

CableFAX Daily™

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What the Industry Reads First

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Year-End Ratings: USA Wins Prime Total Viewers, But TBS Takes 18-49s

As expected, **USA** was the #1 net in prime among cable channels (2.68mln viewers) in '13, while **Nick** slightly edged **Disney** for the total day crown (1.77mln vs 1.72mln viewers, respectively). What else do the numbers show us? Perhaps that **TBS** should be watched closely. It finished the year as cable #1 net in prime for 18-34 and 18-49 delivery, ending a 7-year winning streak by USA in the 18-49 demo. It was a squeaker though. TBS had 1.052mln 18-49 viewers vs USA's 1.036mln. **History**, **TNT** and **TBS** all had about 2mln prime total viewers for the year. The difference? While History and TNT's ratings were down YOY (2% and 5%, respectively) TBS was up 3%. On the news net side, *Jeff Zucker* seems to be making some headway at **CNN**. **Fox News** is still handily the #1 cable net in total day and prime P2+ (1.1mln and 1.79mln), but for the 1st time in 2 years, CNN was #2. CNN eked past **MSNBC**, with 415K total viewers to MSNBC's 397K. However, in prime, MSNBC outranked the **Turner** net 652K to 574K. While CNN was flat in total day viewers, MSNBC was down 21% for the year vs '12's avg. Fox shed 4%. With no presidential election, all three dipped in prime, with MSNBC down 29%, CNN off 16% and Fox News down 13%. The #1 program of the year was the '13 BCS National Championship on **ESPN** (26.5mln total viewers, Live+7). **AMC**'s "The Walking Dead" was cable's top series, with 6 eps in the year's top 10 programs, including the Oct premiere taking the #2 spot for the year (20.8mln). **A&E**'s "Duck Dynasty" made 1 appearance in the top 10 for its Season 4 premiere (17.4mln). The biggest YOY declines in P2+ prime ratings came at **Al Jazeera**, which fell 48% to 22K (AJAM was Current until Aug, and spent almost the entire year without carriage on **Time Warner Cable**), and **Nick Jr.**, which fell 42% to 464K. The top nets in prime didn't see much YOY change, with 1st place finisher USA essentially flat and runner-up Disney up 2% (2.4mln viewers). Third-place finisher ESPN's 2.2mln avg is down 6% compared to last year. **Brag Book**: **Discovery** delivered its highest total viewership in 12 years (1.36mln in prime), with 11 series averaging more than 2mln total viewers in '13. **Animal Planet** had its most watched-year in network history in prime and total day among P2+, HH, 25-54s, 18-49s and men 18-49. **ID** had its best year ever in prime for P2+, HH, 25-54s, 18-49s, women 25-54 and women 18-49. In YOY 2+ primetime gains, **Hallmark Movie** saw a nice spike, with its ratings up 31% to an avg of 259K viewers, while sibling **Hallmark** rose 14% to 866K. Several nets saw double-digit gains. Just a smattering of the gainers: **DIY** (+23% to 168K), **MLB** (+33% to 141K), **INSP** (+22% to 311K), **OWN** (25% to 414K) and **UP** rose 21% to 184K.



Fresh.*

*Coming soon from CableFAX.

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Quietest New Year's Ever? As predicted, 2014 came in like a lamb, without any major retrans or cable network disputes. **Lockwood Broadcasting** and Cable One decided to extend their carriage talks through Jan 3, as they work on a new long-term deal for **KTEN NBC**, **ABC Texoma** and **CW Texoma**. **Cablevision** and **Meredith**-owned **WFSB** also extended their talks through 6:30pm ET on Jan 3 (**Cfax**, 1/2). **Charter** suffered a brief blackout at midnight Jan 1 with **Cox Media**, but stations, including Atlanta's **WSB**, were back on the air as of 2pm ET that day, according to local news reports. Charter and **Morgan Murphy** extended talks through noon on Jan 1 (deal expired at midnight) and reached a new agreement.

