

CableFAX Daily™

June 2013

What the Industry Reads First

Volume 24 / SPECIAL

'Coffee is for Closers!'

We all know the famous scene in *Glengarry Glen Ross* in which Alec Baldwin's hard-driving salesman Blake dresses down a real-estate sales office. Fortunately, cable sales professionals don't ascribe to the unethical tactics explored in the film, but instead listen to their customers and strive for win-win deals. The winners and honorable mentions listed below represent the cream of that already fabulous crop. These are the closers. And they'll always have plenty of coffee...

Affiliate Sales Person of the Year (VP and Above)



Winner
John Malkin
VP, Affiliate
Distribution
NFL Network

He may not be the highest ranked or most well-known finalist for this year's Affiliate Sales Person of the Year, but NFL Net's vp, affiliate distribution John Malkin has defied all the odds to grow NFL Network and NFL RedZone to heights few predicted when skeptics wrote off the net at launch. They're not skeptical anymore: NFL Net's now in more than 72 million homes, with carriage on 24 of the 25 largest MSOs in the U.S. In 2012 alone, Malkin has grown NFL RedZone by 30% and now touts 170 affiliates for the service, which basically boils down the week's NFL games to their most exciting moments. And here's where it gets even more interesting: Malkin also thinks outside the box, securing content deals on non-traditional platforms such as retail outlets including Walmart, Best Buy and Costco—not to mention deals for both NFL Net and NFL RedZone on Southwest Airlines' fleet. And he has done all this with practically no staff, relying on a single account manager who works with him at NFL's NYC hq. In 2012, Malkin's ability to close comprehensive deals with longtime NFL net skeptics TWC and Cablevision was a result of his patient approach and creative dealmaking since joining the NFL in 2009. We salute Malkin's tenacity and sales skill. And

we expect more great things as NFL Net and NFL RedZone continue to grow in the future.

Honorable Mentions

Chris Gilpatric,
VP, Sales, TVND Deal Negotiations
NBCUniversal

Gilpatric has a big role in securing distribution for NBCU's bevy of cable networks, overseeing the sales team that wrangles with Cablevision and Cox, not to mention the challenging hotel industry and Canadian distributors (some interesting laws up there, eh?). Through it all, he gets deals done.

Becky Jones
VP, Marketing and Research
Viamedia

Jones has her hands in just about every aspect of Viamedia's business, including communications, research, sales training, marketing, advertising and branding, as well as maintaining business relationships and partnerships with key industry organizations and vendors.

Chris Ozminkowski
VP, Network Sales,
BBC Worldwide Americas

As the lead field sales contact for Charter, Comcast, Cox and Time Warner Cable, Ozminkowski spins a lot of plates simultaneously—and does so with great skill. In '12, he secured additional distribution in every Comcast region and worked with MSOs far and wide to drive and retain subs.

Eric Phillips
President, Domestic Distribution,
Discovery Communications

On the heels of a major promotion that puts

him in charge of selling all of Discovery Comm's content assets in the U.S., Phillips continues to be one of the most respected and fair negotiators in all of cable. And that's not easy in this tough environment.

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

He was *CableFAX's* "The Renewer" last year, and he remains a vital component to this indie net's success, negotiating new launches and the migration of 1.8mIn subs to Outdoor's rolls in the northeast and mid-Atlantic. In the process, he exceeded sales goals by nearly 200%.

Michael Smith,
Operating VP, Affiliate Relations
HSN

Smith has for years been a vital part of HSN's success, especially when it comes to educating distributors about advanced services such as the "HSN Shop by Remote" service letting subs purchase items through their remotes. It's now available in 40mIn homes. He's also the driving force behind the rollout of HSN HD and HSN2.

National Sales Person of the Year



Winner
Vanessa Benfield
SVP,
Advertising Sales
IFC

Almost immediately after coming on board in '10, Benfield became a huge asset to IFC during its migration away

WHO NEEDS COOPERSTOWN?

TODAY THE PLACE TO BE IS

THE GRAND HYATT.



CONGRATULATIONS,
GREG D'ALBA

PRESIDENT, CNN NEWS NETWORKS AND
TURNER DIGITAL AD SALES AND MARKETING

BEST WISHES FROM
YOUR FRIENDS AT



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from the sponsorship model and toward a fully ad-supported business. She and her staff of 12 dedicated execs have greatly expanded IFC's roster of advertisers from 66 to more than 100 as she works on innovative campaigns that satisfy IFC's savvy and tricky hipster-ista audience. Benfield's efforts to woo new advertisers has since attracted a bevy of new clients from casual dining, beverage, auto, insurance, financial and wireless/telecom sectors—just to name a few. And she's not done yet. Some of her recent big gets include household names like Jaguar, American Airlines, Kellogg's, Verizon, Papa Johns and many others. IFC's innovative brand integration with Subaru in this season's "Portlandia," as well as its partnership with Geico to create a customized, Portlandia-themed spot with Maxwell the Pig are just a couple of examples of Benfield's ability to think outside the box to serve clients. IFC's smart and street-wise audience makes such product integrations all the more challenging, but Benfield manages to pull them off by injecting the campaigns with just enough snark to fit the net's "Always On. Slightly Off" sensibility. Deborah Marquardt, svp, content strategy & partnerships at L'Oreal, put it this way: "Vanessa is truly unconventional, interesting, unexpected and informed—just like IFC." We agree...

Honorable Mentions

Peter Wright and Melissa Drucker Co-VPs, BBC America Media Sales BBC America

These two talented execs drive impressive sales results despite the challenging economy in recent years. Not only were BBCA sales up 48% over the last year, but they grew 52% in '11-12, 49% in '10-11 and 39% in '09-10. It's almost hard to imagine such success—but Wright and Drucker can.

Liz Janneman EVP, Ad Sales Ovation

Total ad sales revenue was up some 50% in '12 under Janneman, who also increased average national account spend by more than 40% and bagged 30 new advertisers during

the same period. She's been getting results like that year after year. Nice.

Susan Leigh VP, Ad Sales, DIY Network Scripps Networks Interactive

Leigh led DIY Net to a record-breaking year in '12, with \$8m in new business and 87 new advertising relationships. Not only that, but she spearheaded the mega-successful Blog Cabin Giveaway promo that let viewers vote online to influence a remodel of 1880s farmhouse in Maine.

Bill Morningstar EVP, Advertising Sales MLB Network

Morningstar has tripled MLB Net's ad sales revenue since he joined the then-startup net even before it launched in '09. And he's hardly done, securing more than 30 new advertisers in '12 and increasing sales by another 40%. Client retention is as high as 80%. With this kind of success under his belt, we're excited to see what's next...

Affiliate Sales Person of the Year (Below VP Level)



Winner
Destini McKnight
Senior Manager,
Client Services,
TVND Deal
Negotiations
NBCUniversal

For McKnight, it's all about the details. And she has to keep track of a lot of them, considering that she works with more than 150 small distributors who represent 320K subs in the northwest and mid-Atlantic regions.

That requires plenty of travel, and an eye for customizing affiliate marketing opportunities and local events. She has driven renewals of regional sports nets worth more than \$3.2m, and her work with Sprout has garnered more than \$100K while global deals have reached approx \$775K. In addition, McKnight has helped collect more than \$200K in delinquent fees—and we're sure she does it with a smile. Even more incredible is that McKnight has won these battles amid a challenging year that included an unusually large number of contract expirations, including several accounts that had previously been quite difficult to close. She was new to the territory, leaving little time to break the ice with clients before launching right into renewal negotiations that involved rate increases. Despite that, she closed all of her RSN renewals and 89% of her global renewals. On top of all that, McKnight was also integral to the successful rollout of NBCU's Olympics across TV Everywhere platforms. We're impressed. And we can't wait to see what's next for this capable exec as she moves up the ranks in the years ahead.

Honorable Mention

Takashi Nakano Director, National Accounts Scripps Networks Interactive

Nakano's ability to find new value is becoming quite well known within Scripps, with the company assigning a whopping 528% ROI to his activities in '12. That's partly because of his ability to work ad-sales benefits into his affiliate negotiations, most notably with major client DISH recently.

Affiliate Sales Team of the Year Winner Outdoor Channel



Outdoor Channel has been quite a growth story recently, so much so that Kroenke Sports & Entertainment this year pulled out every stop to tear the net away from Sportsman Channel owner Intermedia Partners, which had been a shoe-in to acquire Outdoor and potentially corner the

Continued on page 4

market in cable outdoorsman programming. It didn't happen. And a major reason why these 2 conglomerates fought so hard over Outdoor was the net's stellar affiliate sales team led by the affable and trustworthy Randy Brown. This team lives to blow away expectations. For example, its goal in '12 was to add 1.5mln subs; it added nearly 3mln, largely due to the efforts of sales domino Mark Romano, who oversees the Eastern Division, but also because of this team's cohesion and dedication. During the same period, Outdoor Channel HD added 3.2mln subs across 507 cable systems, a 32% gain. What's even more impressive is that this team of go-to sales mavericks operates in an always challenging environment without the benefit of retrans leverage or multiple networks to bundle together into take-it-or-leave-it deals. Rather, Outdoor's sales professionals must rely on content, demographics and a solid business case to persuade distributors. It's also a network that has consistently supported industry causes and organizations, including ACA. As NCTC evp, programming Judy Meyka describes it, Outdoor houses "a highly capable team of sales executives who are effective in their roles and a pleasure to interact within any setting." It doesn't get much better than that.

Honorable Mentions

Disney/ESPN

While it's always fashionable for distributors to bash Disney/ESPN when it comes to programming costs, the quality and creative innovation

of this sales team led by evp, affiliate sales & marketing Sean Bratches simply ranks among the best in the business. So there.

NBCUniversal

Despite a complicated merger with Comcast that led to significant executive changes in both its affiliate and ad sales departments, NBCU continues to run a tight ship under the direction of evp, content distribution Matt Bond and pres, ad sales Linda Yaccarino.

RLTV

This scrappy net targeting Baby Boomers has always found a way to thrive, and that's largely because of its small but capable affiliate sales team. On the heels of completing a huge Time Warner Cable/Bright House deal, these professionals also executed 12 opt-in deals with NCTC members and drove continued growth at Comcast systems nationwide.

