers to create more conversations between marketer and consumers and to do it in ways that traditional broadcasters won't allow.

Improving measurement across platforms? We spend a lot of time working on measurement solutions for branded content across platforms. I've worked with many top tier advertisers and each one had their own methodology for measurement. The good news is that most agree that branded content is valuable, and often more valu-

able than a traditional :30 commercial. The downside is that there is no standardization in the way that branded partnerships, integrations or what we call brand experiences, are measured. There needs to be a new currency that is not predicated upon the cost of a :30 commercial and the television rating, but rather the quality of the connection made between the right audience and the right message.

Biggest challenge with cable? In the brand experience space it comes down to fragmentation. Not enough viewers to justify the cost and expense for reaching a very small audience in truly unique ways.

Biggest advantage with cable? The ability to innovate. Select cable networks are open to partnering with advertisers in new and unique ways, and they are experts at understanding the limits of their individual network brands, and understand how advertisers can also help them attract new audiences.

The Upfronts? For content creators who don't hold the advertising budgets, it is still the best way to leverage a brand's financial commitments to the networks to create impactful custom experiences. It also allows advertisers to lock in exclusive partnerships and displace competitive advertisers around key properties early on.

Richard Quigley



President, Business Card Chase Card Services

Quigley knows the key to connecting with potential customers is to bring out the human side of the narrative. And he and his team know cable is a great place to tell the story. When Chase last year launched its Ink from Chase card suite, it placed

a series of creative ad spots on cable nets including ESPN, CNN, Fox News and the Weather Channel. "We have shared these success stories through an integrated advertising campaign—in which cable plays an important role—with the hope of inspiring new ideas and new businesses," Quigley tells *CableFAX*. "Sharing these real success stories has enabled us to connect with small business owners across the country and bring the brand alive for them in a realistic 360-degree way." Quigley praises the TWC partnership as being particularly forward-thinking. Ads on the network incorporated QC codes for the Ink mobile app viewers could capture by aiming their mobile phones at the TV.

Mike Rosen



President/Chief Activation Officer Starcom USA

A 20-year industry veteran, Rosen is plenty busy overseeing a nearly \$9 billion budget in media investment for Starcom clients including Allstate, Anheuser Busch, Best Buy, Kellogg's and Mars/Wrigley. He also led the realignment of

Starcom's video investment group into network specialists to better leverage scale and market intelligence. Rosen, who serves on the advisory board of Starcom MediaVest Group's SMGx consortium, understands the importance of marrying a message both to targeted

programming—such as Allstate's outreach on Spanish-language cable networks—and to emerging technologies, evidenced in Starcom's push into addressable ads for Bank of America and other clients.

Biggest deal trend? While we continue to rely on Nielsen numbers as the basic currency for our dealmaking, the depth of understanding about the audiences our clients are seeking through multiple sources is changing the way we seek to make cable investment decisions and conduct business with the vendors. Whether it is the knowledge of what emotions and motives drive media consumption decisions through our Starcom Eq, which programs generate the most conversation in the social space, analytics and research have dramatically increased our insights into the power of media as part of the human experience. And we will continue to push to bring those insights into the marketplace to improve the ROI of the media investments we make.

Improving measurement? Measurement across platforms needs to both provide a level-playing-field understanding of how changes in the media mix will impact the overall effectiveness of a media plan, and at the same time offer opportunities to differentiate the benefits of one platform over another. In other words, measurement should be able to highlight what is the same as well as what is different as between alternatives so that product-specific decisions can be made as to optimal media choices.

Biggest challenge with cable? There can be a push-pull dynamic in such a wide, varied and deep marketplace of networks and programs between the appeal of the long-tail vs the attraction of a more concentrated investment strategy.

Cable's biggest advantage? There is literally something for everyone in the cable marketplace when it comes to content, context and/or targeting. The ability to go broad when needed, as well as to go vertically when most effective, makes the cable marketplace a very user-friendly and malleable portfolio of media options.

Marc Speichert



CMO L'Oreal USA

L'Oreal has had a beautiful relationship with cable for years. What network and MSOs need to know today is that the relationship is about to get even more digital in nature. In his 2 years as L'Oreal's first-ever CMO, Speichert quickly determined the necessity of investing in Web, social media and other virtual marketing campaigns to not only entice potential customers but to empower them to become consumer advocates for L'Oreal. To paraphrase his company's infectious slogan, a stepped-up digital investment is worth it. After doubling the company's digital ad spend in 2010, Speichert recently told *Ad Age* the company will spend more in digital this year than in the past two years combined. The best news? Rather than shift ad money from other segments, L'Oreal will increase its overall outlay.

(Editor's Note: For the following Q&A, Speichert was joined by Chris Chesebro, Director, Corporate Strategic Marketing, L'Oréal USA)

Measurement across platforms? We need a single source solu-

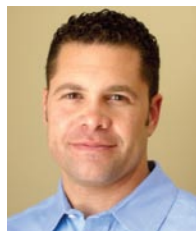
tion... It is amazing that most "online video" measures still lump together full episode player content with YouTube & UGC content. The current P2+ solution just isn't good enough. To really get scale out of FEPs, advertisers need to know that their actual target audience is in fact there. The networks need to push Nielsen, comScore, and the other measurement houses to create something more specific.

Making the Upfronts better? The framework of the Upfront is sound—in theory it insulates both advertiser and network. The problem comes down to the supply vs demand equation. People are watching more TV and video than they ever have before, so the supply is out there. It's just on multiple platforms like tablets, mobile devices, and computers. To my earlier point, the industry needs to make a real concerted effort to quantify those additional streams so that the supply being sold in the Upfront is truly reflective of the people who are watching. Cable was at the head of the charge of cross platform with its TV Everywhere initiative—sadly with the exception of HBO GO, not much traction has been gained since the announcement several years ago. There needs to be a renewed interest in changing the game.

Biggest challenge with cable? With the exception of a few programs, ratings are very low. As the viewership fragments, broadcast ratings have declined. Cable as an aggregate has benefited but there are few individual programs that have breakthrough ratings. The exceptions are kids and sports programs. These two genres have been the star performers in cable for many years. Related to the audience fragmentation, a major advertiser needs to purchase a large number of cable networks and programs on their schedules. This results in thousands of units that need to be maintained and stewarded. While there is some automation in this stewardship, progress seems to have slowed down in the past five years. Networks need to invest in better processes in order to sell and maintain their inventory.

Cable's biggest advantage? Cable allows advertisers to more narrowly target their consumers. While there are broader entertainment networks which tend to reach the masses, there are many niche cable networks. As a matter of fact, many of the most critically acclaimed shows are in cable.

Chad Urice



Managing Director Media Storm

Urice was upped to managing director when Media Storm created a new management tier in 2009, and he's been escalating the company's relationships within the cable industry ever since. Media Storm has a network-heavy client roster including Food Network, FX, HGTV, MLB Network, NBCU, NFL Network and WE tv, all seeking ways to catch potential advertisers' eyes and get some creative business mojo flowing. Solutions like the WEtget custom widget loaded with tools and apps for the media buying industry Urice and company created for WE tv keep them coming back for more. His continued work in the movies on demand space with clients including Paramount, Fox and NBCU represent "the inherent strengths of cable... to engage and most importantly transact with the con-

sumer," Urice says. He's also guiding a tune-in campaign with MTV's "Beavis & Butt-head" using hyper-targeted local cable to introduce a new generation of young dudes to the show upon its return

Biggest advantage with cable? There are several advantages from an entertainment marketing perspective. For our tune-in clients, the ability to deliver Day, Date & Time messaging is critical in building awareness and establishing the promoted show/network as a destination. Add the ability to hyper target from an environment and geographic basis and the competitive advantage increases. From a consumer experience standpoint, the expanding local iTV elements allow us to take a traditionally passive platform and make it more engaging. Providing viewers with options that extend beyond the :30 spot allows for deeper connections with our promoted brands.

Brian Wieser



Senior Research Analyst Pivotal Research Group

You want context for the constant that is change in the cable industry? Wieser's your man. One of the hardest-working analysts in the industry, he's been at it through numerous years and incarnations. After eight years as an economic strategist at Magna, in November Wieser returned to his Wall Street roots by joining Pivotal. An outspoken proponent of the evolution, not revolution, of consumer viewing habits—television brass need not fear the demise of traditional viewing, he opines—Wieser is also in step with the rapid-fire development and importance of technology and tools. Aside from being an articulate data machine, he's the author of numerous Pivotal forecasts, including the insightful "Madison & Wall" series of research and reports about the intersection of the advertising and financial worlds. For Wieser, it's a very comfortable place to reside.

How can cable better serve advertisers? Continue to provide low(er) cost reach extension and balanced frequency to complement network TV packages.

Biggest deal trend? From my vantage point, the biggest deal trend relates to smaller media companies—such as Millennial Media or Brightcove—coming public. Their successful IPOs speak to an appetite among investors to participate in the upside associated with digital media, but at the same time highlights the potential for irrational exuberance that may push other media companies into unnecessary allocations of capital to pursue growth opportunities with limited returns.

TV Everywhere/authentication as a game changer?

TV Everywhere should improve the customer experience associated with video consumption, but it will take improved measurement of audiences across platforms to bring the advertising model along and cement the opportunity for the industry.

Measurement across platforms? Advertisers must be confident in the integrity of measurement and its relative quality compared to the costs of managing the system in order to create more value.

Biggest challenge and advantage with cable? Fragmented viewing is both the biggest challenge and biggest advantage for the industry. Aggregation will become increasingly important as advertisers continually need to manage their costs. At the same time, there is increasing opportunity for programmers to develop niche content distinct from that which is possible on network TV that is highly valuable for marketers.