NBC Doings: New year, new venture. After ending a decades-long relationship with the *Wall Street Journal*, **AllThingsD** journalists **Walt Mossberg** and **Kara Swisher** started **Re/code**, a digital media and tech news, reviews and analysis site under the duo's new company **Revere Digital**. Global conferences are also part of the business. The pair scored **NBCU News Group** and **Windsor Media**, an investment firm run by former **Yahoo** exec **Terry Semel**, as investing partners. As part of the deal, Swisher, Mossberg and other Revere journalists will appear on-air across all of NBC News Group nets including **CNBC**, **MSNBC**, the "Today" show, and "Nightly News with *Brian Williams*" and will provide access to breaking news simultaneous with Re/code. In addition, CNBC will become Revere's media partner for its global conferences. The companies will also collaborate on advertising through NBCU's brands and Revere Digital's multiplatform initiatives.

M&A: **Suddenlink** completed its acquisition of some TX cable systems from **Northland Comm**. The systems serve more than 12K residential and around 300 business customers, representing some 18,700 PSUs on a combined basis. The MSO is looking to interconnect the Northland systems with nearby Suddenlink systems. Suddenlink expects to retain nearly all local employees. **RBC Capital Markets** was the exclusive M&A advisor to Northland in the deal.

At the Portals: FCC head **Tom Wheeler** will participate in a town hall hosted by advocacy groups like **Voices for Internet Freedom**, **Center for Media Justice** and **Free Press** on Jan 9 in Oakland. The event will address "an increasingly corporate media environment." And, of course, he'll be at **CES** next week for the FCC chair's traditional Q&A with **Gary Shapiro**.

Comm Act Update: Any update of the Communications Act should eliminate the so-called "silo" regime in which different requirements are tied to various service classifications, such as "cable" or "telephone" services, **Randolph May**, pres of free market think tank the **Free State Foundation** wrote in a recent *Washington Times* op-ed. He welcomed House tech subcmte leadership's plan to start the process to update the Act. The requirements "often favor one marketplace competitor over another without good reason," May said. In addition, the "public interest" standard, ubiquitous throughout the current statute, grants the **FCC** "too much unconstrained discretion that enables too much regulatory micromanagement." A new law should implement competition-based standard which would force the FCC to focus on whether a market failure exists, May said. Finally, the new law should require the FCC to favor "narrowly tailored remedial orders over broad proscriptions developed in anticipatory rule-making proceedings." This would help void overregulation, May said.

Vets Wanted: Following the cable industry's initiative to hire veterans, **CEA** will launch **USTechVets.org**, an online community to help the hiring and career development of military veterans throughout the tech community. The initiative seeks to facilitate vets' transition to civilian careers, reduce vet unemployment and provide access to employment in the tech industry. CEA pres/CEO **Gary Shapiro**, along with **Bobbie Kilberg**, pres/CEO of **Northern Virginia Technology Council**, and **Steve Cooker**, evp at **Monsters Worldwide**, will announce the initiative at CES on Wed.

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BUSINESS & FINANCE

Disney (Un)doings: Disney's SOAPnet, launched in Jan 2000, went off the air at midnight Dec 31. Viewers can watch new eps of "General Hospital" weekdays on **ABC** and on demand. The Mouse recently announced its plan to pull the plug on the channel as part of a shift in business priorities. The initial plan was to shift SOAPnet to Disney Junior. But after the preschool net's launch in Mar '12, SOAPnet stayed on the lineups of many distributors.

Marketing: Travel Channel ramped up marketing for its shows with the 2nd annual programming event and sweepstakes, "The Trip: 2014," which includes a \$100K adventure giveaway in Spain and Morocco. Viewers can enter to win online. "The Trip: 2014" runs from Jan 2 through Mar 24, complementing the 1-hour special that premieres on Jan 27.

-- **Time Warner Cable SportsNet** and **Time Warner Cable Deportes** launched the "Planet Lakers" and "Lakers Corazón" sweepstakes as part of campaigns targeting passionate Lakers fans on both nets. Fans can submit videos online expressing their Lakers fandom. Videos could potentially be featured on "#Lake-Show," "Lakers en Vivo" and "Somos Lakers" throughout the season, as well as on the nets' websites and social media platforms. The campaign will run all season long and winner of the grand prize from each net gets 2 tickets to a Lakers game and a chance to appear in studio.