National Sales Team of the Year



Winner ASPIRE

ASPIRE evp, ad sales Mary Jeanne Cavanagh and her team faced quite a challenge as they launched this brand new

network in June '12. For one thing, the net planned to target African-Americans, who have a growing number of viewing options these days including BET, Centric, TV One and even

OWN, among others. Plus, getting top-notch advertisers to commit before a network has launched, much less proven itself, is never easy. But Cavanagh and company had a plan. Instead of casting a wide net and hoping to bag dozens of advertisers, the team launched a "Charter Brand Partnership" program designed to lure top brands by giving them temporary exclusivity on the net. It was the less-is-more approach, and it worked. ASPIRE soon struck deals with 5 blue-chip brands—The Chrysler Group, L'Oreal USA, Nationwide Insurance, Coca-Cola and Walmart—and held a star-studded event at Cipriani Dolci in NYC. Coca-Cola and Walmart even signed development deals and made early upfront buys on GMC TV, which supports ad sales for ASPIRE. In addition, the team took advantage of the joint ASPIRE-GMC TV bus tour, giving 700 buyers and clients a chance to see upfront presentations while attending special excursions and evening karaoke parties and wine tastings. ASPIRE founder Magic Johnson even showed up on a few of those outings, to the thrill of bus riders. Nothing's harder than selling big national advertisers on a startup. And this team did it with creativity and finesse, creating scarcity and exclusivity. And with great results.

Honorable Mentions

Comcast

Comcast knows how to sell its wares to consumers, but this time we're specifically recognizing Comcast Business Services for generating \$2.4bln in revenue selling to busi-

CableFAX Webinar

Tuesday, July 23
1:00-3:00pm ET

Social Media Measurement:

Strategies for Measuring Tune-In and Engagement with Cable Brands

Join CableFAX for an information-packed webinar that will shed light on how to measure your social media activities—and determine what's working and what's not.

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- Dissect best practices from cable networks and operators—and the different strategies for each.

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Scripps Networks Interactive
congratulates the 2013 Inductees into the
CableFAX Sales Hall of Fame
including our own **Steve Gigliotti**.

We also proudly salute our
superlative sales force including

Takashi Nakano

Affiliate Sales Person of the Year Finalist

Susan Leigh

Sales Person of the Year Finalist

Hunter Thomson

Rookie of the Year Recipient

Scripps Networks Interactive

Outside the Box Award Winner



nesses. This team—established and led by svp Terry Connell—has grown sales by 34% in '12. That's called teamwork. And leadership.

Ovation

This team continues to impress, with 50% growth in total ad-sales revenue and a 40% increase in average national account spend—in the process adding 30 new advertisers in '12. Not bad, Ovation. Not bad at all.

Turner Broadcasting System

A realignment of ad-sales management led to the promotion of Greg D'Alba and Donna Speciale to bigger roles in '12, while also supercharging the entire department with renewed focus. Challenges remain, but this team continues to make major strides and acquisitions.

Outside the Box Award Scripps Networks Interactive



It's no secret that the world of television has changed dramatically in just the last few years. In fact, it's not even the world of television anymore. In this new multiplatform reality, sales professionals must evolve their pitches, methods and thinking to adapt to customers. We can think of no better recipient of this year's Outside the Box award than Scripps Networks Interactive, which has consistently molded its sales apparatus to the changing whims of its clients. Need a better way to get to consumers? Scripps adapts by offering advertisers a way to create segments with its talent to integrate brands into short cooking or home improvement demos. Need more brand integration? Weave them smartly into Scripps' bevy of shows—while keeping brands firmly and organically melded to the content. But it goes beyond these sort of front-facing efforts. For example, when established Scripps advertiser Scotts Miracle-Gro Company needed to expand its

home gardening category, Scripps ad and branding gurus thought beyond the typical multiplatform campaign and created a multi-network marketing bonanza extended across HGTV, DIY Network, Food Network and Travel Channel; on Food Network Magazine and HGTV Magazine; and on each net's Website. Additional campaign elements will include a host of custom talent-driven vignettes featuring DIY Network's Chris Grundy and Matt Blashaw, HGTV's Chris Lambdon, and Food Network's Justin Warner. Scripps also incorporated online video extensions and several new integrations for Scotts in advance of the growing season. Another example would be Travel Channel's integration with Land Rover, which included 4 60-sec "episodes" that appeared on air and on Travel's Website—all designed to immerse consumers in the SUV's brand imagery. The vignettes cover everything from off-road excursions to a shadow factory in the U.K. where Land Rover once built engines for tanks and planes in secret during WWII. This constant innovation and "outside the box" thinking is a big part of why Scripps ad sales chief Steve Gigliotti enters our Sales Hall of Fame this year. But as Gigliotti would agree, it's also a reflection of an incredibly talented and dedicated staff. Our hats off to these outside the boxers!

Sales Person of the Year (Below the VP Level)



Kimberley Craig
Senior Director,
Sales, TVND Deal
Negotiations
NBCUniversal

It's always easy to find the most senior cable sales professionals—the ones who end up in magazine articles and on industry panels at major venues. More difficult is spotting the up and comers already making waves early in their careers and almost certainly destined for even greater things. That's why we're glad we found Kimberley Craig, who leads day-to-day account management for NBCU's massive portfolio including USA, Bravo, CNBC, E!, MSNBC, NBC Sports Net, Oxygen, SyFy, Telemundo and even

the Olympics on cable for Verizon, DirecTV and DISH. She truly does it all, and even assists with never-easy distribution deals involving NBCU's regional sports nets. In '12, Craig successfully bagged an overall rights deal for all cable assets—and that includes retrans and new media rights—with Verizon FIOS. And she has done all of this amid the additional complications surrounding arbitration and FCC-imposed conditions related to the Comcast-NBCU merger. This is one sale exec who we're sure has only begun her meteoric rise. And we're happy to get on this train early. No pressure, Kimberley.

Rookie of the Year



Hunter Thomson
Manager,
National
Accounts,
Scripps Networks
Interactive

OK. So as ink stained wretches, we'll admit that the similarity between the name of this year's Rookie of the Year and the original Gonzo Journalist Hunter S. Thompson certainly may have influenced this pick just a little bit. But of course, it's not the reason Scripps' manager of national accounts takes home the coveted Rookie title this year. In fact, only 2 years into his Scripps gig, he's already caught the attention of superiors as he partners with affiliates to drive ratings growth and solidify win-win relationships. In '12, he negotiated affiliate deals with 3 major MSOs not known as shrinking violets: DISH, DirecTV and Cablevision. And his promos with those affiliates can be tied directly back to ratings growth. One deal with a major distributor yielded a 40% savings in expenses. Another resulted in a \$500K media credit for Scripps brands to air promo tune-in spots. Notes Takashi Nakano, director of national accounts: "He is a creative problem solver that will push the envelope to the limits. He thrives on being the innovator and the first at anything." We expect to hear a lot more about Thomson in the future. But a much larger question: Will Johnny Depp play him in the movie of his life? We'll see.

SALES HALL OF FAME

Once again, we salute the *CableFAX* Sales Hall of Fame, an elite group of cable sales professionals who have distinguished themselves through their service and innovative approaches to client relationships. We now give you the coveted Class of 2013 and invite you to extract some wisdom from the following Q&As. Enjoy!

Greg D'Alba, President, CNN News Networks and Turner Digital Ad Sales, Turner Broadcasting System



D'Alba began at Turner in 1986 as an account executive and has ascended steadily over the years. With his promotion last year, D'Alba handles all domestic ad sales, marketing and business operations for the CNN portfolio, which includes CNN, HLN, CNN en Espanol and CNN Airport Network. But he also oversees sales across Turner's digital universe, including CNN.com, NBA.com,

Bleacher Report, Funny or Die, NCAA.com, AdultSwim.com and others. It's quite a diverse and complicated set of properties, but D'Alba makes managing their sales look easy. He's also a champion of diversity, in '10 becoming the 1st Caucasian recipient of the ADCOLOR Change Agent Award. We're proud to welcome this well-rounded exec into the *CableFAX* Sales Hall of Fame.

Turner has some of the highest rated networks in cable—in some cases beating and rivaling the broadcast networks. Yet the CPMs remain lower on cable. What does cable need to do to prove its worth to advertisers and get those rate cards closer to broadcast?

Depending upon the programming and time period, certain cable CPMs are already at parity with broadcast across sports, news and kids. We are starting to see some traction for cable's original primetime entertainment programming for both nonfiction and fiction. Continued investment in quality content, like what Turner is doing across our own brands, will get us there.

CNN is undergoing a major transformation with the arrival of Jeff Zucker. What are your aspirations on the advertising/brand integration side? And how has Madison Avenue been reacting to CNN's evolution?

The response from the industry has been very positive. The broadening of CNN's programming will yield new clients from more categories. We've already seen traction there with Anthony Bourdain coming to the network, and attracting BMW and MillerCoors as launch sponsors for "Parts Unknown."

Getting Conan was a huge win for TBS. Now that he's been on the net for a while, how important has he been on the advertising front—and what work remains to fully monetize that show?

Conan has been a huge success not only on the network, but as a digital brand. We have created some of the most custom sponsorships in the marketplace today around his brand—including the Emmy Award-winning Conan sync app, which featured a long-time sponsorship by AT&T.

What's the biggest challenge you face in monetizing the various Turner nets across platforms and devices?

Consistent Measurement.

How does social media affect the advertising game? Are advertisers adapting quickly enough to keep up with consumer habits? And how has social media entered the ad sales conversation so far?

Social media is just one aspect of the advertising pie, and is absolutely something marketers are interested in understanding more. As one of the first media companies to partner with Twitter through sales opportunities, we monetized the 2013 NCAA Men's Basketball Tournament game highlights with sponsors AT&T and Coke Zero. Just like any other piece of the pie, social media needs to make sense for the brand's intent.

Turner chose to hold its Upfronts during broadcast week. How can cable networks create more buzz around their Upfronts—and has the entire Upfront process started to outlive its usefulness? Or is it still the best way to buy and sell?

