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What the Industry Reads First

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Time Warner CFO: Movies Still Matter to Viewers

The consensus may be that people subscribe to **HBO** for the original programming, but the premium net says it's not that simple. In fact, 40% only watch movies on the net, according to **Time Warner CFO John Martin**. That's important to keep in mind as Wall Street tsk-tsks its decision to re-up major output deals with studios, most recently **Comcast-owned Universal Pictures**. **Bernstein Research** analysts believe HBO will continue to pay Universal somewhere around \$200mln/year. The firm's analysts believe such output deals are a defense mechanism aimed at keeping **Netflix** from becoming a legitimate movie service that could eat into premium TV subscriber numbers. "With **Disney** and **EPIX**, Netflix will once again become something approaching a legitimate movie service. If Netflix had grabbed Universal as well, it would have indisputably become a strong movie player," said a Bernstein research note. Martin, speaking at **Citi's** investor conference Mon, didn't talk much about Netflix in a competitive sense. Instead, he spoke about the opportunities it and other SVOD services offer. On Mon, **Warner Bros** announced a deal with Netflix that includes 8 current shows and potential future shows. Martin said the company should finish '12 with more than \$300mln in SVOD revenue, with 4Q particularly strong. He knocked down talk of cord-cutting, noting that the number of broadband HHs has stayed the same (4-5mln) from when Netflix had no subs to its more than 20mln today. And Martin rejected the idea that SVOD is impacting ratings, with broadcast nets down in single-digits and cable flat in YOY ratings last year. "It's not big enough to have any sort of a meaningful impact. Based on our estimates, we think Netflix in 4Q probably represented about 3% of video viewing, he said. And despite sub growth, that's up from just 2% the year earlier. What's more, "HBO's domestic trends in 2012 are better than they've been in years," Martin said. "With TV Everywhere growing in demand... we see the multichannel value getting better, not being put at risk." In case distributors need a reminder, Time Warner's looking for more money for its channels. TWX's affiliate renewal cycle begins in mid-year and continues through '16, with the company anticipating double-digit growth in '14-'16 (think of all that sports content **TNT** has added). Martin was upbeat on advertising. "I think the wind is on our back looking into 2013. The ad environment feels healthy. Sports is on fire right now in terms of demand," he said, adding that women's

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categories are also quite strong.

Retrans: Cox and Raycom may have buried the hatchet, but another retrans dispute popped up over the weekend. **DirecTV** lost **ABC**-affiliated stations on Sat serving Anchorage, Fairbanks and Juneau, AK. DirecTV said **Vision Alaska** is seeking more than 10 times what **KYUR, KATN** and **KJUD** have ever received. The contract expired Dec 31, but a brief extension was granted through Jan 4. On Fri, Raycom and Cox announced a retrans consent pact that returned the broadcaster's stations in all Cox markets. On Jan 1, Cox lost stations in VA, FL, OH, LA and AZ.

Citi Conf: As **Verizon** continues its joint quad-play offer with its cable partners, it recognizes that "technology is what sells" and "application is what sells," according to CEO **Lowell McAdams**. More and more content providers are offering anytime, anywhere content across platforms, he noted. Thanks to high-speed mobile networks enabled by LTE technology, authentications can be done over wireless networks, he said. Meanwhile, the telco chief expects to see up to \$10bln charges in 4Q, including some \$1.5bln in restructuring costs, \$7bln pension charges and \$1bln Hurricane Sandy related charges. He also warned that the company expects '13 to be relatively flat overall because of economic and regulatory uncertainties. Nonetheless, the telco added 130K FiOS video subs in the quarter and the migration from copper to fiber is expected to accelerate "substantially" from the 200K in '12. The telco has migrated some subs from copper to FiOS during Hurricane Sandy, he noted. Wireline margins will likely remain flattish in 4Q though there could be improvements thanks to new union contract and a restructuring of the Verizon Enterprise unit. The telco also plans to continue to pursue cloud service business. Verizon's security features for its cloud services have been drawing enterprise customers, he said.