CableFAX Daily Stockwatch

Company	01/02 Close	1-Day Ch	Company	01/02 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			BROADCASTERS/DBS/MMDS		
21ST CENTURY FOX:	35.63	0.46	GOOGLE:	1113.12	(7.59)
DIRECTV:	68.95	(0.11)	HARMONIC:	7.32	(0.06)
DISH:	57.75	(0.17)	INTEL:	25.79	(0.17)
DISNEY:	76.27	(0.13)	JDSU:	12.80	(0.18)
GE:	27.50	(0.53)	LEVEL 3:	33.03	(0.14)
MSOS			MICROSOFT:	37.16	(0.25)
CABLEVISION:	17.22	(0.71)	MOTOROLA MOBILITY:	14.54	(0.36)
CHARTER:	134.75	(2)	NIELSEN:	45.08	(0.81)
COMCAST:	51.45	(0.52)	RENTRAK:	37.02	(0.87)
COMCAST SPCL:	49.39	(0.49)	SEACHANGE:	12.15	(0.01)
GCI:	11.19	0.04	SONY:	17.16	(0.13)
LIBERTY GLOBAL:	88.74	(0.26)	SPRINT NEXTEL:	10.40	(0.35)
LIBERTY INT:	29.21	(0.14)	TIVO:	12.85	(0.27)
SHAW COMM:	23.85	(0.49)	UNIVERSAL ELEC:	36.75	(1.36)
TIME WARNER CABLE:	133.84	(1.66)	VONAGE:	3.29	(0.04)
PROGRAMMING			YAHOO:	39.59	(0.85)
AMC NETWORKS:	66.09	(2.02)	TELCOS		
CBS:	63.25	(0.49)	AT&T:	34.95	(0.21)
CROWN:	3.43	(0.1)	VERIZON:	49.00	(0.14)
DISCOVERY:	89.10	(1.32)	MARKET INDICES		
GRUPO TELEVISIA:	29.75	(0.51)	DOW:	16441.35	(135.31)
HSN:	61.38	(0.92)	NASDAQ:	4143.07	(33.52)
INTERACTIVE CORP:	67.93	(0.72)	S&P 500:	1831.98	(16.38)
LIONSGATE:	31.72	0.06			
MADISON SQUARE GARDEN:	57.47	(0.11)			
SCRIPPS INT:	85.48	(0.93)			
STARZ:	29.23	(0.01)			
TIME WARNER:	68.73	(0.99)			
VALUEVISION:	6.73	(0.26)			
VIACOM:	87.25	(0.52)			
WWE:	16.01	(0.57)			
TECHNOLOGY					
ADDVANTAGE:	2.69	UNCH			
ALCATEL LUCENT:	4.42	0.02			
AMDOCS:	40.76	(0.48)			
AMPHENOL:	87.74	(1.44)			
AOL:	44.80	(1.82)			
APPLE:	553.13	(7.89)			
ARRIS GROUP:	24.19	(0.15)			
AVID TECH:	8.12	(0.03)			
BLNDER TONGUE:	0.96	(0.04)			
BROADCOM:	28.99	(0.66)			
CISCO:	22.00	(0.43)			
CONCURRENT:	8.14	(0.03)			
CONVERGYS:	20.81	(0.24)			
CSG SYSTEMS:	29.18	(0.22)			
ECHOSTAR:	49.61	(0.11)			

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PROGRAMMER'S PAGE

Is the TV Academy 'Shameless'?