Connection with the advertising community is the ultimate success factor during the Upfronts. We look at every brand in our portfolio and evaluate what makes the most sense for communication during the Upfront. Not every brand should host an event within that major week in May. We have also developed road shows for some of our networks in the past—to get front and center with the clients in a smaller setting. While the Upfronts continue to be valuable as advertisers have the opportunity to see early creative and local in their media budgets to secure premium positioning for their brands, it needs to make sense for the network or digital brand's goal.

What's the number one trait that every sales exec needs to succeed?

Knowledge—not only about your own brand, but about the connection you are looking to create. Without it you lack the power of the sell.

Steve Gigliotti President, National Advertising Sales & Marketing Scripps Networks Interactive



Gigliotti began selling radio spots in Philadelphia and ran broadcast TV stations in Los Angeles and Baltimore before finding his current home at Scripps Networks Interactive, which consistently delivers some of cable's most creative and innovative ad-sales partnerships to clients. In fact, Gigliotti has led Scripps' ad sales operation to become one of the industry's top ranked in overall service, multiplatform integration and upfront presentations, according to the

Beta Research Ad Executive Study. As if that wasn't enough, Gigliotti has spent his career giving back as a board member of the National Urban League, Towson University and other groups serving children.

Scripps' content is tailor made for brand integration—and perhaps no one in cable does it better than Food Network and HGTV. What's the secret to ensure that it's organic to the content and doesn't turn off viewers?

We always spend the time to look at an integration from the viewer's perspective. As with the rest of our programming, we always want there to be a solid benefit for the viewer, a "take away." For example: We might have a designer discuss the goals of a specific purchase to advance the design of a room. The designer might suggest we need color, shape and texture and on a budget when choosing accent pillows. Then we might show the designer and their client in the retailer's store choosing pillows.

How has social media and the proliferation of mobile devices affected your relationships with advertisers? It's certainly more complicated, but how have you leveraged that to create win-wins?

HGTV and Food are super brands in the media space. As we migrate content to the digital space, our Websites, our apps, our mobile and TV Everywhere, we are seeing audience acceptance and engagement. Our advertisers are very interested in adding these touch points to the multiplatform Scripps partnerships. Social—again, these super brands have extremely loyal fan bases. Many have been fans for several years. Because our content combines entertainment and information, we have cultivated an informal audience. These informed viewers and users have developed strong POV, and the social platforms are perfect for the expressions of those POVs.

What's your view on measurement—especially time-shifted viewing? How soon do you see Nielsen and the rest of the industry adopting C7 and other ways to better measure on-demand and DVRed viewing?

As an industry, we have demonstrated our willingness to embrace change. C3 became the newest standard after dozens of years of "no change." What is critical is accuracy and a clear understanding of the scope of each measurement. Not all advertisers can use C7. Dynamic ad insertion allays the concern that impressions will be delivered after they are needed.

What's one thing that's surprised you in terms of how advertising has evolved in the last 3 years? And why?

In the brave new world of digital, old rules still apply—branded, digital content that carries the same engagement, draws the same upscale audience and continues to emerge as the safe haven for advertising brands.

If you were giving advice to a young sales exec just out of school, what would be the one thing you'd tell him to always do?

Listen, listen, listen. When you think you understand what your client needs, ask questions and then listen again. If you keep that process up, you will quickly be regarded as a high-potential asset to your company. Never be afraid to say "I made a mistake... here's what happened; here's what I did." If, as a young salesperson, you don't

make a few mistakes, I would question how hard you are pushing the envelope. (I did say a "few" mistakes).

What's the number one trait that every sales exec needs to succeed?

Be curious! Knowledge is a differentiator; a game changer. Knowledge of what? Knowledge of media assets you represent. Knowledge of the competitive marketplace. Knowledge of client, client's customers and client's competition.

Cathy Hetzel
Corporate President &
President, AMI Division
Rentrak



Cathy Hetzel has become a household name in cable over the last few years, impressing the Rentrak brass so much during a consulting gig in '03 that she joined the company a year later and hasn't looked back. As president of Rentrak's Advanced Media Information Division, Hetzel has distinguished herself time and again—and is now widely known as a trustworthy resource when it

comes to better and more targeted TV measurement. She was instrumental in launching Rentrak's VOD business, as well as its vital set-top box measurement service widely used by the industry. Meanwhile, Hetzel's involvement in Oregon's "Dress for Success" initiative, which helps disadvantaged women obtain professional attire to advance their career prospects, tells us that she's more than just a successful exec. She also gives back.

Measurement continues to present challenges when it comes to multiple platforms and devices. What needs to happen to fix the situation for content owners, distributors and advertisers?

The great thing about this new digital era is that at its core, every viewing occasion, every consumer engagement with the medium is being captured. Digital means transactional. Rentrak approaches measurement on multiple platforms with a census-based approach: we aggregate these transactions from multiple sources. To do so we need cooperation from content owners and distributors to collect the transactions and their approval for a transparent set of metrics that can be shared with agencies and advertisers to make it easier for them to buy multiple platforms. With these transactions and transparent metrics approach we can report Total Television Audience and the lift generated by each platform.

What are some of the key challenges around measurement—and how does Rentrak approach solutions?

A critical challenge is the lack of transparency mentioned above and the fear of change. It is almost as if the industry worships a Greek goddess named "Inertia." Measurement companies such as Rentrak and others also need to be very transparent with our partners about what we do have and what we don't. The industry should not let the "perfect be the enemy of the good."

What do your clients want from you today that they didn't neces-

sarily ask for three years ago? And why?

Measurement for TV Everywhere, addressable television measurement and advanced demographics—targets that go beyond age and sex, the cars in the driveway, the products in the pantry. As the consumer is watching more content on multiple platforms, it is critical to the industry that a census-like currency evolves. Addressable advertising on linear and VOD cannot be measured without a census approach. Advanced demographics cannot be provided in a precise and granular manner without the large census-like viewing transactions that only Rentrak collects across all operator types. The availability of big data in multiplatform video arena and the kind of work Rentrak does in harnessing and mining such data has opened up tremendous opportunities for clients across the ecosystem to learn more about their customers and how to engage them more deeply.

Set-top data has only gained in importance over the last few years, with many content owners pushing for C7 to get full credit for people viewing their shows both live and time shifted. Yet advertisers have been slow to change. Why, and how could the industry resolve the situation?

Rentrak today provides measurement for every day of viewing, even up to 28 days. By providing census-based measurement for every network using second-by-second data from televisions, it is up to the buyer and the seller to negotiate the value of an ad. In VOD for example we see that an average of 70% of the viewing happens after day 4. There is no magic in 7 days. Some ads such as a Macy's weekend sale only have value prior to the sale but others such as a car ad that live with the content for 28 days have a lot of value, and the content providers should be compensated for those ads. We feel that the industry is moving to an era where the time metrics can better fit the product being advertised. While such innovation presents exciting opportunities, we understand that information and insights need to be easily accessible, actionable and relevant to our clients' businesses. Rentrak works closely with clients to constantly evolve and improve our products to meet their needs.

With TVs and set tops now able to measure individual households and viewers, what kind of privacy issues do you see becoming prominent in the coming months and years?

Rentrak is completely privacy compliant and never received the name and address of a consumer. We use blind third party matches to attach attributes of propensity to buy specific products in order to help our cli-

ents provide more relevant advertising to their viewers. Direct marketers have been using HH level data to target consumers for years. We are now able to make television advertising competitive for those direct response dollars.

How does Rentrak compete in an increasingly competitive measurement space? What's the secret sauce that will keep your clients coming back?

Rentrak is the only measurement company with a census based approach to measurement—we are capturing billions of viewing transactions across all operator types. Our systems were built from the group up to measure all 115 million television HHs. Our biggest competitive edge is our clients who tell us what they need, and as long as we continue to listen to them, our products will continue to grow even stronger.

What's the number one trait that every sales exec needs to succeed?

Listen to your clients and prospects and never give up!

Alan Klein

Executive Vice President, Partnerships & Operations IFC & Sundance Channel



With 12 years at the company working on both branding and strategic partnerships, Klein had already proven himself an invaluable asset to the AMC Networks family when the brass promoted him in '10 to his current role overseeing ad sales at IFC and Sundance. For IFC, that meant coaxing the net from a sponsorship-based net to a full ad-supported model—and it wasn't easy.

But by staying true to IFC's "slightly off" mojo, he grew its roster of advertisers by 125% over the last year. Sundance will go through a similar transition later this year, and Klein has already been lining up partners like Grey Goose Entertainment, Acura, HP, Chase Sapphire and others. It's full steam ahead for this branding and sales guru. And he's just getting started.

IFC and Sundance Channel both have indie sensibilities – yet they're so different. Do you treat them separately for ad sales purposes, or are you able to leverage synergies between them?

While IFC and Sundance Channel both have the same roots in indie

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film, they're each distinct in the way those roots shine through in their brands today. IFC is finding success with its focus on alt comedies like "Portlandia" and "Maron" while Sundance Channel is becoming a destination for high-quality, critically acclaimed scripted dramas like "Top of the Lake" and "Rectify." While we have dedicated sales teams for each network that are focused on building the right partnerships, we work to create synergies when it's appropriate for the network, the audience and the client. And this year, for the first time, we're developing a number of advertiser opportunities across AMC Networks.

What's the biggest request you're hearing from Madison Avenue these days?

We heard loud and clear from the sales community that they wanted more of Sundance Channel, and we're responding by taking the network fully ad supported later this year. We did it with IFC just three years ago, and the network is better for it today. It's allowed us to create more original alt comedies that the audience asked us for, and it's created an opportunity to better partner with our clients.

Speaking of IFC, how much has its recent rise as an alternative comedy powerhouse affected the conversation with advertisers?

IFC consistently has a presence on the TV pages, on social media and in daily conversations amongst our biggest audience group—the Responsible Rebels. That support and praise permeates the conversation with our clients. Before going ad supported, IFC was known for creating best-in-breed branded entertainment, and that hasn't changed. Geico worked with us to create a spot that emulated a sketch from Portlandia and used their iconic Maxwell the Pig. The talent behind the show also created a custom sketch for Subaru. We're able to integrate sponsors into our programming in a way that's organic to the air and keeps viewers engaged, and we give our partners access to storylines and talent that they don't get on other networks.