CES Notebook: **Time Warner Cable's** in-home authenticated service TWC TV is headed to **Roku** boxes (Roku HD and Roku LT, as well as this Roku Streaming Stick) this Q. At launch, TWC TV will feature up to 300 live TV channels. It marks the 1st time the service is available for streaming on a consumer device to a connected TV. TWC TV is currently available on **Apple** devices, PCs and Macs, as well as a number of Android tablets and phones. -- **Netgear** is bring the **SlingPlayer** to its line of NeoTV Streaming Players, its device for streaming movies, TV shows and songs to TVs in full 1080p HD and 5.1 Dolby Digital Surround Sound. The players range from \$50 to \$70. -- **Pace** and **Broadcom** announced the Media Server Gateway, which uses the XG5 product spec and Reference Design Kit software developed by **Comcast**. The Gateways offers bonded DOCSIS 3.0 data speeds with wireless and wired networking over 802.11ac and MoCA 2.0. Pace also said it has received approval for production of **DirecTV's** next-gen HR44 "Genie" Media Server and C41 mini Genie device. -- **DISH** showed off its DISH Explorer app for iPad, which serves as a 2nd-screen app for its Hopper Whole-Home HD DVR platform. The app helps users discover popular and trending shows, allows them to engage with fans of the same show on social media and control the Hopper from an iPad. The free app is now in Apple's App Store. -- **Rovi** announced its HEVC Development Program. The latest compression technology can reduce storage and bandwidth costs, delivering an optimized viewing experience. Roll out will start early this year shortly after the standard is ratified. Beginning in the 2nd half of the year, Rovi expects to launch HEVC support in its video delivery and playback solutions including its DivX products and technologies. Later this year, Rovi will release key findings from an HEVC Market Trajectory Study conducted in collaboration with **Frost and Sullivan**, assessing the roadmap for HEVC. Rovi is also working with smart TV games network **PlayJam** to enable implementation of multiscreen interactivity and engagement. -- **ActiveVideo Networks** launched its "CloudTV Access" developer program designed to accelerate the design and deployment of advanced HTML5 user experience for users of cloud-based smart TVs, set-tops and other CE devices. The initiative can help cut app time-to-market by as much as 80% for connected devices makers and virtual service providers, as well as cable and IPTV ops.

Greenblatt's Cable Roots: As he has done before during **NBC's** exec session at **TCA**, NBC chmn and former **Showtime** programming chief **Robert Greenblatt** gave a few props to the cable model as NBC continues its impressive ratings turnaround. This time, he took on critics who wanted to know if the hiatus of hits "The Voice" and "Revolution" during Feb and Mar will slam the brakes on the net's momentum. "It's a little bit more of a cable model," he said. "Cable, the audience is fine to see 2 seasons of 'Breaking Bad,' 8 episodes in Dec and then 10 episodes in June. And I think if you market properly and have the goods and then you can run them all in a row without

repeats—I actually think that’s the better long term play.” He also addressed multiplatform and time-shifting. “We’ve given the audience all these tools,” he said. “It’s our fault... But we can’t stick our head in the sand and say, ‘Oh, it’s a terrible state of affairs that we now find ourselves in because our business model is being robbed of its potency.’” Instead, he said nets must focus on more live programming as well as even more engaging non-live content.

People: **TV Guide Net** pres *Mike Mahan* will leave his post in the coming weeks, with **Lionsgate Ent** strategic adviser *Dennis Miller* stepping in as interim pres. *Deadline* first reported the news Mon. TV Guide Net is getting rid of the “Guide,” and changing its name to TVGN. The rebrand is expected to be launched by the end of Mar. -- *Joe Waz* returns to **Comcast** as sr strategic adviser in public policy and external affairs. Waz retired in ’11 as Comcast’s svp, external affairs and public policy counsel. Since that time, he has remained active with the company and the industry as a consultant. -- **USA** upped *Michael Sluchan* to svp, original scripted programming. -- *DeRetta Cole* was promoted to vp, HR, tech and ops for **Turner**. -- **Speed** exec *Francois McGillicuddy* was named svp, gm of **Fox Sports OH**. McGillicuddy, who has served as vp, finance & business ops since ’06, assumes the new post Feb 1. He also will manage the transition of the recently acquired **SportsTime OH**.

Launch Pad: **AT&T** launched its SVOD services for its **U-Verse** subs. For \$5 a month, U-Verse TV Screen Pack subs get unlimited, instant playback of movies on U-Verse TV, Uverse.com and on the U-Verse app for tablets and smartphones. At launch, the Screen Pack will include movies from major studios, with more titles added on an ongoing basis. AT&T is offering a free preview of Screen Pack through Jan 13.