Improving the Upfronts? This year's Upfront marketplace should be almost as strong as the 2011-12 upfront. High single-digit rates of inflation should be commonplace. Cable can make the upfront process more useful by finding ways to help marketers better balance their reach and frequency at flat overall levels of spending.

Jackie Woodward

VP, Marketing Services MillerCoors



Beer ads and sports programming go hand in glove. And under Woodward's steady hand, MillerCoors remains a foundation of media messaging in the traditional cable sports arena while stepping adeptly into emerging technologies.

"Jackie is always intellectually curious about what's next in media and marketing," says Ed Erhardt, president of customer marketing and sales at ESPN. "Her anticipation of trends that affect the MillerCoors business and their investments in media, teams, leagues make her a great partner and an industry leader." Erhardt should know. MillerCoors consistently clocks in as one of the network's top ad spenders, frequently breaking new ground and sometimes making tough calculated decisions like acquiescing its role as official sponsor of the NFL to Bud Light and recently upping its commitment to NASCAR at a time when other sponsors are putting on the brakes.

How can cable better serve advertisers? We don't just buy airtime, we buy ideas. So, bring us ideas. Brand ideas that fit seamlessly with your programming. How can you help us at retail? With promotions? With social media? On the 2d and 3d screen? Big ideas that cross platforms, be authentic to your programming, and interesting for consumers.

Improving measurement? Effectiveness measures that match efficiency measures. Impressions is just the first step—and a small one. We need to know more than just how many people each platform reaches; we're looking for relative impact and engagement to see how effectively each platform advances brand messages.

Biggest challenge with cable? Programming, programming, programming—keeping up with it, tapping in to what's new, what's hot, first looks at relevant content. We want to be early to the table for these conversations.

Biggest advantage with cable? We love the quality and amount of original content in production by the cable networks. It enables us to secure relevant programming of high interest at a reasonable price. Marry that with integrated brand ideas, and it's a match made in heaven.

FAXIES

PR Executive of the Year

Winner



Alyssa Corcoran – NBCU

NBCU has always been a complicated hydra, its many networks and properties in constant motion. But as new owner Comcast works to integrate its own properties into that already multi-headed animal, the brass has at least one big thing going for it on the corporate communications side: Alyssa Corcoran. This cable veteran, who kept Ted Turner in line before she came to NBCU, has her hand in just about every aspect of the business—ready to wrangle any executive, coordinate any project or quell any controversy. She's the kind of PR professional that top execs literally spend years trying to find (and often years trying to keep). She works with just about every NBCU division and liaisons with every distributor from major MSOs to Hulu, Apple and Google—often coordinating in especially complicated areas such as Olympics-related announcements and digital consortiums like the content industry's ever-evolving Ultraviolet initiative. And let's not forget that Corcoran often oversees the most complicated of all PR tasks: Handling talent. Her fingerprints are all over celebrity-filled events and red carpets that seldom run anything less than perfectly under her watchful eyes. All this, and reporters love her too. What else could you want in a PR executive? Absolutely nothing.

Honorable Mentions

Chris LaPlaca - ESPN

Whether handling high-level executive shifts like the departure of George Bodenheimer or simply publicizing ratings successes, LaPlaca's more than 31 years at ESPN has paid off in droves for this beloved network among fans and press alike. LaPlaca's reputation for honesty, integrity and fairness is unparalleled—and probably won't be surpassed.

Marie Moore – IFC

Combine calm focus with a whip-smart intellect, and you get Marie Moore. Despite a shoestring budget, she has used cunning creativity to help turn seemingly obscure shows like "Portlandia" into mainstream hits. And as IFC moved to an ad-supported model in late 2010, it was largely Moore's planning that ensured a smooth transition with viewers.

PR Team of the Year

Winner

ESPN



You don't get to be the King of all Sports Nets without a top-notch PR operation, and ESPN has had one for years. But Chris LaPlaca, Katina Arnold and the entire ESPN communications team continue to raise the bar, especially in 2011 with increased chatter among distributors about rising sports costs and the effect on

affiliate license fees. Through all that, ESPN's PR professionals have continued to sell the value of sports content, which after all is one of the last reasons for people to watch live TV, commercials and all. At the same time, this team has navigated through major league rights renewals with the NFL, NCAA, Wimbledon, Pac-12 and Indy 500, just to name a few. And all this was amid a major shift in ESPN's leadership, with George Bodenheimer stepping down as pres, and evp, content John Skipper taking over the role in Jan. The team also ran major initiatives like the launch of www.espnfrontrow.com, which gives viewers a glimpse at the inner workings of the net and helps humanize it to balance out the rising tide of sports sites with their crosshairs trained on ESPN. And the team spearheaded the re-launch of espnW.com, increasing social interaction and interest from advertisers.

Honorable Mentions

FX

It's hard to find any real faults in FX's excellent PR operation, which runs like a well-oiled publicity machine under the ever-watchful eye of John Solberg. Incredible press kits. Stellar follow-up. A top notch operation.

Investigation Discovery

Everyone knows about the astounding ratings growth at this scappy net. And while much of that is due to Henry Schleiff's vision and focus, it's also because of PR chief's Kristin Brown's passion, which resonates throughout this small but devoted staff.

Time Warner Cable

Like any operator, Time Warner Cable gets a lot of flack. But Ellen East and her team have helped hone a good PR operation into an excellent one. Whether it's consumer outreach blogs like chmn/pres/ CEO Glenn Britt's and the surprisingly street credible [Untangled](http://Untangled.com), or the efficient press strategy that keeps reporters fed, Time Warner Cable does it right.

Marketer of the Year

Winner



Gaynor Strachan Chun – SVP, Marketing, Ovation

How has Ovation so significantly raised its profile with both affiliates and consumers since it relaunched in 2007? Magic? Perhaps. But we're guessing it also had a lot to do with the tenacious presence of Gaynor Stachan Chun, whose

work over the last year has reached new heights. Achievements include an almost ubiquitous marketing campaign around Ovation's acquisition of off-network rights to "So You Think You Can Dance," with dancers cropping up everywhere from the CTAM Summit to affiliate gatherings to regional trade shows to yes, even a couple *CableFAX* awards events. A national radio tour featuring exec prod Nigel Lythgoe and an aggressive social media campaign rounded

out efforts, which have pushed cumulative ratings up 14%, Facebook likes by 329% and visits to OvationTV.com by 34%. With Arts Advocacy Day, Strachan Chun has helped secure major speakers like Kevin Spacey and Alec Baldwin, who delivered pep talks to arts advocates before they swarmed Capitol Hill to fight proposed cuts to arts funding. Strachan Chun just gets it. And it shows.

Honorable Mention

Tom Carr & Lara Richardson – SVP, Marketing and SVP, Marketing Creative, TLC

When it comes to marketing, TLC simply knows what its doing. And that largely stems from the leadership of Carr and Richardson, who exercise creativity and sound judgment whether tackling the latest marketing challenge or navigating the latest controversy. And they're known as running one of the tightest marketing ships at Discovery Communications.

Marketing Team of the Year

Winner TLC



TLC doesn't shy away from tough and controversial shows. It's a programming mix that might overwhelm the average marketing department. Good thing TLC has one of the most creative, hard working and downright brilliant team of marketers in the cable business. It's not an accident that the net has been crushing it in 2011, with 23 hit shows sustaining the net's top 10 position in an increasingly competitive landscape. It's the marketing, stupid. And perhaps most impressive is this group's ability to shift and adapt as the situation changes. The rollercoaster ride surrounding recently cancelled "All-American Muslim" was just another day at the office for these nimble marketing gurus, cultivated under the fine leadership of svp, marketing Tom Carr and svp, marketing creative Lara Richardson.

Honorable Mentions

Cheetah Technologies, LP

In less than 6 months, svp, marketing and strategic planning Steve Day and his team facilitated a major rebrand and promo campaign that included trade ads, cross promo with SCTE and NCTC.

HGTV

Led by svp, marketing and creative services Denise Conroy-Galley, this team took a night-by-night approach that helped drive ratings gains on Mon and Wed nights with a wide-ranging, multiplatform strategy.

Advertising Campaign For a Network

Winner

TLC - Royal Wedding Week



When the right opportunity presents itself, savvy networks jump. And TLC didn't waste any time as it deftly used the royal wedding to bolster its brand, mobilizing interstitials and social media 6 weeks in advance, hosting viewing parties, creating contests, hosting Internet "events," and following through with stellar coverage of the William-Kate nuptials. The result was a 22mIn-viewer tune in on wedding day. How did TLC do it? By tapping into a "Cinderella story" narrative and, frankly, knowing its audience like the back of its hand. This week-long wedding saturation ended with an exclamation point as the net sponsored a massive, live viewing party in the middle of Times Square. The festivities began in the early morning and gave TLC a chance to showcase talent from across its lineup, not to mention bragging rights for pulling off such an audacious event. A fashion show, musical performances, a photo opp with a wedding carriage... TLC went bold on this one. And it worked.

Honorable Mentions

ABC Family - Anti-Bullying Campaign

We applaud ABC Family for lending airtime and the stars of its most popular shows to tackle an issue so pervasive among its audience. The campaign, in conjunction with *Seventeen*, not only helped empower viewers but went far to show the net's accountability.

Food Network -

Event, Social Media and Magazine Branding

When you've got such a smorgasbord of talent, why not let them shine across a variety of media? Food Network stepped up integration of its stars in its magazine, at series-branded events in key markets, and through an extensive Facebook campaign aimed at driving viewership.