Audiences have never been more savvy and skeptical about advertising—and that's doubly true for the "indie" crowd. What

unique approaches must you take to keep them engaged?

Good creative is good creative regardless of whether it's content or advertising, and our audiences know that. We work with our partners to create compelling content around their brands that goes beyond the traditional spots-and-dots model. We're serious about curating our on-air environment, and that means presenting an advertiser through the IFC brand prism and carrying a smaller ad load than other networks so the breaks are clutter free and a client's message breaks through.

How has social media and the 2nd screen affected your relationships with advertisers?

Our audiences are extremely active in social media. They're on Facebook sharing their favorite video clips and on Twitter telling their friends what to watch. Because of that engagement and constant online talk about our shows, social media has become one of our biggest sales tools.

Measurement continues to be a challenge across devices. What challenges do you face with advertisers when it comes to integrating campaigns on multiple platforms?

We're figuring out the right formula alongside our advertising partners and increasingly having more meaningful conversations about what works for everyone.

What's the number one trait that every sales exec needs to succeed?

It may sound cliché, but in this business it's really important to have a sense of humor and be able to tell a story. That's essentially what we do every day. We tell our businesses' brand story, programming story—and then we sell those stories to clients who fit organically into the picture. And the one thing that's truly vital for every television sales executive is to love and know the medium. Watch TV on TV, stream content, check out online videos. Become familiar with what's out there. It's just as important to know your product as it is your competitors.'

CableFAX PROGRAM AWARDS

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Sponsorship Opportunities: Amy Abbey at
aabbey@accessintel.com

Entry Questions: Mary Lou French at
301.354.1851 or mfrench@accessintel.com

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PR Executive of the Year

Winner

Dan Silberman
SVP, Publicity
A+E Television Networks



Dan Silberman joined AETN in '06 and immediately got to work helping to hone the PR department into the well-oiled machine of today, even establishing AETN's first West Coast presence. These days, Silberman specifically oversees A&E, BIO Channel and Crime & Investigation Network, juggling those duties with professionalism and a pleasant disposition even as he manages publicists in both NYC and L.A. Reporters trust him, and that has paid dividends. A&E, in particular, has been on a tear lately with critically acclaimed hits like "Bates Motel" living alongside equally lauded reality fare like "Duck Dynasty" and even the award-winning "Intervention," which will finally end its run after 13 successful seasons. Not only did Bates make a big splash with critics and viewers, but Silberman's smart media strategies have also helped propel Duck Dynasty's to the stratosphere, with its season finale beating "American Idol" and every other show on TV when it aired in April. And through it all, Silberman must manage talent that includes everyone from A-list stars in L.A. to the boys of the other LA... Monroe, LA, to be exact. If Silberman's duties stopped at publicity, that would be enough—but he also has become a key advisor when it comes to content development. In the end, Silberman is one of those rare execs who brings more to the table than what's found in his job description. And that's saying a lot.

Honorable Mentions

Chris Albert - National Geographic Channel

An excellent communicator, Albert has kept Nat Geo's PR department humming on all cylinders despite personnel changes and evolving program strategy over the last couple of years.

Paul Capelli - QVC

Since joining QVC in '11, Capelli has created a global communications approach while also creating a corporate events function and redefining internal communications. He has greatly upped QVC's media coverage, especially when it comes to the exposure of CEO Mike George.

Leslie Furuta - TVGN

Leadership changes. Rebrands. Acquisition uncertainty. None of those factors ever phased Furuta as she maintained key relationships with reporters. Now that CBS has joined the party, we expect more great things from this savvy PR pro.

Maureen Huff - Time Warner Cable

Handling communications at a cable operator requires patience and fortitude—not to mention a steadfast devotion to maintaining trust with journalists. Huff's solid in those departments.

Anita Lamont - Charter Communications

No cable operator has weathered more storms than Charter over the last decade, from Paul Allen to bankruptcy to its recent revival. Lamont has been there through it all. And her knack for communicating Charter's value over the years has been a huge asset to the company.

Marketer of the Year

Winner

Tom Carr
SVP, Marketing, TLC



Under the leadership of Eileen O'Neill, TLC has only grown its viewership and pop-culture relevance with shows like "Long Island Medium," "Sister Wives," "Breaking Amish" and of course... megahit "Here Comes Honey Boo Boo." But all that buzz surrounding TLC and its shows doesn't happen in a vacuum. It largely occurs because of Tom Carr, and his ability to market these quirky properties in ways that deftly exploit the national zeitgeist—and directly benefit the bottom line. It's a tough business, and as TLC faced ratings challenges early in '12, Carr stepped in to aggressively turn the tide with the "Red Door" campaign inviting viewers to experience "Life Worth Watching" as part of TLC Summer, setting the stage for TLC to end '12 with its best ratings ever, logging 28 series with more than 1mln viewers each. In fact, when critics questioned "Breaking Amish" early in its run, Carr doubled down with new marketing efforts that propelled the show to become the most successful freshman series in TLC history. Carr also thinks holistically and across platforms. His cross-departmental "swarm meetings" let departments share initiatives and ideas, and eventually produced digital and social extensions for L.I. Medium and Honey Boo Boo. And Honey Boo Boo ringtones? Who thinks of that? Carr, that's who. We could go on, but trust us: This is one marketing guru who deserves the spotlight.

Honorable Mentions

Becky Jones – Viamedia

Viamedia's high level of awareness and growing relationships in the industry is mostly because of Jones, whose various campaigns have resulted in 16 new media partners and several new market launches in recent months.

Courtney Monroe - National Geographic Channel

Former HBO marketing guru Monroe's work on "Killing Lincoln," "Big Cat Week" and other Nat Geo initiatives has boosted ratings and raised the net's profile to distributors. HBO's loss is Nat Geo's gain.

Jane Olson - Oxygen Media

Olson has made a huge impact on Oxygen. Through her marketing and branding efforts, some 2 dozen telecasts attracted more than 2mln viewers in '12, making Oxygen the #1 women's net for Mon prime in key demos.

Scott Pruitt - Time Warner Cable Sports

As one of the first people hired by Time Warner Cable pres, sports David Rone, expectations have always been high for Pruitt. Not only did Pruitt help guide the overall look and feel of TWC Sportsnet and TWC Deportes, but his 6-month branding launch campaign created massive awareness among distributors.

PR Team of the Year

Winner Bravo Media

Watch a few hours of Bravo's unscripted shows, and then think about the people tasked with "minding" all that talent—not to mention the ones devising new and creative ways to drive publicity in an arena in which it seems like just about everything has been done already. Critics have seen it all. Viewers have seen it all. And so have distributors. But this PR team, with scrappy execs in both NYC and L.A., keeps finding new ways to promote the eclectic mix of "Bravolebrities" (yes, that's a real term coined by this team) and their quirky shows, often figuring out ways to cross promote different properties and maximize exposure in a crowded, noisy world of reality fare. With 30 shows to promote, this 10-person team led by fearless leader evp, communications Jennifer Geisser has gotten big results, with Bravo shows gracing at least one weekly magazine 36 out of 52 weeks of '12 for a total of 55 covers for the years. That's impressive. And get this: Bravo talent has appeared on an average of 15 TV shows per week, including "Today," "Good Morning America," "The View," "Live with Kelly and Michael"—and the list goes on. And having watched the shows on Bravo, we're guessing these Bravolebrities come with their own set of challenges for the brave publicists tasked with keeping them on time and in line. All of this is not to mention the incredible events and stunts that this team coordinates, including everything from the buzz-worthy "Top Chef" pop-up restaurant in Manhattan to the premiere event for "Vanderpump Rules" at Lisa Vanderpump's restaurant Sur in Los Angeles. This PR team's energy is infectious. And we feel like Bravolebrities whenever we're exposed.

Honorable Mentions

Animal Planet

Under the creative direction of svp Patricia Kollappallil, this PR team deserves kudos for thinking well outside the box in '12, especially when it comes to its strategy of "embedding" journos in the field. Press went out with talent from "Finding Bigfoot," "Hillbilly Handfishin'" and others, which

resulted in field pieces in national print and TV outlets. The idea of getting the media to "live the brand" was a bold move and paid huge dividends.

IFC

Under the leadership of svp Marie Moore, this small PR team used guerrilla tactics and pure determination to put IFC on the map in '12, anchoring efforts around its breakout hit "Portlandia." Up against much bigger budgets and networks, this IFC crew used creativity to win press and awards (one video from the mayor of Portland asked Emmy voters to "Put an Emmy on it," a nod to one of the show's signature bits). Overall, an incredible team bound to do even more great things in '13.

Marketing Team of the Year

Winner Time Warner Cable Sports



Have you heard about Time Warner Cable's new regional sports nets? Of course you have. And that's because of this stellar marketing team led by Scott Pruitt, vp, TWC sports, news and local programming. It all began with a lavish launch party in L.A. last year featuring David Beckham, Kobe Bryant and other sports mega-stars, and the buzz has only grown since then—with the stakes getting even higher earlier this year when TWC paid an estimated \$7bln-\$8bln for exclusive rights to SportsNet LA, the new LA Dodgers net from American Media Productions. Nonetheless, TWC's regional sports nets remain a key focus, and this team has spearheaded the look and feel of TWC SportsNet and TWC Deportes as they continue to grow distribution. Most exciting is that TWC's sports marketing team started from scratch, building the nets' positioning from the ground up and truly "owning" their rollout to the public. Team campaigns included an integrated marketing, communications and social media launch initiative that featured promotional videos and tweets by the Lakers, along with more traditional tactics such as billboards and print ads. Pruitt also encourages his team to present new ideas without fear, fostering an environment of openness to new and creative approaches. It helps that this diverse team brings a variety of perspectives, with execs touting extensive experience in TV, entertainment, professional and collegiate sports and creative design. Put it all together, and this is one powerful marketing machine.