TCA Jan: Another **Television Critics Assoc** tour is underway, and we have the scoop on networks’ presentations of what’s to come. **HBO** took the stage Fri, with *Al Pacino* joining critics by satellite to discuss his performance in “Phil Spector” as the rock legend and convicted murderer (premieres Mar 24). Pacino said playing a real-life character requires a balancing act. “You walk that line of trying not to do the exact mimic of the person, but rather to find... the internal subtext of the character,” he said. *Helen Mirren*, playing Spector’s lawyer *Linda Kenney Baden*, agreed: “It’s an amalgam between a fantasy, a work of imagination... I didn’t feel I had to do the most perfect, immaculate impersonation,” she said. Critics also got a taste of upcoming news magazine series, “VICE” (spring debut), exec produced by *Bill Maher*. Founder of the VICE media brand *Shane Smith* practices a style of journalism he calls “immersionism” that entails embedding in the culture for long periods of time, staying with locals and having stringers. “It’s not like it was before when you needed big cameras and lighting rigs and sound rigs,” he said. Edgy topics like youth assassins and Middle East rivalries will be tackled in the youth-targeted news show. Does this kind of on-the-ground project make vetting sources difficult? “Most of the stories we do would be pretty hard to make up,” Smith responded. “We’re not there to expose,” said exec prod *Eddy Moretti*. “We’re there to immerse and really just tell a story.” Another upcoming series is improv comedy “Family Tree” (spring), starring *Chris O’Dowd* as a somewhat clueless 30-year-old suddenly intrigued by the details of his ancestry. *Christopher Guest* is creator, writer, dir and exec producer. “We know story-wise what’s going to happen, but you don’t know what’s going to happen in the moment... That’s tricky, but very, very fun,” O’Dowd said. **Also upcoming:** *Liberace* biopic “Behind the Candelabra” starring *Michael Douglas* as the artist and *Matt Damon* as Liberace’s lover. Damon is seen in just a beaded mankini at one point—not the actor’s usual on-screen attire. But despite the glamour of fur coats, jewelry and sculpted brows (“I spent more time in wardrobe than I did in the last 15 projects”), Damon insisted he and Douglas took the relationship very seriously. “We weren’t giggling about it. These were people’s lives and we wanted to get it right and we wanted to get the script right... because we know how rare something like this is.” Director *Steven Soderbergh* stressed that the relationship was like any other. What’s unique is the environment in which it takes place, which executive producer Jerry Weintraub once called “la cage aux folles on steroids.” -- On HBO’s 5-part miniseries “Parade’s End” (debuting Feb 26), playwright *Tom Stoppard* told critics via satellite that it’s not actually a World War I drama. The war is an important part of it, but it’s “actually about a society,” he said, which kicks off in 1912 and continues through the war. -- “Mea Maxima Culpa: Silence in the House of God” (premieres Feb 4) looks at the first known case of sexual child abuse committed by priests in a school for the deaf. The film aims to display the power of the “voiceless in the hearing world,” according to dir *Alex Gibney*. See pages 5-6 for more of our TCA overview, featuring **Discovery**, **Starz** and other nets.

Press Clippings: **DirecTV** is ending its **NASCAR** Hot Pass service, which gave subs 4 channels of in-car-driver video and audio, *Sports Business Daily* reports, saying the MVPD is discontinuing the service due to cost. DirecTV also has ended its sponsorship of NASCAR.

Programming: **USA Network** ordered a 3rd season of its Golden Globe-nominated original drama “Neces-

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sary Roughness.” The 10-episode pickup completes the renewal of the network’s full summer slate of original drama series. -- **A&E** ordered a new real life series, “The Governor’s Wife,” which will premiere Feb 27 at 10pm. The net greenlit another real life series “Rodeo Girls” (working title) from the **Weinstein Company**. Pre-production has commenced on the 8 1-hour ep series.

On the Circuit: Comcast Hometown Network, a regional cable net covering Northern and Central CA, will televise a benefit concert for injured **Giants** fan *Bryan Stow* on Sun at 8pm PT. Stow was severely beaten in L.A. after attending the '11 season opener against the **L.A. Dodgers**. The 72-min special, “Tim Flannery & Bob Weir Live at The Uptown,” will direct viewers to comcasthometown.com for donations or to purchase a DVD of the concert.

Honors: Comcast-NBCUniversal evp *David Cohen* will receive the Champion of Digital Equality award at the **Minority Media & Telecommunications Council** Broadband and Social Justice Summit Jan 16 in DC. The group cited Cohen for his “visionary leadership in promoting minority entrepreneurship; universal broadband access, adoption and informed use; diversity; and success in America’s most influential and important industries.”