Scripps Networks Interactive - HGTV - 30 Days of Holidays

This talent-based campaign did a wonderful job both showcasing HGTV's stars while promoting its holiday-themed content that runs from Thanksgiving to Christmas. As a result, HGTV broke internal ratings records and tied for its highest rated Dec ever in P25-54.

Advertising Campaign For a Single Program

Winner

HBO - Game of Thrones

HBO wisely knows that generating buzz for a new series can't be done in a time vice. The network started a year out mobilizing fans through an official Website, behind-the-scenes footage and a YouTube presence, adding social media including an on- and offline game, outdoor media, events, and an extensive print campaign all around the iconic throne image. And while HBO's digital marketing was solid (Scrolling rich media; expandable YouTube banners; Web page takeovers with animated flying

swords erupting from the screen), perhaps its biggest innovation was decidedly old school: The net distributed 10 different medieval chests containing “scent experiments” to 85 influential bloggers, journalists and celebrities who discovered mysterious flasks and scrolls within a medieval chest—all a way of getting them to unwittingly reveal clues related to “sensory fan challenges.” As fans scrambled to find out more about the kits, they also found their way to a special Website where they could solve puzzles, view preview clips and other elements that were, of course, readily shareable through social media. The result? Viral nirvana. And Game of Thrones continues to be a huge phenomenon for HBO.

Honorable Mentions

A&E Television Networks - Breakout Kings Season 1

A&E took a bit of a risk here, choosing to promote a brand new show without even using the show's title in marketing materials. Instead, it created buzz by featuring the words “Con” and “Cops” with mood-inspiring images. We can't argue with the results: Breakout Kings was the biggest premiere for any original drama on A&E.

Scripps Networks Interactive - HGTV - Property Brothers

HGTV ran a savvy off-channel campaign to promote its “Property Brothers” series, playing to both core and occasional viewers while leveraging Scripps' portfolio. The net expected a 10% uptick in P25-54. It got a 23% spike (29% in P18-49). Over 7 weeks, 5.7mln tuned in.

Sportsman Channel - Beau Knows Outdoors

He may be Ted Turner's son, but Sportsman still created a take-no-prisoners marketing campaign to get the word out on “Beau Knows Outdoors,” banking a significant part of its budget on the show to drive tune-in with an eye toward also promoting Sportsman's other series. No Nielsen ratings yet for Sportsman, but local cable ratings showed big jumps in viewership.

The Hub TV Network - My Little Pony Friendship is Magic

The original goal was targeting girls and their moms. But The Hub quickly found that the key was the “Bronies” (fanatical males 18-34), who—for some bizarre and mildly creepy reason—love My Little Pony. And partly by embracing this audience, The Hub scored viral gold, grabbed huge press and quickly turned the series into The Hub's top-rated show. Go Bronies!

Community Relations

Winners

NBCUniversal - USA Characters Unite

USA's “Characters Unite” initiative just keeps getting better year after year, with significant on-air promotion and cross-country events that challenge us to think about prejudice and discrimination in new ways. USA continues to tie its “Characters Welcome” tagline to a larger purpose, with one recent forum in Los Angeles featuring stars like Octavia Spencer and Nathan Lane, along with other powerful storytellers who recounted how discrimination (and triumphing over it) had affected their lives. What's most impressive, though, is that USA constantly resists the urge to use the campaign as simply an excuse to promote the latest

premiere or newest show. Instead, the net stays focused on the mission and in the process uses its media power to make a difference.

Knology - Knology a Sponsoring “Buddy” of National Down Syndrome Society

Knology's Buddy Walks have become a source of inspiration for employees, local customers and of course the special “buddies” who take part in this annual tradition to commemorate Down Syndrome Awareness Month. Attendance not only shot from 10,400 in 2010 to 16,350 in 2011, but Knology nearly doubled the money raised to more than half a million dollars. Perhaps most touching about this annual tradition is that it embodies what local community service is all about—giving back without any direct expectation of getting something in return. Of course, Knology gets plenty back. Customer loyalty, for one. But also something else. Its employees (more volunteer every year) get an invaluable chance to brighten the lives of some special people—while brightening their own in the process.

Honorable Mentions

Big Ten Network – BTN LiveBIG Campaign

Combining multiple platforms that screams marketing synergy, the LiveBIG initiative broadly encourages volunteerism and sponsors scholarships for community organizers at the Big Ten universities. Audience support is through the roof, especially when it comes to social media integration.

Sportsman Channel - Hunt, Fish, Feed

What more can we say about Sportsman's “Hunt. Fish. Feed” initiative, which since 2007 has become a shining example of community relations done right. The net involves affiliates, local politicians, the press, hunters and of course its own employees to feed the homeless in shelters around the country.

Suddenlink Communications - Connecting to Those in Need

Now in its 5th year, Suddenlink's Alexandria, LA, system's annual “Connecting to Those in Need” fall food drive does everything from garnering local political support to running PSAs to soliciting donations from area businesses. The results: More than 700 employee volunteer hours and record press coverage, among other milestones. Bravo.

Corporate Social Responsibility

Winner

History - Give 150 Civil War Outreach Campaign



The Civil War was a dark time in American history—but it also serves as a sacred

reminder that keeping a great nation together requires constant vigilance. So to mark the war's 150th anniversary, History launched a multipronged campaign that raises money to preserve Civil War sites, provides Civil War curricula for middle and high school students, and integrates on-air content and PSAs to educate viewers about the war and the threat to so many Civil War sites by construction and development. History smartly tied the campaign to its Civil War programming week that launched with Ridley Scott's “Gettysburg” doc, and sent out

34K Gettysburg posters to middle and high schools nationwide (including a teaching guide and activity sheets on the back). And that's not all. An interactive Website. Affiliate outreach. Live events. History has raised \$350K so far and has agreed to match those donations up to \$150K. The Civil War deserves remembrance, and History has done its part.

Honorable Mentions

Cartoon Network -

Cartoon Network's Stop Bullying: Speak Up

After research showed bullying as a top concern of its 6-14 aged audience, Cartoon flew into action with PSAs, a town hall on CNN, discussion groups at 700 Barnes & Nobles and much more to reach educators, students and politicians. CN also was the only kids' net to be invited to the White House's Bullying Prevention Summit.

International Media Distribution -

TV JAPAN 2011 Earthquake/Tsunami Outreach

In March '11, when a massive earthquake struck just off the coast of Japan, the \$25-per-month premium niche service TV Japan opened its signal to 46mln households to help get the word out. Not only was it the right thing to do, but increased awareness of TV JAPAN led to 300% more growth in 2011 for the net than in previous years.

Style Network PR -

Fight with Style Skin Cancer Awareness and Beauty Bus

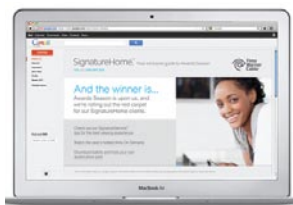
Road trip! Style's signature Beauty Bus hit the road last August for a 10-city tour to educate people about skin cancer, which affects one in five people living in the U.S. Its latest "Fight With Style" program traveled 7,200 miles, generating approximately 1.5 million on-the-road impressions, and volunteers provided 2,000 mini makeovers along the way.

Direct Response Marketing

Winner

Time Warner Cable -

Time Warner Cable Engagement Touch Program



Customers can be a fickle bunch. And in this competitive world, it's difficult to grab their attention, much less keep it. But Time Warner Cable used the power of old-fashioned direct response marketing to consistently engage its

customers all year round with a series of emails that brought a surprisingly personal touch to corporate outreach. The idea was simple: Create seasonally relevant content that trumpets the worth of a Time Warner Cable subscription—albeit subtly and without any salesmanship. Helpful advice included tips on how to use StartOver during TV's fall premiere season, how to set up WiFi after the holiday gift season, how to navigate the Hollywood awards season and even tips on how to follow March Madness. Each communication also included a helpful PDF. No hard sell; just a reminder of value. With average open rates and click-through rates beating industry averages by 2.7 and 5.8 fold respectively, it seems like the message is getting through.

Honorable Mentions

AETN – A&E Halloween Sales Drama Mailer

What better way to entice media buyers than to send them candy? Also offer an online quiz game with prizes like an iPad at stake. More than 30% of the buyers played along. Sweet.

Cox Media California –

Cox Media-AT&T U-verse Sponsorship Video Email Blast

Cox Media and U-verse teamed up with a video email blast that enticed ad clients to buy, buy, buy—and resulted in a 15% sales uptick.

Integrated Marketing Campaign

Winners

HBO - Game of Thrones

HBO had the unique goal of capturing not only sci-fi fans, but its core drama enthusiasts with the debut of "Game of Thrones." So it needed a strategy that would overcome any preconceived notions about what the "fantasy" genre would look like on the screen. A social campaign began nearly a year in advance with teasers on HBO.com and YouTube and an official @gameofthrones Twitter account. Other social components included "The Battle for the Iron Throne" Facebook game and The Maester's Path Website, featuring a series of challenges (online and offline) related to the narrative. Custom eight-page inserts ran in top entertainment, men's lifestyle and trade magazines, while outdoor marketing included custom built extensions on bus sides and billboards allowing the throne to extend beyond the traditional media space. In Manhattan, pedi-cabs were transformed into the Iron Throne (rides were free) and a 1,000-pound replica of the throne was installed in public parks in NY, L.A., San Fran, Philly and at Wonder Con. It all paid off with the series garnering 8.7 million combined viewers for the premiere and an immediate second season renewal.