Honorable Mentions

A&E

This network has been around so long that it's easy to overlook. Not anymore. The A&E marketing team has completely revitalized the A&E brand with smart campaigns around scripted shows like "Bates Motel" and "Longmire," as well as pseudo-scripted reality like "Duck Dynasty," which is now one of the top rated shows on all of television.

FX

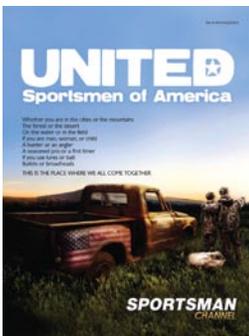
The creative success of FX's critically acclaimed scripted shows is matched only by the consistent power of its marketing apparatus, which assures that buzz constantly surrounds the net's growing slate of originals. Smart integration between marketing and the PR dept under John Solberg makes this machine even more effective.

HBO

Whether it's dressing up NYC subway cars to match the milieu of "Boardwalk Empire" or holding events letting us sit in a replica of the Iron Throne from "Game of Thrones," HBO's basic marketing philosophy is to go big or to go home. And that's really the only way to roll when you're potentially the biggest brand on TV.

Advertising Campaign for a Network

Winner Sportsman Channel



Sportsman Channel took theming to a new level with its "United Sportsmen of America" campaign. Using its shows and talent as inspiration, the net created specific programming blocks. It's all about anglers on Strike & Set Saturdays, while shooting enthusiasts are the focus on Lock and Load Mondays. To complement its promotional spots, the network created a super slick 16-page creative piece for various outdoor magazines

featuring the various programming themes. It also focused on the generational aspect of the outdoor lifestyle, further uniting sportsmen who keep such traditions alive through passing the torch younger generations. The results? They set out to attract new shows and sponsors, and that they did.

Honorable Mentions

Cartoon Network 20th Birthday

Cartoon Network celebrated its 20th with a fabulous signature music video featuring original music and the channel's most popular 'toons.

Sprout/Brita Campaign

An animated spot enlists parents of preschoolers to join their tots in healthy habits, like drinking water for energy throughout the day--promoted by Michelle Obama's "Let's Move!" campaign.

Time Warner Cable Sports Launch

To generate interest in Time Warner Cable's RSNs, the MSO galvanized

super fans of the Lakers with Kobe Bryant's recognizable mug—with billboards and promos in both English and Spanish.

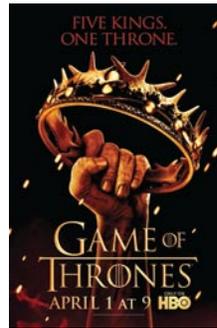
TLC Summer Red Door Campaign

TLC's Red Door Campaign created a vivid and memorable symbol of the network's brand promise: to bring viewers into new, authentic worlds they would not have otherwise experienced.

Advertising Campaign For a Single Program

Winner

HBO - Game of Thrones Season 2



"Game of Thrones" is not lacking in super fans. So naturally, HBO enlisted them to create buzz for its second season. Fans could participate in a bloody beheading with its "The King Can Do As He Likes" photo shoot, shareable on the GOT Facebook page. The net also created the GOT 140 contest, which challenged viewers to sum up the series' story so far in 140 characters or less. That is, in a tweet. And then there was the Pledge Your Allegiance application, which let

fans ally with one of the five warring families of Westeros, with members of the winning house receiving real GOT props and signed posters. A super fan's dream? You bet.

Honorable Mentions

A&E - Storage Wars Season 3

To convey the show as the "Lockbuster Event of the Summer," the net created promos with characters behaving like blockbuster movie stars—with explosions and car chases to boot.

Sportsman Channel - Aporkalypse Now

A spoof on the epic war film "Apocalypse Now," creative featured the show's star Brian "Pigman" Quaca and Ted Nugent using familiar quotes and music from the movie.

Sundance Channel's Push Girls

Using the tagline "I don't stand up. I stand out," the net successfully portrayed its "Push Girls" as fierce, sexy and fun, while a pop-up dance stunt with a wheelchair dance crew garnered buzz and coverage in major news outlets.

Syfy - Face Off Season 3 Launch

For "Face Off's" Season 3 premiere, Syfy spread its bold, appealing creative across myriad outlets: logos, social platforms like Syfy's sync app, a 5-day countdown segment on Entertainment Tonight and even a takeover of a candy store.

The History Channel - Hatfields & McCoys

History conveyed the family rivalry between the Hatfields and the McCoys in myriad ways, including a takeover of NYC's Times Square Station and Grand Central Terminal. The McCoy's creative took Grand Central, while Times Square was all Hatfields.

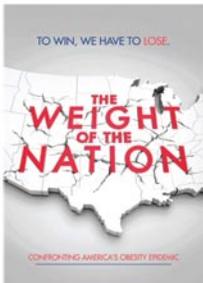
TLC - Long Island Medium Season 3

TLC used the show's greatest asset-- Theresa Caputo, the Long Island Medium herself—to draw in a younger skewing demo using her no-nonsense, relatable charm.

Community Relations/ Corporate Social Responsibility

Winner

HBO - The Weight of the Nation: An Unprecedented Public/Private Health Awareness Campaign



To raise awareness of the public health crisis of obesity, HBO partnered with health agencies and nonprofit groups to reach some of the true agents of change: policy makers, doctors and government and community influencers. It hosted 20 VIP screenings for top public health officials and government leaders, distributed 40,000 screening kits to organizations focused on prevention and provided a "Take Action" list of 75 simple

steps to help people commit to meaningful dietary changes. The network also partnered with Whole Kids Foundation and Global Tap to provide salad bars and water stations in schools throughout the country.

Honorable Mentions

Sportsman Channel - Hunt.Fish.Feed.

In cities with pronounced homelessness and poverty, the annual "Hunt. Fish.Feed" tour offers the harvesting of deer and fish as food source for communities in need.

The History Channel - Mankind Connected

History partnered with UNESCO to stage a global, interactive "teach-in" with historians, special guests and participation from students, ahead of the net's premiere of "Mankind The Story of All of Us."

Direct Response Marketing

Winner

A&E - Christmas Mailer



Tchotchkes abound during the holiday season, so it's not easy setting your network apart with a gift. But A&E's utilitarian theme to last year's Christmas giveaway was spot on. Corresponding to its five hit shows, the network offered gifts that could be put to use during the holidays. "Ship-ping Wars" wrapping paper. A "Longmire" bottle opener. A travel-size shower kit for "Bates Motel." For "Duck Dynasty," a camo-patterned blanket, of course. And finally, a "Storage Wars"-themed board game. It was an excellent way to get noticed, while simultaneously reminding the ad sales community of the network's recent successes.

Honorable Mention

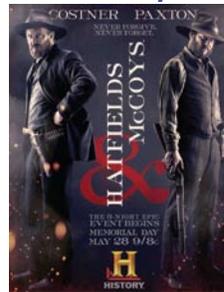
INSP Launches in Chicago

To promote the launch of INSP on Comcast Chicago's digital tier, the MSO targeted both digital and non-digital customers with postcards, eblasts and a cross-channel spot.

Integrated Marketing Campaign

Winner

The History Channel - Hatfields & McCoys



Plenty could have gone wrong as History launched "Hatfields & McCoys" about the world's most famous family feud. But thanks to an excellent integrated marketing campaign, quite the opposite happened. The TV event—starring A-listers Kevin Costner and Bill Paxton—won critical rave reviews and posted off-the-charts ratings. Campaign elements included a partnership with Rolling Stone mag

to promo music from the series (showcasing Costner's own rock/country band that later played a live show at The City Winery in NYC), a screening and premiere party at Milk Studios in L.A., sponsorship and signage at the Floyd Mayweather vs Miguel Cotto boxing Superfight in spring '12, an elaborate NYC subway promo in Times Square and pervasive Web advertising. Some people even got felt hats with bullet holes in them in the mail. Did it all work? Considering that the mini-series garnered the highest ratings in cable history at the time—we're thinking yes.

Honorable Mentions

Destination America's transition from Planet Green to Destination America

This 360 campaign involved on-air, off-air, partnerships, events and more, all designed to usher in the new era. Ratings almost immediately were among the best in key demos for nets under 60mln subs.

Fuse and Scope "Courage Encouraged" at the 2012 Voodoo Music and Arts Experience

Fuse created a 3-phase campaign that included a sweepstakes related to Fuse's coverage of the Voodoo Music and Arts Experience, and capitalized on the popularity of new Fuse correspondent Jack Osbourne.

HBO - Boardwalk Empire Season 3

Never a dull moment when promoting HBO's "Boardwalk Empire." This time, the net's marketers offered up Boardwalk-branded hotel packages, VIP and consumer screening events in Atlantic City. Nucky would be proud.

Sportsman Channel - United Sportsmen of America

As part of a multi-faceted campaign, Sportsman created several theme nights highlighting the various interests, passions and characters that make up the "United Sportsmen of America."

Sundance Channel's Push Girls

Sundance consistently integrated several platforms to promote this heartfelt docu-series about 4 amazing women. The positivity of the "Push Girls" comes through in all of Sundance's marketing. As it should.

Time Warner Cable Sports Launch

Time Warner Cable made a huge splash with the launch of its regional sports nets in Oct '12, with outdoor banners, TV spots and more. Since then, TWC Sportsnet and TWC Deportes are distributed with 10 providers in Southern CA, and awareness continues to grow.

WE tv 2012-2013 Upfront Materials and Trade Campaign

WE tv went all out for its Upfront, enhancing relationships with existing clients and executing more custom sponsorships than ever before.

Marketing Campaign – Distributor

Winner

Ogilvy & Mather New York/ Time Warner Cable - Enjoy Better

How would you like to hang out with Frank Gallagher from Showtime's "Shameless" or Carrie Mathison from "Homeland"? How about Emily Thorne from "Revenge"? Or the zombies from AMC's "The Walking Dead"? OK, scratch that last one—but you get the idea. With the help of Ogilvy & Mather, Time Warner Cable partnered with programmers it distributes for a series of entertaining (and often hilarious) spots to promote its "Enjoy Better" tagline, reminding customers that their favorite shows come from TWC while touting the MSO's technology such as VOD and features like "Start Over/Look Back." Since the campaign began, TWC brand recall is up 9% and brand linkage has increased by 12%, with 18% growth in net Internet subscriber adds YOY. The spots also got widespread media coverage. All in all, a fun and effective campaign.