One of the best shows on TV will premiere its 4th season on Jan. 12. So just as Hollywood awards season gets underway this month, what better time to point out that **Showtime's** "Shameless," which tracks a struggling Chicago family, never gets much Emmy love (save 3 noms for "guest actress" *Joan Cusack*, who has never won)? True, the show isn't always easy to watch. The Gallagher clan's innovative survival tactics are shameless at best, despicable at worst. It can be exceedingly dark and sad—but also often hilarious. And that may be part of the problem. "I say it's a comedy, and I think that's one of the reasons that Emmys probably aren't in our future because we're classified as a drama," series star *William H. Macy*, who plays delinquent dad Frank, told me at a red carpet event this summer to trumpet the show to last year's Emmy voters. "You know, it's not everybody's cup of tea, clearly. And the Emmy voters are all my age. They're not young folks, and I think our show is for younger people." So will the Academy finally recognize *Shameless* in 2014? No one's placing any bets. *Emmy Rossum*, who plays eldest daughter and surrogate mom Fiona, put it to me this way: "We're not one of those shows that people are going to talk about and vote for just because it sounds familiar. You really have to watch the show... It's a challenging show. It's in your face. It's not a show that's background noise." *Shanola Hampton*, who plays Fiona's best friend Veronica, said the series' comedy-drama mix could be a factor, but "I really don't know why we haven't gotten award love because I am such a television-a-holic, and I find it to be one of the best shows on television." Increasingly, audiences agree, with S3 having averaged 5.4mIn viewers per ep, up 12% over S2. Will Season 4 be the charm for this underappreciated gem? As series regular *Zach McGowan* told me, "I think we stand out from the pack." Let's hope Emmy voters realize that sooner than later. - *Michael Grebb*

Reviews: "The Spoils of Babylon," premiere, Thurs, 10p, **IFC**. We can't believe the good people of IFC would subject viewers to this arrogant and pretentious mini. Your uppity host is "Babylon" 'author' *Eric Jonrosh*, who, fittingly, is billed as "the undisputed master of dramatic fiction." Jonrosh brags he's Babylon's director, producer and financier. Actually, Jonrosh is a dinosaur whose work is reminiscent of the worst of over-the-top "epic television events" of yesteryear, think "Rich Man, Poor Man" and "The Thorn Birds," which prompted Babylon, although there's not a bird in sight. Besides piles of cash, how did Jonrosh manage to hook the fantastic *Toby Maguire*, *Tim Robbins*, *Michael Sheen* and *Jessica Alba* to join him? Those stars alone make Babylon worthy, although not every cast member is talented. The actress who plays Lady Anne is gorgeous, but looks can't overcome her mannequin-like acting skills. -- "Justified," season V premiere, Tues, 10p, **FX**. U.S. Marshal Raylan Givens (*Timothy Olyphant*), now a daddy, is back dispensing his own style of justice as the already-strong series is refreshed with strong, new plotlines and cast members, including *Amy Smart*, *Alicia Witt* and gorgeous newcomer *Karolina Wydra*. And while Givens prefers talking to shooting, violence abounds, such that even notorious bad-die *Boyd Crowder* (*Walton Goggins*) finds some of it distasteful. - *Seth Arenstein*

Basic Cable Rankings (12/23/13-12/29/13)

Mon-Sun Prime			
1	ESPN	3.4	3313
2	USA	1.9	1851
3	TBSC	1.7	1692
4	DSNY	1.5	1446
4	HALL	1.5	1335
6	HIST	1.3	1255
7	TNT	1.2	1157
7	LIFE	1.2	1155
7	FAM	1.2	1124
7	DSE	1.2	88
11	A&E	1.1	1112
11	AMC	1.1	1101
13	DISC	1.0	935
13	FX	1.0	927
15	ADSM	0.9	856
15	FOXN	0.9	843
15	ID	0.9	751
18	HGTV	0.8	805
18	NAN	0.8	772
18	TLC	0.8	772
18	BRAV	0.8	764
18	SYFY	0.8	751
18	SPK	0.8	748
24	FOOD	0.7	706
24	CMDY	0.7	669
26	TVLD	0.6	591
26	TRU	0.6	551
26	LMN	0.6	469
29	APL	0.5	510
29	BET	0.5	473
29	VH1	0.5	439
29	H2	0.5	343
29	DSJR	0.5	293
34	MSNB	0.4	377
34	NGC	0.4	360
34	EN	0.4	349
34	WE	0.4	321
34	NKJR	0.4	319
34	BBCA	0.4	306
34	OXYG	0.4	296
41	TRAV	0.3	328
41	MTV	0.3	298
41	CNN	0.3	278
41	DXD	0.3	271
41	GSN	0.3	258
41	WGNA	0.3	251

*Nielsen data supplied by ABC/Disney

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