Time Warner Cable - Holiday Campaign



Time Warner Cable found a way to cut through the holiday clutter, with clever headlines and iconic graphics, such as "Good WiFi We Bring to You and Your Kin," as it sought to encourage new bundle customers to upgrade during the season. The hip,

updated holiday jingle on TV spots was added as a downloadable song or ringtone to TWC's Website. The MSO also looked to boost holiday movie transactions, which included TV spots, email blasts in both Spanish and English and holiday movie trailer postings to Facebook. Total movie buys for the season increased 42% over 2010, with total revenue up 41%.

Acquisition and sales numbers weren't reported, but the holiday campaign, which also had a presence at Best Buy, was noticed by many.

Honorable Mentions

Big Ten Network – BTN liveBIG

With a mission to encourage viewers to give back to their communities and tune into BTN's "LiveBIG" program, the net released street teams and a Twitter assault. It also launched a scholarship initiative, asking students to volunteer at least 10 hours during the fall and write about their experiences.

RLTV – Making Medicare Work for You

Vignettes, specials and VOD content leading up to Medicare's annual open enrollment period combined with a satellite media tour hosted by Deborah Norville helped drive awareness for the net's initiative to put Baby Boomers and seniors in control of their Medicare coverage.

Starz Entertainment -

Torchwood: Miracle Day - Integrated Campaign

Starz had to find a way to introduce Liam McIntyre into the role of Spartacus, and assure fans that they were in for the same level of action they've come to expect. Components included "in your face" advertising featuring McIntyre and a "Take Up Arms" Facebook app that engages fans and has them recruit friends.

The Hub TV Network -

Transformers Prime TV Series Sustain Campaign

To raise awareness for "Transformers Prime," The Hub launched a multi-city experiential tour along with weekly episodic promos, all aimed to appeal to two very different fans of the show—boys 6-11 and men 18-49.

Marketing Campaign - Distributor

Winner

Comcast Spotlight - Eye-con Marketing Campaign



For the first time ever cable, telco and satellite homes were available for local market advertising from one point of contact. Dubbed a "I+," Comcast Spotlight had to make sure advertiser were aware of the platform and its advantages. Branding featured the Comcast Spotlight Eye-Con, a futuristic fellow with a

single eye, along with the message that you could "get more of the right eyeballs than ever before." Life-sized models of Eye-con were placed outside entryways of media and ad agencies in a guerilla marketing move. In addition to print and online components, Spotlight created a first-of-its-kind iPad app (giving several hundred media execs iPads with the app pre-installed). Content for the app will be refreshed throughout the year, including big events like the Olympics. It also gives a snapshot of each I+ market, with a demo breakdown. Impressions have been impressive, and ad awareness has lifted Spotlight significantly.

Honorable Mentions

Comcast Cable - Quincy World of More Upgrade

Media interviews, a tree lighting ceremony and a \$5,000 check to the local Big Brothers Big Sisters were highlights of the MSO's efforts to garner goodwill in Quincy, IL, as significant upgrades to the network were completed.

Time Warner Cable-Wisconsin -

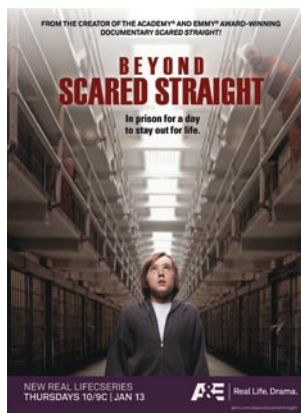
Go Pack Go Yard Sign Campaign

In the weeks leading up to the NFC championship, TWC doled out 45,000 co-branded "Go Pack Go!" yard signs. In addition to increasing brand awareness, it drove thousands of Packers fans into TWC retail stores. In the end, the Packers won the Super Bowl 45. Coincidence?

Marketing Campaign - Programmer

Winner

A&E Television Networks - Beyond Scared Straight



This entry impressed our judges for doing more with less. With a limited budget, A&E had to find a way to drive viewers to this new series. It went after a young, urban and slightly more female audience by sending out a 20-minute sneak peek to targeted bloggers. From there, A&E tracked interested viewers as they began to post and share video on Facebook and Twitter. It augmented the grassroots support by tweeting one week before the show premiere. With a very

limited budget, A&E could only choose one mass awareness tactic, and getting the right audience's attention as a major factor. In the end, the net opted to purchase the promoted trend on Twitter—#BeyondScaredStr8. When users clicked on it, they would be directed to a page with all the Tweets using the hashtag, with an A&E tweet with a short-form video at the top. An overall audience of 3.7mln tuned in for the premiere, making it A&E's most-watched original series premiere to-date.

Honorable Mentions

Big Ten Network - BTN LiveBIG

Setting this campaign apart was its strong public relations efforts. Hundreds of students shared stories of service for a variety of causes. The show about student and alum making a difference in their community ended up having the highest 18-34 viewers per viewing HH of any non-event on the net.

Bravo Media - Summer by BRAVO

"Bravolebrities" attended summer camp in this well received campaign, which included two social media contests and a Facebook app that received more than 35,000 visits from fans.

Crown Media Family Networks - Countdown to Christmas Campaign 2011

Noteworthy components included a "Santa-riFIC" tour with ambassadors dressed as elves. Photos with Santa could be downloaded online and shared with tune-in messaging for the 14 original holiday movie premieres.

GMC - Uplift Someone America Bus Tour

How do you inspire "attainable, everyday acts of kindness" in America. Partner with affiliates across the country and rent a tour bus. This unique campaign attracted 85K attendees at various events and left 1.8mln impressions. And it garnered plenty of press and affiliate support.

NBCUniversal - Your Summer Solution

More than 60 systems participated in an affiliate program tied to five networks—Bravo, E!, Oxygen, Syfy and USA. Participating MVPDs earned up to \$24,000 towards prize options, including Super Bowl tix.

Marketing of a Continuing Series

Winner

The Hub TV Network - Transformers Prime TV Series Sustain Campaign



It's the subject of one of the highest-grossing movie franchises in history, so when the Hub set out to promote its beloved bots in "Transformers Prime," it had its work cut out for it. But with off-channel advertising, on-air promo and a multi-city experiential tour—all designed to fit together even better than moveable transformer parts—The Hub managed to accomplish an uncanny feat: Impressing picky boys and men obsessed with interchangeable robotic aliens. It's no wonder. The Hub's "Transformers BotCon" fan convention involved a life-sized, 17-foot tall replica of Optimus Prime (the real one lives in space or something) staring down at attendees, along with a viewing room and other goodies like photo ops and vintage Transformers toys from the '80s. This multi-faceted "sustain" campaign was designed to maintain momentum over time, and it certainly seems to have done just that. In 2011, Transformers Prime attracted 19.5mln unique total viewers, the most of any series on The Hub. The show also set a record for the most watched telecast in the net's history among boys 6-11, men 18-49 and Men 25-54.

Honorable Mentions

Cartoon Network - Adventure Time

This campaign combined every conceivable element—on-air, digital, social media, off-channel and content sampling everywhere from Comic-Con to the Atlantis resort in the Bahamas—to bring home big results. Adventure Time is now CN's biggest show on Mon nights with kids 6-11.

HBO - Boardwalk Empire - Season 2

HBO does just about everything right with marketing, and this incredible campaign was no exception. The net brought back a vintage train model from the 1920s, dressed it up and let NYC subway riders enjoy the ride—"Compliments of Nucky." And this was only part of a multi-faceted campaign that included social media and other elements.

Turner Network Sales - TBS Team Coco Button Booth Tour

TBS hit the road with Team Coco and never looked back, creating an experiential fan experience in which Coco-holics could snag "I'm With Conan" buttons featuring the fan's face with Conan O'Brien's hairdo. Digital versions were available for download. Fun. Quirky. Very Coco.

TV Land - Hot in Cleveland 2012 Overall Marketing

It was a nice problem to have: TV Land's 1st original sit-com just happened to include the recently re-heated Betty White, who had just wowed America with her performance on SNL. Still, TV Land spent its limited budget on targeted magazine ads and local cable ad buys. The show's only 18 months old and already sold into syndication. That's called success.

Marketing of a New Series or Show

Winner

A&E Television Networks Breakout Kings



In one of the most competitive Faxies categories of 2012, A&E shined above the rest of a truly fabulous field of entrants. Why? Put simply, the net put together a sensible, creative and comprehensive campaign that hit every angle to promote edgy crime drama "Breakout Kings." Whether strategically buying traditional spots across key nets and markets or orchestrating a "takeover domination" of Grand Central Station, A&E left no stone unturned as it tirelessly ratcheted up the

buzz. To drive tune-in on premiere night, A&E bought a cable roadblock across 11 key nets in the 9-10pm ET timeslot followed by a well-thought-out Week 2 and Week 3 strategy that leveraged favorable reviews and quotes from top critics—all while plastering takeovers and other messaging across multiple online sites including Hulu and IMDb. The net even built a "branded destination environment" within X-Box Live and drove a massive Facebook fan community prior to the premiere, smartly leveraging the existing "Prison Break" fanbase. A&E also planted hundreds of iconic orange jumpsuits in high-traffic areas in New York and L.A., partnering with big retailers to arrange in-window displays. It didn't stop there, but we're out of room. A&E went all out on this one, folks.

Honorable Mentions

Big Ten Network – BTN LiveBIG

The campaign for this 8-ep series included smart cross-promotion with other Fox nets and amazing outreach to students at Big Ten universities, including a special scholarship.

CMT: Country Music Television – CMT Working Class

A well-conceived campaign all around, with out-of-the-box thinking that included screenings at a women's blogging conference and special outtakes and features for social media. The premiere was CMT's most watched ever.