Honorable Mentions

Bright House Networks - Hello Friend Campaign

This campaign tapped into an ancient concept—keep your friends close. In the case of Bright House, that meant retaining and upselling existing subs. The MSO saw huge spikes in RGUs, with churn flat and a reduction in competitive disconnects of 11%.

Gray, Kirk/VanSant -

Shentel Branding Campaign "Always Connected To You"

Does size matter? Not when it comes to marketing prowess and indie op Shentel, whose "Always Connected to You" campaign created an emotional connection to the brand with homespun TV spots, truck signage and other elements that drove a 12% increase in brand awareness almost immediately.

Marketing Campaign – Programmer

Winner

Hallmark Channel - Countdown to Christmas Campaign 2012

Hallmark's marketing gurus were tasked with supporting 12 original movie premieres over 6 weeks with a goal of improving ratings over '11—all while cutting through all the holiday TV clutter. It worked. By mixing paid media with strategic partnerships and promos including sweepstakes, Web buys and social media engagement, paid media delivered more than 13mln impressions, digital paid media drove 384.5K clicks to the Website, the sweepstakes garnered more than 603K entries (the highest participation of a holiday sweepstakes to date) and a special partnership/sweepstakes with The Cheesecake Factory restaurant chain delivered nearly 338K entries. Hallmarkchannel.com Web traffic attracted its highest audience ever with nearly 1.7mln browser (up 66% YOY). Meanwhile, "Countdown to Christmas" linear ratings were off the charts, reaching 65.4mln viewers in Nov and Dec and boosting Hallmark to #1 in weekend prime among W25-54.

Honorable Mentions

A&E - Storage Wars Season 3

A&E wanted to make a big impact with Season 3 of "Storage Wars," so it launched the "Lockbuster Event of the Summer, creating cinematic action spots that also ran at Best Buys through an innovative partnership. The S3 debut ranked #1 among A25-54.

Discovery Communications - Destination America's transition from Planet Green to Destination America

Discovery pulled out all the stops here. On-air, off-air, partnerships, events and more. Ratings are now among the best in key demos for nets under 60mln subs.

Fuse Presents Funny or Die's Billy on the Street

Fuse smartly tapped into Billy Eichner's existing fan base via social media before rolling out a massive traditional campaign, including a premiere screening event for fans. S2 premiere viewership was up 160% on HH ratings and 355% on P12-34s vs. S1. Nice work.

The Hub TV Network - "My Little Pony Friendship is Magic" Royal Wedding

The Hub launched a multiplatform campaign to promo its wedding-themed season finale, even driving traffic to Hubworld.com with a special "Royal Wedding" mini-site. The finale delivered the best-ever audience numbers for any series in Hub history among key demos.

Sundance Channel's Push Girls

In marketing this inspirational series, Sundance has really captured the hope, resilience and love of life that these 4 "Push Girls" bring to every episode. The imagery and tone has been spot on. And awareness has never been higher.

Time Warner Cable Sports Launch

Outdoor signage, on-air promos, celebrity appearances, email blasts to the L.A. Lakers database. Time Warner Cable pulled out every stop to promote their new sports nets, and they have maintained the momentum with carriage on 10 Southern CA distributors since the nets' launch in Oct '12.

TV One Rebrand

TV One's marketers did an incredible job rebranding the net, including a more contemporary and flexible log and its new "Where Black Life Unfolds" tagline. As a result, TV One's ratings climbed some 14% from the middle to the end of '12.

Marketing of a Continuing Series

Winner

A&E - Duck Dynasty Season 2



With audience growing 50% in key demos by the end of "Duck Dynasty's" first season, the net knew it had a hit on its hand. But in the world of fast-moving reality TV, it had to figure out how to keep that momentum going to grow viewership for Season 2. It's quirky and different, and so was the marketing messaging it settled on: "The Beards are Back." It's a theme even those unfamiliar with the series can immediately grasp, given the casts' recognizable facial hair. Two

15-second spots had members of the cast pulling items out of their beards, lost keys, a cell phone, and so on. It developed a Chia Pet dubbed Chia Willie (it grows a beard) for press kits, and thousands were also sold online. Other elements included free rides in camo limos in NYC and interactive beard key art on Pandora and TV Guide. The marketing paid off with the show breaking its Season 1 premiere with 2.4m in 25-54s, and the show ranked as the #1 telecast on Wed nights for 3 consecutive weeks (excluding sports and news).

Honorable Mentions

Cartoon Network - Adventure Time: Season 4

Cartoon recognized "Adventure Time's" enormous fandom and used fans creativity to help drive awareness for the new season.

Destination America - BBQ Pitmasters Season 3

Not only did the team have a new season to market, but it had to let viewers know the show had moved from TLC to new network Destination America.

HBO - Game of Thrones Season 2

HBO sidestepped traditional advertising and made social media the centerpiece, with viral off-with-their-head photos and Twitter challenges reigning.

The History Channel - Swamp People Season 3

The challenge was to get the level of buzz to match the ratings success. History found a way by bringing a living, breathing swamp within a 5600-foot space in NYC's Chelsea Market.

Syfy - Face Off Season 3 Launch

An interactive second screen experience, a transformation of Dylan's Candy Bar in NYC and custom content helped drive excitement and tune-in for the special effects make-up artistry series.

Marketing of a New Series or Show - Large Network

Winner

Sundance Channel's Push Girls



Sundance Channel had to start by defining what it means to be a "push girl," and that definition ended up stretching beyond life in a wheelchair to encompass anyone who lives their lives fearlessly. Tactics included pop-up dance stunts in NYC featuring the stars of the show, bold creative ("Are you a Push Girl?") and a partnership with the Christopher & Dana Reeve Foundation. Overall, Sundance has done a fabulous job promoting this show and changing a lot of perceptions and stereotypes in the process. Ratings aren't tracked for the net, but the series has had more than 600K VOD orders to date. It also delivered the highest frequency of iTunes and Hulu plays in network history.

Honorable Mentions

Cartoon Network - DreamWorks Dragons: Riders of Berk

Cartoon helped make this new series a hit by covering everywhere kids are with promos—from online, TV to the Six flags and Wal-Mart.

The History Channel - Hatfields & McCoy's

History hosted a concert with series star Kevin Costner and his band Modern West, who wrote some of the music in the mini. It went down as the most-watched, ad-supported primetime TV event for all 3 nights.

ION Television - WWE Main Event

Tasked with launching a series that was a departure from the net's traditional primetime lineup, ION created spots that focused on the characters and its "Positively Entertaining" brand position rather than wrestling.

Oxygen Media - Oxygen's The Face

A user-generated YouTube contest, pop-up experiences in malls and Fall Fashion Week buzz helped the series premiere to nearly 1m viewers across Oxygen, Style and Bravo.

TLC - Here Comes Honey Boo Boo

To celebrate the launch, the network's marketing team developed Honey Boo Boo ringtones and an online name generator, where you could get your own Honey Boo Boo nickname.

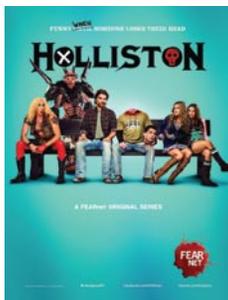
WE tv - Kendra on Top

Using a blend of digital and traditional media, WE breathed fresh air into a Kendra series that had been on the decline at E!

Marketing of a New Series or Show - Small Network

Winner

FEARnet's Holliston Season 1



FEARnet made the most of its first original series, going beyond traditional media buys. It secured sponsorship from Capcom's "Resident Evil: Raccoon City" and received inclusion in Verizon FIOS magazine (distributed to all customers). In addition, to linear and on demand promos/trailers, a show page was built on FEARnet.com to house extra content. SXSW was utilized and grassroots events were

executed, with the show promoted through freebies such as stickers, dog tags, and T-shirts.

Honorable Mention

Sportsman Channel - NRANews Cam & Co

Sportsman's challenge wasn't just to market its first live show ever, but to do it when the gun control debate was at an all-time high.

Marketing of a Special or Documentary/Documentary Series

Winner

Cartoon Network's Stop Bullying: Speak Up



To promote original special "Speak Up," part of its Stop Bullying: Speak Up initiative, Cartoon heavily promoted the series online, on-air and through

strategic partners. Bullying prevention PSAs featuring network talent aired on Turner channels. Online, Cartoon received pro bono support from YouTube, Facebook and digital partners, including addicting-games.com. It updated its StopBullyingSpeakUp.com site with educator and parent sections and held a special screening in joint partnership with the Dept of Health and Human Services that more than 400 students attended. It also made the special available for free on iTunes, Xbox, Comcast VOD and its Website (no authentication required). The special was watched by more than 1.5m in total viewers when it aired on Cartoon March 18. An additional 125K watched the special online at StopBullyingSpeakUp.com. There were many VOD plays and multi-million impressions via press coverage.

Honorable Mentions

Investigation Discovery - Scorned: Love Kills Series Launch

ID made sure it knew its audience for this new show—heavy TV watchers who love magazines and TV, specifically CBS soaps, and are generally low-tech. It made its media buys accordingly, including buys in People and Star.

TLC - Breaking Amish Launch

This campaign relied primarily on strong on-air spots, significant PR and a strong lead-in with "Long Island Medium."

Media Event

Winner

2012 Time Warner Cable Sports Launch Event



It seems impossible that Time Warner Cable could have launched TWC Sportsnet and TWC Deportes with any more fanfare. The launch party itself—held in the beautifully decorated courtyard of TWC's L.A. office in El Segundo—was a marketing bonanza in its own right, featuring an expansive red carpet and just about every major L.A. sports star you could imagine. David Beckham was there. So was Kobe Bryant. And that was just the tip of the iceberg and press, executives and local influencers mingled, tweeted and reported on the festivities. For a cable operator to throw such a lavish party to promote its new content strategy and growing sports dominance, well... we're impressed. This is usually the domain of party-happy programmers, not distributors. But wait. TWC's a content company too now. We're still impressed, and the amount of coordination it required across TWC's many divisions is worth noting. Kudos to the entire TWC team for pulling this one off.

Honorable Mentions

Comcast Celebrates Minority-Owned Networks at the Newseum

While Comcast's recent launches of minority-owned networks technically stem from Comcast-NBCU merger requirements, we'll point out that Comcast actually proposed this initiative to the FCC, not the other way around. Events like this help drive home that point.

Hallmark Channels - TCA Press Dinner at Huntington Library & Gardens

Hallmark is fast becoming the classiest TCA party thrower, not only because it attracts so many celebs to these events—but also because it picks incredible locations featuring beautiful locations, delicious food, free-flowing wine and generally a Hallmark feel. Kudos.

Showtime - Homeland Premiere at the Intrepid Sea, Air & Space Museum

People are still talking about Showtime's Season 2 "Homeland" premiere at the Intrepid on Manhattan's West side. What a night. And it helped generate enormous press and buzz for a show that's already off the charts in terms of awareness.

Media Relations Campaign

Winner The Weather Channel Names Winter Storms



It was clear in February when publications such as *USA Today* and the *Wall Street Journal* were using the moniker "Nemo" to describe an impending storm that Weather Channel's decision to name major winter storms was a success. Weather announced in Oct that it would become the first national organization in North America to proactively name winter storms (and people tired of every blizzard being called Snowpocalypse rejoiced). The network succeeded in a media blitz, that included nearly 100 stories written specifically about Nemo's impact and name. On Twitter, Nemo had 1 million impressions from February 6-11. Not everyone loved Weather's naming policy, but everyone was talking about it, including Comedy Central's "The Daily Show" and CBS' "Letterman."

Honorable Mentions

Big Ten Network - BTN Big 10K

The network made sure local media was a big part of its campaign to drive awareness of its inaugural BTN Big 10K. Media received press kits that included the official BTN Big 10K press release, which was printed on race bibs and announced details about the race and post-race tailgate party. The net attached the bibs to the top of a running shoe box, which included a BTN Big 10K race shirt, running socks, a handful of running accessories and swag.

E! - Chelsea Lately

E!'s PR gurus set out to raise the show's profile with a mix of strategic media interviews and other promo pushes that boosted ratings by more than 50% in some key demos.

National Geographic Channel - Killing Lincoln

Set visits, screenings and a TCA panel helped Nat Geo score 3.4mln total viewers for the film's premiere.

NUVOtv - Announcement of Jennifer Lopez Partnership

NUVOtv made the most of J-Lo's work with the network, with a spike

in news coverage the day the star made an appearance at the annual Kaitz fundraising dinner.

QVC - Redefining the Future of Retail

QVC ratcheted up its visibility and reputation through exposure at NY's Fashion Week and showcasing the network as a growing player in mobile commerce during the holiday season.

Oxygen Media - Oxygen's The Face

Unique elements for Oxygen's campaign included an upfront that doubled at "The Face's" premiere party and a first of its kinds Google+ Hangout with the stars of the series.

Multicultural Marketing

Winner Time Warner Cable - Global Penny Phone Plan



The Global Penny Phone Plan enjoyed an incredibly successful launch, tracking inbound calls to the Chinese queue via tactic-specific dedicated phone numbers, connects (by type and with revenue detail) to direct mail, e-mail, banner and pre-roll impressions and clicks, increases in Chinese customer penetration and bundle migration. Despite the challenges of the launch having occurred in mid-Nov—

in the aftermath of Sandy and prior to the busy holiday season between Thanksgiving and Chinese New Year—in total Time Warner Cable attracted several thousand Global Phone plan customers in NYC over its 1st 8 weeks. Calls to the Chinese queue increased, digital tactics had solid response rates with cost per click less than \$1, and mail connect rates for Chinese surpassed that of most other efforts. Moreover, almost all Global Phone customers came in as Triple Plays, with new customers signing on and existing customers staying at or migrating up to Triple Play level.

Honorable Mentions

International Media Distribution

and Time Warner Cable NY/NJ -

Mediaset Italia Holiday Gift with Purchase Campaign

Working with Mediaset Italia's Italy based marketing team, International Media Distribution designed the direct mail piece and Facebook ads.

Time Warner Cable NYC Fall 2012 Nexos Latinos Magazine; created and published by Eclipse Marketing Services, Inc

The magazine generated a 5.5% response rate, resulting in more than 1600 revenue-generating units being added to a target list of Hispanic customers.

PR Stunt

Winner Cisco opens Imagine Park with... why yes, a flash mob!



OK, we admit it. We're just suckers for a flash mob—especially when it happens in the middle of a corporate convention where people are conducting serious meetings and wearing very serious business attire. Hats off to

Cisco for injecting some real fun back into the Cable Show exhibit hall, which has included fewer stunts in recent years stemming from budget trimming. Here, Cisco CTO John Chapman's very serious speech to talk about serious acronyms like DOCSIS and CCAP was rudely interrupted by, you guessed it... Kanye West. Or at least Kanye's song "Stronger," which prompted people to start gyrating to the beat and building into a 100-person flash mob right on the show floor. Can you think of a better stunt to promote your presence at the show? We can't. Seriously. We just can't. Cisco posted a video of the event, which got shared all over the place—not to mention the tweets that went out while the dance was happening. Love it.

Honorable Mentions

HBO - Veep Motorcade

Exploiting the buzz around the '12 presidential election, HBO organized a fake motorcade complete with actors playing secret-service agents that visited NYC, L.A. and DC. This creative stunt was part of an overall campaign that helped the S2 premiere attract 1.7mln viewers.

The History Channel - Swamp in the City

History created a living, breathing swamp within a 5600-sq-ft space at NYC's Chelsea Market featuring live alligators, turtles, Cypress trees and other realistic touches. They even brought in 8K gallons of water! That's commitment. Ratings for the S3 premiere was up 21% vs. S2.

ION Television - "Your Home for the Holidays" Mobile Gingerbread House Stunt

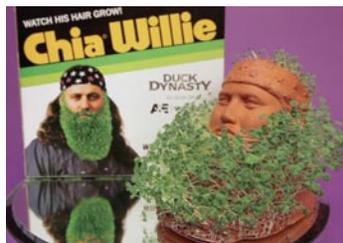
ION hired the Michael Allen Group to devise a stunt highlighting ION's "Positively Entertaining" tagline. What resulted was a fully branded mobile gingerbread house filled with gummy bears, chocolate kisses, peppermint sticks... OK, you had us at gingerbread.

Sundance Channel's Push Girls

A pop-up dance stunt featuring a wheelchair dance crew 4 days before the "Push Girls" premiere brought the show's high-energy, inspirational vibe to 3 locations in NYC. It was quite a party, and it generated massive social media buzz and mainstream press. Awesome.

Press Kit

Winner A&E - Chia Willie



You know your tchotchke for press kits is a hit when you end up selling thousands of them online to fans of the show. A&E partnered with the company that makes Chia Pet to make a Chia Willie, featuring the long beard of "Duck Dynasty" show star Willie Robertson. The "Pet" was the centerpiece of the press kit, with Willie featured in the original Chia Pet packaging. It ended up generating lots of buzz, particularly on social media, and new publications that did not cover the show in Season 1 wrote about it.

Honorable Mentions

A&E - Bates Motel Viewfinder Tease Kit

A&E used the TCA gathering room drop to create buzz for upcoming drama series "Bates Motel," designing a custom Viewmaster, set in vintage packaging and containing stereoscopic 3D images from the set.

The History Channel - Hatfields & McCoys

Its book—split in half for the two feuding families—proved a useful asset for journo's given the lengthy cast for the miniseries. A shot-up hat was a nice finishing touch.

National Geographic Channel - Doomsday Preppers

To highlight the show and introduce the diverse preppers in the series, the net created a survival box featuring a map of the US with the location of each prepper, a can of beans, can opener, a roll of toilet paper and a dehydrated meal.

Ogilvy & Mather New York/

Time Warner Cable - Victor Cruz Pro Bowl

Time Warner Cable created a campaign around Giants receiver Victor Cruz's trick catch videos and mailed out press kits with custom made Velcro covered footballs and gloves with a handwritten message from Cruz, "These should help you catch like me for a while. Check out my videos at #ProBowlCatch."

Programming Stunt

Winner TLC All New New Year

Pairing Honey Boo Boo with a scaled replica of Times Square Ball crafted specially for the promo shoot, TLC kicked off new seasons of 5 major series for the last week of 2012. The Programming Stunt culminated in a day long Times Square Boo Boo takeover, including guerilla stunts with gigantic Boo Boo heads, Boo Boo Glasses and a New Boo Year's celebration. The campaign delivered ratings lift for "Sister Wives," "Toddlers & Tiaras" and gave a strong start to new

series featured in "All New New Year." "The Honey Boo Boo Specials" outperformed all prior episodes, including 3.1mIn P2+ viewers for the promoted special. The Times Square guerrilla stunt nearly doubled total media value due to the incremental earned media PR impressions, and New York ratings for the Honey Boo Boo Special increased +52%.

Honorable Mentions

Discovery Communications - 14 Nights of Firepower: Military Channel Olympic Stunt

The primary goal of this campaign was the launch during the Olympics, when all eyes turn to the Games, and for Military Channel to shout its importance.

Investigation Discovery - ID Soap Block - "Days of our Knives" Daytime Stunt

The Soap Block, known to viewers as "Day of our Knives," used former and current soap opera stars to promote the ID daypart (1pm-4pm).

Sportsman Channel - Attack of the Bass!

The promotion for "Attack of the Bass" resulted in a 200% household rating boost overall (week average). Additionally, there was a 35% increase in ratings from the prior April in the M25-54 category.

Public Affairs Campaign

Winner USA Network 2012 USA Characters Unite

Characters Unite is USA Network's public service campaign to address the social injustices and cultural divides still prevalent in our society. To meet the '12 objectives, USA Network used engaging messages and leveraged all of its platforms. The campaign exceeded expectations by driving much greater awareness, highlighting timely civil and human rights issues and stressing the importance of respect and acceptance. The initiative generated more than 440mIn media impressions with coverage in a wide range of outlets including "The Today Show," "Morning Joe," "Access Hollywood," E!, AP, *Sports Illustrated*, *New York Times*, *Variety* and many more. The net was able to enlist President Obama to film a new introduction for "To Kill A Mockingbird" and Oscar winner Whoopi Goldberg to tape one for "The Color Purple." This "star power" helped generate greater buzz and awareness for the airings of both films which delivered stellar ratings.