Fuse – Funny of Die's Billy on the Street

This comprehensive campaign offered everything from traditional to guerrilla tactics to supercharge awareness and social media punch, with double-digit results across the board. The show was Fuse's biggest VOD hit ever.

ION Media Networks –

ION Television "Flashpoint" Launch

This multi-tiered campaign to promo ION's 1st original series went all out, even embedding mobile QR codes in out-of-home and display ads and holding a social media contest to ratchet up the buzz.

Oxygen Media – Oxygen's The Glee Project Season 1 Marketing Campaign

Oxygen certainly knows how to reach "Gleeeks," and used everything from targeted ads in movie theaters to creative partnerships with Verizon and Shazam to reach fans. The premiere reached a record

4.5mln viewers across Oxygen, Oxygen.com, Hulu and VOD.

Retirement Living TV – Good Food, Good Deeds

In promoting this partnership with the Meals on Wheels Assn, RLTV flooded the airwaves with promo spots, PSAs, a microsite, social media promo and more. And best of all, the net secured an appearance for hosts Florence Henderson and Joy Bauer on top-rated “The Today Show.”

Marketing of a Special or Documentary/ Documentary Series

Winner

G4 – “Bomb Patrol: Afghanistan” Series Premiere

When you’re talking nonfiction, it ain’t easy marketing a war—much less one that has proved controversial. But G4 rose to the task, touting its unprecedented access to video granted to the marketing team by the U.S. Navy—bringing the term “exclusive footage” to a whole new level. In addition to digital media and cable buys, the net tapped military base TV and theaters to attract new viewers. And beyond promoting the premiere with G4’s social media platforms, it leveraged the Navy’s outlets as well. It worked: Bomb Patrol was in the top 5 most checked in shows on Get Glue. The show’s season finale became the most watched original episode in G4’s history with 18-49 adults.

Honorable Mentions

Investigation Discovery - Sin by Silence

ID’s “Sin By Silence” sheds light on domestic abuse through profiling women imprisoned for murdering their husbands. The spot weaves together the doc’s most poignant moments, inspiring camaraderie among the net’s target audience, women 18-49.

TLC - Royal Wedding Week

Culminating in a viewing party in Times Square, TLC featured a week of royal-themed specials, wedding experts and social media engagement. About 22 million viewers tuned in on wedding day.

Media Event

Winner

NBCUniversal-Bravo – Bravo’s Top Chef Tour

What a great way to thank “Top Chef” fans: Bring the chefs to nearly 2 dozen key markets to show off their cooking skills, garnering local press and attention every step of the way. The tour features local judging panels, which only increased the customized marketing power of each event, and after 5 years continues to be one of Bravo’s most beloved marketing tools for the iconic chef competition show. In exchange for running spots, affiliates get mentioned in the local press release and by the “chef”testants” during interviews. And here’s the best part. More than 29,220 consumers attended the events across the country, with 17 local advertisers bringing incremental ad revenue to affiliates—some of it completely new business. The tour logged 12,060 miles on its culinary tour de force. Was it a success? Ratings for Bravo’s Top Chef: All Stars finale leaped 9% in 18-49 vs the previous year.

Honorable Mentions

Discovery Communications – Velocity Launch Event in NYC

A warehouse on Skylight West in NYC became a hip nightclub for this unique launch party, complete with hot cars and a raffle to win a motorcycle. Advertisers and press got a good look at the newly rebranded channel—and the party fit the vibe of the net’s affluent, car-happy male demo perfectly.

ESPN – 2012 espnW Women’s World Cup Media Event

The net’s fan and media viewing party for 2011 FIFA Women’s World Cup included jugglers and soccer performances—and created enough buzz that espnW held a follow-up event for the final day of the tournament.

ESPN - ESPN’s 2011 Upfront Event

ESPN seems to have figured out the zen art of meshing talent, executives and shameless promotion in a seamless and tasteful way that tells advertisers one thing: “We know what we’re doing.” Not only did ESPN bring the most talent ever to its Upfront, but the event moved quickly and stuck to the point. Everybody loves that.

Media Relations Campaign

Winner

National Geographic Channels - George W. Bush: The 9/11 Interview

NatGeo already had scored when it secured perhaps the most in-depth interview that former President George W. Bush has ever given about the terrorist attacks on 9/11. But while the resultant special was an incredible piece of filmmaking on its own merits, NatGeo’s publicity strategy was especially impressive considering the sheer number of 9/11 specials and series airing in the period around the 10-year anniversary of that tragic event. So it devised a comprehensive plan to boost awareness, drive viewership, garner acknowledgement for NatGeo’s unprecedented level of access and ultimately to further strengthen the NatGeo brand. To do this, the publicity team specifically publicized new details from Bush on that faithful day (there were many), as well as his first public comments on the killing of Osama Bin Laden, which had occurred only a few days before NatGeo sat down with Bush. In addition, the net provided outtakes to digital outlets to help further promote this TV event, conducted a major radio tour with director/producer Peter Schnall and offered exclusive footage and access to ABC News and Fox News to ensure more TV coverage. The premiere on Aug 28 was NatGeo’s 4th highest rated overall telecast ever and its 2nd highest rated one-hour telecast ever.

Honorable Mentions

Cartoon Network - Stop Bullying: Speak Up

In this multiplatform, pro-social initiative, witnesses to bullying recounted their stories to Cartoon’s impressionable 6-14 year olds. PSAs reached kids while a partnership with CNN’s Anderson Cooper for a bullying town hall helped educate parents. A well-executed campaign overall.

IFC - Portlandia Season 2

Tapping into a building cult following, IFC’s media relations team took

“Portlandia” to the next level. The blitz included everything from set visits to interviews (including 2 back-to-back press days in L.A.) and online sneak previews. The results: Record breaking ratings and critical acclaim.

NBCUniversal - Top Chef Tour

The “Top Chef” Tour has become a staple of the Bravo promo machine, but this year offered a new twist: and interactive cook-off format between two “chef-testants” and a panel of local judges. What a smart way to deepen the involvement of affiliates and the local community.

Oxygen Media - The Glee Project

From the 1st look at its Upfront to the following aggressive publicity campaign, Oxygen created huge awareness of “The Glee Project” before it aired and also maintained the momentum. The result was steadily growing ratings. Ultimately, the show reached 45mln viewers on multiple platforms.

Scripps Networks Interactive - HGTV - My Yard Goes Disney

HGTV partnered with Disney Destinations to supercharge publicity around its primetime lineup and especially “My Yard Goes Disney,” which involves a Disney backyard makeover. HGTV was able to expand press coverage and increase MYGD ratings by 22% (P25-54) and 9% (P18-49).

Multicultural Marketing - Distributor Winner

Comcast - IPN Free Campaign - Chicago

Satellite has a stronghold on the multicultural space. Comcast wanted to get the word out that it too has a vast offering of Chinese, Polish, South Asian, Filipino, Russian, Italian, French, etc fare. It created a special offer, providing the International Premium Networks for free in the Chicago market (single net or package up to \$29.99 value for 12 months), available to new customers and non-video subs. “FREE” was the key messaging in print, radio, online, theater and grassroots marketing. The MSO’s goal was to increase IPN connects by 16% month over month. Actual results were 53%, with half of the IPN connects brand new basic video subs. 47% took a double play-bundle, while 53% took the triple-play.

Honorable Mention

Time Warner Cable -

Mi Vida A Mi Manera Brand TV Campaign

To establish a leadership position with Hispanics, TWC launched the “Mi vida A Mi Manera” (My life, My way) TV campaign, demonstrating how its products make their lives less complicated.

Multicultural Marketing - Programmer Winner

Telemundo/LeadDog Marketing Group - Club de Novelas Talent Tour



Telemundo created an in-depth consumer experience for its “Club de Novelas” Website community, with 2 waves of tours featuring 4-hour long events in 5 markets. Packed with talent, the 1st

tour notched 35K attendees over the 5 events. The 2nd part delivered 20K attendees over four events. In addition to bringing talent to rampant fans, the tour succeeded by making it feel very exclusive. Telenovelas are luxurious, and so were these events. A VIP entrance featured a purple carpet, with the first 200 guests gaining access to a meet & greet with telenovela talent. Beauty sponsors L’Oreal Paris and Maybelline/Garnier were incorporated into the tours with gifts bags filled with premium items. When all was said and done, there was a 20% increase in Club de Novelas Facebook fans and a 35% increase in Twitter followers.

Honorable Mentions

nuvoTV - nuvoTV Rebrand

A major consumer and trade PR push at NCTA, a sweeping transformation of the net’s look and feel and exec speaking engagements helped Si TV successfully rebrand as nuvoTV.

TLC - All-American Muslim

TLC scored big buzz for the series by combining traditional and niche marketing. Tactics included sharing materials with religious and inter-faith organizations as well as prompting respected journalists to pen op-eds for strategic outlets. Premiere night, TLC posted its best Sun prime performance in delivery in over a year among persons 18-34.

PR Stunt

Winner

Turner Broadcasting System/LeadDog Marketing Group -



NYCOCOMoCA: The New York Museum of Conan Art

It’s hard not to appreciate the mere audacity—if not the utter sense of hyperbolic satire and sardonic self awareness—involved in Turner’s acronym-laden nightmare called NYCOCOMoCA. The stunt involved creating the “New York Museum of Conan Art” to commemorate The Great Red One’s 1st return to NYC in 3 years to shoot a week of shows at The Beacon Theater. To fans’ delight, it was a bombastic display of overwrought Conan Worship that included a commissioned art piece called “Conan Pencilism” and consisting of a life-sized likeness made entirely of colored pencils and zip ties. Also on display: An orange robotic couch based on Conan’s hair. Meanwhile, fans could check in via FourSquare, Facebook and Twitter and even pick up a free t-shirt for their trouble. All this as teams of brand ambassadors in black turtlenecks and orange berets handed out promo postcards to passers-by. In all, more than 41K

attendees checked out the exhibits—and Turner handed out some 20K premiums. LeadDog worked with TBS and Team Coco to make it all happen. And the ancient art of pencilism may never recover.