Honorable Mention

Discovery US Hispanic - Discovery Familia's Escucha tu Corazon

During American Heart Month, Discovery Familia joined this important cause by launching the "Listen To Your Heart" campaign to raise awareness and educate Hispanic women about heart diseases, including their risk factors.

Social Media During a Program

Winners USA Network Psych Slumber Party



Who doesn't love a slumber party? USA and digital agency 360i engaged its superfandom of self-labeled "PSYCH-Os" by encouraging

slumber parties from midnight to 6am, as well as a "prizeathon" beforehand offering 120 prizes for the 120 minutes leading up to the party. The prize fest created something to tweet about before the marathon screening session even began. Hats off to USA for keeping its fans up all night tweeting.

WE tv Sync



After its success with its June 2011 launch in conjunction with "Bridezilla," WE tv's Sync app expanded to originals. And it's been reaping the benefits ever since. Average monthly visits from January to November in 2012 were 71% higher than the same timeframe in 2011. The app is easy to use and creates a fun and social environment for fans, who can watch shows together

in groups, take polls and witness their own comments in on-air banners as the show is airing.

Honorable Mentions

A&E - Duck Dynasty Season 2: On Air Integration

Among the fun social interactions mid-program with "Duck Dynasty:" When one of the Robertsons tweeted or a duckling graphic appeared on air, fans tweeted back #DUCK in response. A virtual duck call? We're into it.

Bravo Media - Real Housewives of Atlanta: The Social Edition

Bravo extended The Real Housewives' passion for gossip into the social realm with a social edition featuring the best tweets, Facebook posts and Google+ comments from a live episode.

ESPN - NFL Countdown Twitter Voting

Live Twitter voting during the NFL playoffs on ESPN's "Sunday NFL Countdown" considered topics such as the Redskins' RG III versus the Seahawks' Russell Wilson, which garnered a whopping 30K tweets.

ESPN - SportsNation Halo4 Bowl

When New England Patriots' Rob Gronkowski played New York Giants' Victor Cruz in the videogame Halo 4 on ESPN2, for an hour on Twitter fans had the chance to pick the winner. Talent engagement and giveaways enhanced the social experience as well.

Turner Broadcasting System - Conan Sync App

Using ACR technology the Conan Sync App let viewers view exclusive behind-the-scenes content and interact on social platforms—complete with a silly "How-To" video featuring Conan himself.

Social Media Marketing

Winner

ESPN - So Disrespectful



"First Take" hosts Stephen A. Smith and Skip Bayless like to disagree when discussing NBA star LeBron James. So ESPN made a viral video of it.

Producer DJ Steve Porter—a specialist in viral videos—created the YouTube mashup "So Disrespectful," a sequel to "All He Does Is Win." It combined show clips, sound bites and some action play and got more than 300,000 views in two days. After six months it surpassed 1.1 million views. The video was also aired on linear TV and was part of the show's content during the first day of the NBA season. ESPN-branded social media accounts aided the video's growth in popularity as well. And most importantly, it's hilarious.

Honorable Mentions

A&E - Duck Dynasty Season 2: On Air Integration

Fans had a chance to hangout (Google+ style) with The Robertsons, tweet #DuckMyRide for a spin in a limo tricked out in camo or win a Chia Willie Pet. 'Nuff said.

Bravo Media - Around the World in 80 Plates

The network created the 80 Plates Tweet Challenge, where viewers raced to a secret location to find tickets to the show's far-flung locales, and the Fill-A-Jet Sweepstakes, which gave fans a chance to win plane tickets after filling virtual jets with Facebook friends.

Hallmark Channel -

Countdown to Christmas Campaign Holiday 2012

Hallmark Channel does Christmas like no other net. This past holiday season's efforts included a "wish map" app on Facebook for expressing holiday wishes and sentiments and a "Heart of Christmas" game app where users could search for hidden Christmas-themed objects.

HBO - Game of Thrones Season 2: Pledge Your Allegiance

"Game of Thrones" fans had the opportunity to pledge their allegiance to one of the five warring families in GOT's Westeros. Those allied with the winning house received much-coveted artifacts, like props from the show and signed memorabilia.

HBO - True Blood Season 5 Makers Day

Vampires on "True Blood" are indebted to the "Makers" who turned them. To create buzz for season 5, HBO created "Makers Day" and an app which let viewers thank those who turned them on to the show.

Time Warner Cable Sports -

"One Home. One Goal" campaign

To promote Time Warner Cable's launch of its two LA-based regional sports nets, the MSO enlisted Lakers fans to tweet about the networks and ask their TV providers to carry them.

Sweepstakes and Games Marketing

Winner

Fuseideas/Nat Geo/DirecTV - Doomsday Preppers Apocalypse Match-Up

Doomsday Preppers are great at making lists. It comes with the territory. So to capitalize on this, Fuseideas created a Facebook app for DirecTV and National Geographic called the Ultimate Preppers Checklist. You choose friends to have on your team, the role each of them would play and the skills they'd have—whether "Hipster," "Hacker" or "Military." Customizing certain skills, which each player could approve or develop more, was an option as well. Then, teams are ranked by their preparedness. Turns out there are a lot of Preppers out there: The app received over 3 million impressions in its first 24 hours after launch.

Honorable Mentions

Brand Connections/VH1 -

Mob Wives Season 2 "Swear Jar" Sweepstakes

The net cooked up a virtual Mob Wives Swear Jar with a Facebook application, so you, too, could compete with the Wives' propensity for expletives.

Hallmark Channel -

Santa-riffic Sweepstakes & Scavenger Hunt

In Hallmark Channel's Santa-riffic scavenger hunt, players try to locate where Old Saint Nick is visiting that day. And each time you play, you're entered into a sweepstakes with a trip to the North Pole as the reward.

Tchotchke

Winner

National Geographic Channel - Doomsday Preppers Sex on the Beach



For a special Valentines ep of "Doomsday Preppers," Nat Geo asked what alcoholic beverage would Americans 21 or older most like to sip if the end was near. Sex on the Beach was the cocktail of choice, so to promote direct tune-in it sent personalized letters with the cocktail recipe, a beach pail and the ingredients for the drink to select journos. Not that we're partial to press promos

involving alcoholic themes, but... we kinda are, actually. But we look on the bright side: At least we'll be prepared for anything. Even zombies.

Honorable Mentions

A&E - Chia Willie

A&E partnered with the company that makes Chia Pet to make a Chia Willie, featuring the long beard of "Duck Dynasty" show star Willie Robertson.

International Media Distribution -

Music is the International Language -Calendar and CD

IMD took its annual themed calendar to new heights by pairing it with a custom CD featuring a music track for each network partner's culture, including Psy's "Gangnam Style."

Time Warner Cable - Chinese New Year Couplet

The MSO had street teams distribute thousands of printed couplets (displayed during Chinese New Year) in Asian malls, supermarkets and high traffic street corners in Asian hubs of NYC. This tchotchke was part of a comprehensive 1Q international acquisition campaign that surpassed goals.

Trade Show Marketing/PR

Winner

HBO - Game of Thrones at Comic-Con



In order to achieve maximum exposure, HBO organized a panel event for over 6K Comic Con attendees with key actors, hosted and moderated by the book "Game of

Thrones" creator George R.R. Martin. The real-world connection fans had initially established with the 1st season were reinforced with a memorable, larger-than-life experience, signifying a positive trend for future seasons of Game of Thrones. The initiative set record traffic for HBO Connect, featuring live chats and commentaries from Finn Jones, Kristian Nairn and Bryan Cogman. The show's Twitter profile grew by nearly 30K connections to 280k followers. The YouTube channel boasted nearly 44mln views. The show's Facebook page grew from 1.9mln to 2.2mln "likes" ahead of premiere and was poised to broach 3mln.

Honorable Mentions

Cox/Cisco - 2nd-Screen App/EPG Event at CES 2013

Cox and Cisco made a huge splash at CES with a college football viewing event that also gave attendees the chance to try out Cox's new Cisco-powered EPG and 2nd Screen apps.

ESPN 3D Viewing Party at CES

OK, so ESPN just shut down its 3D net. But early this year at CES, the network was still fighting the good fight as it invited 3D enthusiasts to a bar to don those 3D glasses.

HBO - True Blood at Comic-Con

The overarching idea was to cater to the show's most devout fans while simultaneously appealing to potential new viewers. And HBO hit that note perfectly.

INSP Independent Show 2012 (NCTC)

The team sent a targeted mailing to key clients before the Indie Show to introduce a new sales rep, incentivizing them to meet with him at the show.

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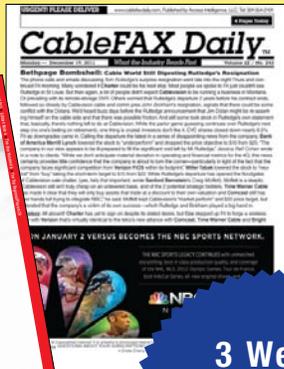
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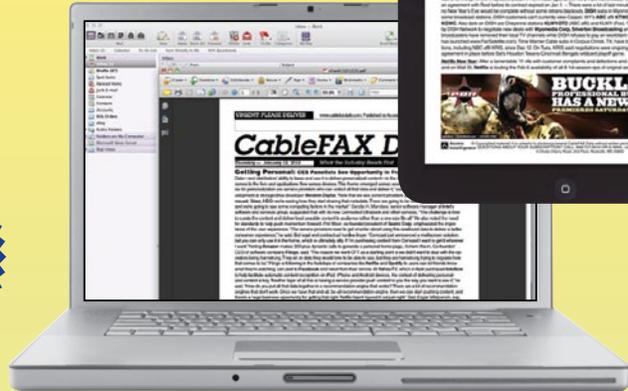
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