Honorable Mentions

A&E Television Networks – Halloween Sales Drama Mailer

Never one to play fair when wooing advertisers, AETN went straight for the sweet tooth with a mailer touting 5 of its dramas, each with its own confection to go along with a flash drive of content and the opportunity to win prizes with an online quiz.

HBO – Boardwalk Empire Season 2 – Compliments of Nucky/Vintage Train

HBO took no chances in reminding New Yorkers to tune into Season 2 of its critically acclaimed series about 1920s corruption in Atlantic City. NYC residents got on the subway and found themselves transported to that period—all compliments of the sly Nucky Thompson. Genius.

ION Media Networks – ION Television – Newsstand Stunt

When you're looking to get the news out to advertisers about your network, why not bring the newsstand right to them? That's exactly what ION did as it visited 11 NYC agencies and drew in some 900 ad execs into its souped-up news truck—which just so happened to be running ION promos on big-screen TVs.

Press Kit

Winner

A&E Television Networks - Stephen King's Bag of Bones



Even as A&E hits like "Storage Wars" and "Hoarders" showcase the net's knack for popular non-fiction content, A&E likes us to remember that the net's also the home of some pretty powerful scripted fare. So what better way to remind the press of all A&E has to offer than to completely creep them out with an interactive press kit? Talk about attention to detail. To promote the 2-night event "Stephen King's Bag of Bones," A&E

sent journalists an intricate replica of an old-fashioned phonograph, housed in a brown, faux leather-bound box complete with golden metal clasp and other antique touches. When opened, victims heard the eerie stylings of Sara Tidwell, a murdered blues singer whose character (and spirit) is prominently featured in the series. The kit even included a switch on the side to turn the phonograph on and off. In addition, it was functional: A compartment under the player included a press release, cast bios and DVD screeners. Not only did the kits receive plenty of mentions and press, but fans even snatched them up for top dollar on eBay, helping to create major buzz that led to Bag of Bones, uh... bagging 3.4mIn viewers for its premiere.

Honorable Mentions

National Geographic Channels - Nat Geo WILD's Born to be WILD

NatGeo wanted to reach major TV bookers in an effort to create more visibility for 8 hosts of its various shows—so it produced a 32-page glossy magazine to highlight both the credentials as well as the TV-friendly looks of its hosts. It generated huge interest and resulted in bookings on "Ellen," "Conan," and "Jimmy Kimmel Live," among others.

Sportsman Channel - Dropped/Meat Eater

To promote 2 new shows—"Dropped: Project Alaska" and "MeatEater"—Sportsman created a survival-themed kit for press and affiliates with DVDs and other show literature stuffed within a burlap bag. Simple. Appropriate. Effective.

Turner Broadcasting -

Turner Broadcasting 2011 Upfront Kit

Upfront season is hard work for all involved, with caffeine- and sugar-induced brainstorming sessions key. So Turner sent advertisers and media buyers a briefcase-shaped box denoting work but filled up with sweets and salty snacks to keep that midnight oil burning. Many of the snacks were of course based on Turner shows. Sweet.

Programming Stunt

Winner

FEARnet - Trick 'r Treat Campaign



FEARnet's series of online vignettes designed to promote a 24-hour marathon of the 2007 cult horror classic "Trick 'r Treat" was so creative, so effective, so infectious... well, it was just downright scary. The movie centers around the mysterious boy Sam, who seems to show up every time someone breaks a Halloween

rule (example: Never blow out a jack-o-lantern on Halloween night... you could lose your head). So the short vignettes—created by the film's director Michael Dougherty—placed Sam in various situations and holidays such as playing fetch with a lonely would-be-dad on Father's Day—all as a countdown to Halloween and the marathon. The elaborate campaign became a buzz-worthy event in and of itself for bloggers and fans—and FEARnet even capped it off with an appropriately creepy "morning after" vignette showing the gory aftermath of Sam's rampage. We're guessing a lot of people broke the Halloween rules. The vignettes continue to live online and have garnered well over 300K views at this point, and FEARnet is making more of them for the 2012 countdown to what's becoming a FEARnet holiday tradition.

Honorable Mentions

E! Entertainment - E! Royal Wedding

E! dedicated an entire day of programming to William and Kate's royal wedding, and then capped it off with a Ryan Seacrest-hosted recap and

later a fashion critique with E! stars—cultivating tons of social media activity along the way. It was the most watched Fri in net history (9mIn total viewers) and broke its single day record for page views with 23.6mIn.

The Hub TV Network -

The Haunted Hub and Haunt Your House Sweepstakes

To promote the season premiere of R.L. Stine's "The Haunting Hour" series in the spooky month of Oct, The Hub launched the "Haunt Your House" sweepstakes. And in only 10 days, it verified the winner, hired a crew, booked travel and transformed the winner's pad into a haunted house—and produce 6 custom interstitials around the finished project. The Hub ended Oct with its highest ratings ever.

TLC - Royal Wedding Week

TLC really went all out with this one. Not only did it create a massive 6-week campaign to promote coverage of the royal wedding, but it took over Times Square for the day to throw a wild party for all of NYC. Were the dozens of permits and 150 schematics submitted all worth it? TLC bagged nearly 22mIn viewers, the largest live global broadcast in its history.

Public Affairs Campaign

Winner

Big Ten Network – BTN LiveBIG



First launched in Aug 2011 at the Big Ten Football Luncheon in Chicago, Big Ten has since truly outdone itself with this pervasive campaign. At its roots, the

LiveBIG initiative broadly encourages volunteerism and extends across the entire Big Ten audience through multiple tentacles—a new TV series, Internet, social media and live events featuring BTN talent. Best of all, this synergistic marketing mix ultimately grounds itself in a more than worthy endeavor: BTN-sponsored scholarships for one dedicated community organizer at each Big Ten university. The campaign's success has been stellar so far (including the establishment of several nonprofits), and the LiveBIG on-air series has set internal ratings records and over-delivered on ad sales in the A18-34 demo. Audience support has been impressive in other ways as well, with BTN receiving some 80K online votes for scholarship finalists. And Facebook "likes" spiked nearly 2500% during the net's "How do you live big?" campaign, among other milestones. The moral: Ask your viewers to live big, and they might just respond.

Honorable Mentions

Discovery Familia -

Discovery Familia's PALA Challenge

In partnership with C+R Research and Latino Eyes, Discovery Familia surveyed more than 1,000 Hispanic moms on areas such as attitudes on family, health, country, healthcare and education. The net used its own airwaves, the press and social media to create awareness. The result: A whopping 65.5mIn impressions across multiple platforms.

Halogen TV - Halogen TV/Cox San Diego Soles4Souls Campaign (2011)

Halogen worked with Cox San Diego to collect at least 5,000 pairs of shoes

for donation to the Soles4Souls Foundation, with 1,000 of those shoes going to the local market. The net ended up collecting 8,000 shoes, with lots of local press and a great chance to give back for Cox and its employees.

HISTORY - Civil War 150

Timed to coincide with the 150th anniversary of the Civil War, this excellent outreach campaign helped educate viewers about the legacy and lasting lessons of this internal conflict. Apps, educational materials for teachers and social media integration combined perfectly, with a 2-hour special "Gettysburg" topping this incredible effort.

National Geographic Channels - Cause an Uproar

A dedicated Website, on-air PSAs, a 2-day conference, a sister school pilot program to link a U.S. and African school, a consumer contest and a national fundraising effort all culminated in "Big Cat Week," with a 7-night TV event. It was a big boost to the National Geographic Society's "Big Cats Initiative" and a stellar public awareness campaign to help halt the decline of these top predators.

Ovation - Ovation Partners with Americans for the Arts for Arts Advocacy Day 2011

Given the chance to help fight cuts to arts education, Ovation went all in by helping AFTA over a 10-month period to coordinate Arts Advocacy Day, a major 2-day event bringing together artists and business leaders. The event helped raise awareness that led to a reduction in proposed federal cuts to the arts by 7.5%. Meanwhile, Ovation's Facebook fans increased by 30% over 2 days.

RLTV - Making Medicare Work for You

This July 28 special drilled down into the Medicare law, giving boomers and seniors time to fully digest a complicated system before the annual enrollment period in Oct. Execution include on-air, digital and even a VOD offering created for 3 major operators, with materials sent to call center reps. The campaign received tons of press, and no doubt helped countless seniors.

Social Media During a Program

Winner

Bravo Media, LLC –

The Real Housewives of Atlanta

To inspire tweets, Facebook posts and Google+ comments during the eps, Bravo let viewers know some lucky posts would be immortalized—in a follow-up episode, "The Real Housewives of Atlanta Social Edition." The team aggregated posts made live during the premiere and then presented them as pop-up comments during the episode. In addition, the series promoted live voting with trivia questions on BravoTV.com, badges to increase fan loyalty, an avatar-driven Virtual Housewife experience and the chance to spend a day with a Real Housewife. Over the course of the season, live voting increased 45% and weekly registrations on BravoTV.com increased by 660%. Social media platforms were abuzz—more than 5,000 mentions were recorded the night of the premiere.

Honorable Mentions

Big Ten Network – BTN Live

BTN Live engaged fans by posting their tweets on live TV, answering

questions posed to analysts via Twitter and fielding questions from cameras at Buffalo Wild Wings restaurants and tailgate events.

ESPN - First Take #WhenSkipMeetsTebow

When "First Take" host Skip Bayless interviewed Denver Bronco's QB Tim Tebow, ESPN introduced a hashtag the day prior, encouraged ESPN talent to tweet about the meeting and ultimately boosted ratings to the show's best half hour of the 2011 NFL football season.

Social Media Marketing

Winner

Starz Entertainment, LLC – Spartacus: Vengeance "Take Up Arms" Facebook app

Will it be the Rebels or the Romans? Starz' Facebook app for Spartacus: Vengeance lets fans choose a side, recruit an army, suit up an avatar and perform various battle challenges—because 2mIn Facebook fans should not go to waste. To keep the games fresh and fully hyped, new aspects were unveiled over the course of the promotion. And though inviting friends to play gained you points, invitations were limited to a few a day—which made it exclusive. Prizes included DVD sets and even a trip to the New Zealand-based TV set. There's also a mash-up challenge, where viewers can edit clips together to make their own videos. And of course, fans voted on the best. As top social media marketers know, fans want to interact with themselves, not you—so it's up to you to provide the right platform and tools to do so. On those fronts, Starz has knocked it out of the park.

Honorable Mentions

A&E Television Networks - Storage Wars All Access

To promote the show's schedule change, A&E set out to engage its fans through social outlets, creating a Facebook fan of the night (announced on-air), launching a tweet-to-win sweepstakes and polling. Ratings increased from the previous season, despite the new show date.

AMC Networks -

Sundance Channel's

Girls Who Like Boys Who Like Boys Campaign

A digital first: The premiere of "Girls Who Like Boys Who Like Boys" launched via Twitter, making it the first TV series to do so. Facebook access came next, followed by Hulu and PerezHilton.com. The net continues to leverage the show's vocal social media community, offering sneak peaks and awarding free trips to the series' most enthusiastic fans.

HBO - Game of Thrones/Fan Activation/Maesters Path

Nerds, geeks and hardcore fans were excited for Game of Thrones' premiere, but the premium net wanted to expand its fan base before the big day. With much success, HBO launched a making-of production blog, the "Maesters Path" Facebook app and created sharable graphics and postcards around premiere time and beyond.

Oxygen Media, LLC -

The Glee Project Social Media Campaign

The Glee Project took the social world by storm, using platforms like Twitter, Facebook and GetGlue, but also via its real-time chat portal

OxygenLive and Shazam. Live voting and conversation during the shows ultimately increased its social following by 909%. Not too shabby.

Sweepstakes and Games Marketing

Winner

Fuse – Foo Fighters – This Video Sucks

Dave Grohl in drag. Need we say more? In anticipation of the Foo Fighters forthcoming album "Wasting Light," Fuse partnered with the band to launch a music video contest. Hilarious spots featuring samples of truly terrible music videos and pitches, starring Grohl and other celebs, including Kathy Griffin and Ron Jeremy, challenged fans with the tagline, "You can do better." Production reels from 11 winning contestants were assigned album tracks and given budgets to create the videos, which premiered on Fuse and later posted to Fuse.tv and foofighters.com. It's not everyday that you have a celebrity like Dave Grohl on hand to help you market your contest, so the move to partner with the Foo Fighters' frontman was clever one. Thanks to Grohl's fame—and natural comedic timing—the contest received mentions in popular music outlets and sites, including Spin, Billboard.com and Stereogum.com. Moreover, on Fuse's all-day Foo Fighters marathon during which the 11 videos were featured, 37% of viewers were new to the channel.

Honorable Mentions

CMT: Country Music Television - CMT Top Secret Recipe

Free chicken for a year? We're in. For TLC's "Top Secret Recipe," the net partnered with national food brands like KFC, Domino's Pizza and Mrs. Fields Gourmet Cookies. Host Todd Wilbur recreated recipes from each brand, and viewers were awarded long-term prizes via a Facebook entry form.

Crown Media Family Networks -

Santa-riFIC Mobile Tour & Sweeps

To generate excitement for Hallmark Channel's holiday programming, the net deployed 5 Santa-boarded mobile trucks to its key markets. You can't go wrong with a traveling Santa—who offers a photo op and a chance to win a family trip to the North Pole. Results showed it was Hallmark's best holiday sweepstakes to date.

The Hub TV Network -

The Haunted Hub and Haunt Your House Sweepstakes

To promote its October Halloween line up, The Hub awarded one family a haunted house makeover designed by professional decorators. The crew traveled to the New Jersey-winner's home, filmed the transformation and revealed the revamp through interstitial spots. The month garnered the net's highest ratings ever.

TLC - Bakin' with the Boss Book Tour, "Who Takes the Cake?" Sweepstakes

Capitalizing on cake boss Buddy Valastro's fanbase, TLC asked fans to upload photos of their cakes for a chance to win a VIP spot on the boss's book tour. Post-sweepstakes, fans can continue to upload photos of their cakes.

Tchotchke

Winner

The Hub TV Network - CLUE Miniseries Event DVD Screener & Game



For Best Tchotchke, it was The Hub in the study with a lead pipe. And a rope, gun, candlestick and wrench. The Hub created a miniature Clue game promoting its 5-part "Clue" miniseries event that was so popular, media asked if they were any extras. It featured all the familiar characters, rooms and weapons, but the stars of the miniseries were photographed as Col Mustard, Scarlet and the rest of the gang. Complete with an envelope marked "confidential" that contained art and game pieces, the tchotchke helped nab coverage and reviews in a slew of pubs, including *Daily Variety*, *TV Guide*, *USA Today* and *CosmoGirl*. While the Clue board game has been updated several times over the years, The Hub opted to focus on the 1970s version, which it felt would appeal most to parents and critics. While it kept that bit of nostalgia, photos of the new cast were fun and upbeat.

Honorable Mentions

ESPN - 2012 ESPN Planning Guide

Clever idea to create a separate calendar for ESPN's key properties (TV, digital, print, audio, ESPN Deportes and intl) that breaks out programming by sport. The net went further creating a separate sports fan calendar that includes all major sporting events, not just those on ESPN.

FEARnet - FEARnet's 2011 Premiums

To celebrate the launch of twisted comedy series "Todd & The Book of Pure Evil," the net gave out an inflatable "Guitar of Pure Evil," capturing the series' irreverence. It also gave out flashlights for those FEARful of the dark.

National Geographic Channels - Rocket City Rednecks Beer Cooler-Koozies

Nat Geo knows that appealing to TV critics' stomachs is always a good idea. It celebrated the show at TCA with a cooler full of Rednecks' favorite drink (beer) and an assortment of snacks (a hot commodity in a hotel where room service charges \$9 for a single beer).

Outdoor Channel - Spring Fever 2011 - Bear Paw Slippers

How do you get the attention of a system marketing manager who isn't necessarily an outdoorsman? Outdoor Channel's spring fever cross-channel promotion kit featured the message "Time to Come out of Hibernation" and came complete with adorable bear claw slippers for cubs, errrr, kids.

Technology Vendor Marketing (B2B)

Winner

SeaChange International - The SeaChange Summit: Monetizing Multi-Screen Video

It's never easy to reach B2B customers. They're busy. They're skeptical. And they always want proof that they actually need what a vendor's selling. With all of that well in mind, SeaChange execs went beyond the sales

**MONETIZING
MULTI-SCREEN VIDEO**
The SeaChange International Summit
APRIL 22 | NYC
Le Parker Meridien



call or the presentation or the golf outing, instead organizing a day-long conference that brought together 150 execs to discuss how to monetize multiplatform video. Perhaps the most ingenious part of this campaign was that SeaChange made it a truly useful day that wasn't about selling as much as education and awareness. The summit turned NYC's Le Parker Meridian into a virtual learning and collaboration center as execs from companies like Comcast, Virgin Media, Nielsen and Liberty Media tore into the subject at hand and exchanged ideas. And of course SeaChange was able to solidify its position as a category leader. In the end, SeaChange planned and created a world-class event in less than 4 months, giving the industry another useful opportunity to tackle the challenges around multi-screen video. We hope they do it again.

Honorable Mentions

Canoe Ventures – Building the ITV Marketplace

Canoe partnered with the Assn of National Advertisers to put out its comprehensive CEE MEE study on iTV. The results were incredibly insightful and created huge buzz at the ANA's TV Everywhere conference this year.

Clearleap – Stream Big

Clearleap's focused and relentless campaign to create awareness in 2011 included myriad appearances at trade shows for its products and executives. The result was many articles and meetings.

Motorola Technology Services – SCTE Trivia Game

If you went to SCTE's Cable-Tec Expo 2011, you probably noticed Moto's fun and informative trivia game on the floor—designed to mimic the famous "Who Wants to be a Millionaire" game show. It helped the vendor sign 13 operators to trial its set-top app and sell more than \$130K in services immediately post show. Not bad. Not bad at all, Moto.

Technology Vendor Marketing (Consumer)

Winner

HBO - HBO GO

When it comes to TV Everywhere apps, few dispute the fact that HBO got it right with HBO GO. But what about the marketing? Yeah, it turns out the net got that right too. The HBO brass knew that with some 1400 titles available on the app, including episodes of past hits like "The Sopranos" and "Sex in the City," consumers would have a lot of questions. So the premium net fielded them via Twitter, with the @HBOGO handle becoming a combination customer-service agent and marketing tool. HBO also tweeted new distribu-

tors carrying the service as deals got struck, and often referred followers to updated info on the HBOGO.com site. Meanwhile, the official HBO YouTube channel offered a sampling of constantly updated content available in HBO GO, and Facebook followers could sign up for the “HBO GO for it” instant-win sweepstakes to win a free laptop or other mobile devices to use the service. As a result, the HBO GO app for iPhone/iPad/iPad Touch became a top-ranked app on its 1st day, with 3mln downloads in just the 1st month.

Honorable Mentions

Hulu – Hulu Plus

So what if the aliens from Hulu are trying to rot our brains? It's still darned good marketing, combining traditional advertising with social media and Internet word-of-mouth as consumers discover the joys of “more TV” while Hulu's owners discover the joys of subscription fees.

TiVo – TiVo Premiere

TiVo has quietly but effectively gotten the word out on this incredibly useful and sleek version of its DVR, all while striking deals with distributors to make it even easier for consumers to merge the beloved TiVo interface with their cable and VOD content. Old set-top boxes beware.

Trade Show Marketing/PR

Winners

Scripps Networks Interactive - HGTV - Junk Gypsies at Round Top



For its new series “Junk Gypsies,” HGTV was looking to align its brand with Roundtop Antiques Weekend in Roundtop, TX, a popular event frequented by top designers, retailers and influential

bloggers—and one that could help HGTV give a serious boost to its Junkin’ series right out of the gate. After lots of pre-event social media and blogger engagement, the net then made a huge splash at the event with a “misting” tent featuring show clips on a loop and offering visitors free water bottles, temporary HGTV tattoos, gift bags, t-shirts and other items designed to virally promote Junk Gypsies to the thousands of junk collectors on hand. Afterwards, HGTV followed up with bloggers and continues to engage fans via social media in ways that keep paying dividends for the net and the show.

Sportsman Channel - Hunt, Fish, Feed at the NCTA Cable Show

**SPORTSMAN
CHANNEL**

**HUNT.
FISH.
FEED.**

Sportsman's “Hunt. Fish. Feed.” program to feed the homeless probably deserves an award every year. But the net's ongoing dedication year after year, city after city, offers a truly inspiring lesson on how to cook altruism and affiliate marketing into a symbiotic stew. The Cable Show is always Sportsman's highest profile opportunity to shine, and

the net decided to “go big” by feeding not 1 but 3 Chicago shelters at the same time—and enlisting plenty of industry helpers, including NCTA pres/CEO Michael Powell and Suddenlink chmn/CEO Jerry Kent. All told, Sportsman served 600 meals with 30 volunteers, as partners donated some 300 pounds of venison. The trade and local press covered it vigorously as always, and volunteers signed a HFF t-shirt, which is now displayed proudly on the wall at NCTA headquarters.

Honorable Mentions

Canoe Ventures - Building the iTV Marketplace

Canoe announced in Feb the end of its iTV biz, but the insight and research gleaned from its collaboration with the Association of National Advertisers will live on—and likely help shape the industry's iTV future. And the CEE MEE study was heavily promoted before and during ANA, becoming the talk of the convention.

HBO - True Blood at Comic-Con 2011

It's not easy to impress demanding fans at Comic-Con. They want glitz. They want sizzle. They want stars. HBO gave them that and more with its “True Blood” promo at the 2011 expo, bringing not only the talent but even letting fans “virtually” take pictures next to their avatars with the help of a special app.

Time Warner Cable - Senior Management Meeting

Busy executives always like to see visuals of what's happening in the field, and FAME Retail deserves credit for its smart presentation of Time Warner Cable's latest retail initiatives at the MSO's senior management meeting in Naples, FL. The retail showcase space was a central highlight of the event.

Video: Use of Video or Moving Image

Winner

ESPN – Day in the Life Video



What better way to market ESPN content than to present the typical “day in the life” of a sports junkie able to access ESPN content from any device, at any time and anywhere (even when he's supposed to be listening to his girlfriend at a restaurant). This unabashed salute to sports dude-dom took the form of a short Internet video in which a camera attached to an actor let us follow him as he

checked the TV upon waking up, the PC while eating breakfast, his phone while boarding the subway, his computer and tablet at work, Xbox highlights while hanging with the fellas, sneaking a peek at the phone during a dinner date and of course back to the TV for some alone-time before calling it a night. It may not be typical of all of us, but it brought into focus the obsessive daily rituals of a sports addict and let advertisers see the vast array of places they can reach that screen-obsessed fan. After showing the video at various meetings and sales calls, ESPN.com video ad business grew 33%. And all this with a relatively simple video that didn't cost much money. All it took was an idea that conveyed exactly what advertisers needed to understand: ESPN's fans are always watching.

Honorable Mentions

AMC -

Supplemental Graphic Novel/Adventure Online Games

What does "Breaking Bad" and "The Walking Dead" have in common other than the striking resemblance of zombies and meth-heads? AMC's excellent graphic-novel games fuse a Comic-Con sensibility into a traditional adventure game, allowing fans to chart a unique course based on their decisions. Just good, dark fun.

E! - E! Live from the Red Carpet App

During awards season, it's often hard to catalog of all the witty, intelligent and truly insightful comments from celebrities on the red carpet. Did we just say that? In any event, E!'s heavily promoted app makes it easy to keep track of everything they're saying, wearing, doing and dumping (Ask Ryan Seacrest about that last one). And it's great use of E!'s red-carpet library.

Time Warner Cable - TWC TV App

Time Warner Cable has faced resistance from some programmers to its live TV app for the iPad. With viewing limited to within the home, the debate's over whether or not it's just another set-top box. One thing's clear: Consumers love it—and for them it's a great use of video.

Viral Marketing Campaign

Winner

Big Ten Network -

Big Ten Fan Fest Viral Marketing Campaign



Simple but effective. Big Ten Network wanted to leverage the Big Ten Championship Game to get the word out on the return of its Emmy-nominated, documentary-style show "The

Journey"—all while engaging fans and creating significant buzz for the entire network. So execs resolved to stand out from the slew of corporate sponsors involved in the inaugural Big Ten Fan Fest in Indianapolis in Dec. To do this, the net created the "BTN 360-degree Photo Ring," which allowed fans to strike their best football and touchdown pose. Not only did Big Ten use the opportunity to trumpet its own spring programming, but fans provided key info like email address (to receive the photo), cable operator and a chance to opt in to the BTN e-letter. Fans swarmed the booth for 2 days, with a 78% open rate on emails. Better yet, 45% of them posted the pics to Facebook and 7% to Twitter, creating even more viral publicity for Big Ten. And through it all, the net was able to promote The Journey's return organically through initial prospecting and viral follow-up.

Honorable Mentions

TLC – Virgin Diaries

To promote its show "Virgin Diaries," TLC created an on-air promo featuring an awkward kiss that went viral, helping the show gain

14mln Twitter impressions, more than 20mln YouTube views and 80K Facebook video views.

Karmaloop – ReclaimYourTV Campaign

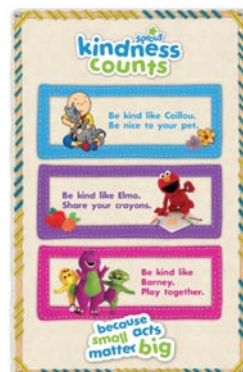
A deliciously viral campaign that offered up a weekly \$3,500 prize to fans who sent in a video telling the emerging net what they want to see on TV. 700 videos flooded in within just the 1st 24 hours. As pres Kate McEnroe recently told us, "Think of it as a modern-day version of I Want My MTV."

Youth Marketing

Winner

SPROUT -

Sprout & Learning Care Group: Kindness Counts



If you want to market to youth, you have to be where the kids are. To promote Sprout's pro-social campaign about how small acts of kindness matter big, it aligned with the Learning Care Group, an early childhood care provider whose brands include La Petite and Childtime. Sprout created an array of educational material, including suggested lesson plans and ways to integrate Sprout and "Kindness" into the classroom. Children could take the "Kindness Pledge," with an awards

ceremony at the end of the program. Parents were invited to the Kindness Celebration, with characters from Sprout series visiting some schools. After the celebrations, Super Why and other characters stayed around for meet & greets that were open to the public, giving Sprout and LCG the opportunity to market to prospective viewers and families. In the end, Learning Care Group teachers reported more than 65K acts of kindness. New families enrolled in LCG centers, Sprout channel awareness increased and the 2 opted to extend their partnership into 2012 based off the success.

Honorable Mentions

Disney Channel - Disney Junior Launch Campaign

With a 24/7 linear net coming in 2012, Disney wasted no time getting kids and parents familiar with the Disney Junior name. Rather than wait for the channel launch, the Mouseketeers introduced a preschool programming block with the same name on Disney Channel in February 2010. That gave it plenty of time to build up brand cache before the Mar 23, '12 debut. And judging by the popularity of DJ series "Doc McStuffins," it paid off.

Nickelodeon - Fresh Beat Band Live Concert Tour

Did you get to see Nickelodeon's Fresh Beat Band live in concert? Chances are you didn't because tickets were hard to come by. The tour sold out, with an estimated 200K slated to have seen the kiddie band when the touring ends. Twist, Shout, Kiki and Marina's show—timed to start with the release of an album—has been so popular, Nick decided in Apr to add another second leg (50 cities, 70 performances).

Time Warner Cable - Radio Disney's 15th Birthday Jam

How do you get a customer for life early? The MSO rewarded loyal customers with a once-in-a-lifetime co-branded experience, private performances in L.A. and NY by tween sensation Cody Simpson. Free tickets were given away to customers at TWC retail locations.



Join us as we congratulate Chris Faw, and all the inductees into the CableFAX Sales Executive Hall of Fame.



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