CableFAX Daily Stockwatch

Company	01/07 Close	1-Day Ch	Company	01/07 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONVERGYS: 17.10(0.06)		
DIRECTV:	50.56	(0.58)	CSG SYSTEMS:	19.30	0.10
DISH:	36.34	(0.55)	ECHOSTAR:	34.49	(0.25)
DISNEY:	50.97	(1.22)	GOOGLE:	734.75	(3.22)
GE:	21.13	(0.07)	HARMONIC:	5.18	0.01
NEWS CORP:	26.82	(0.21)	INTEL:	21.25	0.09
MSOS			JDSU:	14.14	0.31
CABLEVISION:	15.08	(0.23)	LEVEL 3:	24.83	0.15
CHARTER:	77.40	(0.2)	MICROSOFT:	26.69	(0.05)
COMCAST:	37.90	(0.17)	RENTRAK:	19.87	(0.09)
COMCAST SPCL:	36.45	(0.18)	SEACHANGE:	9.84	(0.31)
GCI:	9.17	(0.2)	SONY:	10.97	(0.17)
LIBERTY GLOBAL:	65.31	(0.16)	SPRINT NEXTEL:	5.96	0.04
LIBERTY INT:	20.58	0.07	TIVO:	12.37	(0.03)
SHAW COMM:	22.97	(0.17)	UNIVERSAL ELEC:	19.24	0.35
TIME WARNER CABLE:	97.26	(0.49)	VONAGE:	2.43	0.05
VIRGIN MEDIA:	37.53	0.16	YAHOO:	19.40	(0.46)
WASH POST:	372.22	(3.57)	TELCOS		
PROGRAMMING			AT&T:	35.39	0.16
AMC NETWORKS:	50.75	(0.47)	VERIZON:	44.69	0.39
CBS:	38.24	(0.41)	MARKET INDICES		
CROWN:	2.01	0.03	DOW:	13384.29	(50.92)
DISCOVERY:	65.92	(0.16)	S&P 500:	1461.89	(4.58)
GRUPO TELEVISIA:	27.50	(0.19)			
HSN:	57.10	(0.47)			
INTERACTIVE CORP:	46.03	(0.91)			
LIONSGATE:	17.31	(0.05)			
LODGENET:	0.04	-0.00			
OUTDOOR:	7.64	(0.12)			
SCRIPPS INT:	57.78	(0.53)			
TIME WARNER:	49.12	(0.25)			
VALUEVISION:	2.01	0.18			
VIACOM:	57.17	(1.27)			
WWE:	8.06	(0.03)			
TECHNOLOGY					
ADVANTAGE:	2.13	0.06			
ALCATEL LUCENT:	1.73	0.09			
AMDOCS:	34.44	0.06			
AMPHENOL:	67.03	0.09			
AOL:	30.16	(0.22)			
APPLE:	523.90	(3.1)			
ARRIS GROUP:	15.27	(0.02)			
AVID TECH:	7.66	(0.16)			
BLNDER TONGUE:	1.16	0.01			
BROADCOM:	34.41	(0.03)			
CISCO:	20.29	(0.19)			
CLEARWIRE:	2.90	0.02			
CONCURRENT:	6.31	0.08			

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Discovery at TCA: Pres/gm of **Animal Planet** *Marjorie Kaplan* is not only renewing “Whale Wars” for a 6th season but will intro another muscle-bound conservationist docu-series: “Battleground: Rhino Wars” (premieres Mar). Last year more than 700 rhinos were killed by poachers, and approx 100 people perished while trying to defend them. The 3-part miniseries follows 4 brawny special forces guys (current and former) hired by the South African government. Armed with heavy artillery, the team searches for poachers in their natural habitats. “Let’s not sugar coat it,” *Craig “Saw” Sawyer*, former Navy Seal and team leader, told critics. These men are “not only slaughtering the species but anybody who gets in their way.” -- Remember demolition derbies? Well, they never forgot about them in Utah where the locals take the sport extremely seriously—to the point of spending 60-80 hours souping up a car for just one event. The derby obsession is the subject of **Velocity’s** “Kings of Crash” (premieres 1Q). And competitor *Ryan Sweat* may have put it best to critics with: “Every kid wants to break something,” he said. “We’re just showing them how to do it.” A clip shown to critics included a scene in which Sweat punches out a rival driver, who had heckled his wife. “You don’t mess with my family,” he said. -- **Science Channel** has been taking risks lately, and that’s on display with its new series “Stuff You Should Know” (premieres Jan 19), a fictionalized depiction of *Josh Clark* and *Chuck Bryant’s* science-based podcast of the same name. Bryant said it’s an “idealized version” of their everyday lives—except “it’s definitely more interesting than the real thing.” Science evp/gm *Debbie Adler Myers* said each episode tries to inform on a podcast subject while entertaining. “You’ve got to be true to what makes those podcasts relevant,” she said. “It’s a tricky experiment to do.” -- **OWN’s** reinvention continues with “Blackboard Wars” (premieres spring), which follows a charter school company as it tries to fix a beyond dysfunctional New Orleans public school. “I’ve never seen some of the things I’ve seen there,” said principal *Marvin Thompson*, who mixes toughness with love. “Not hippie love, sergeant-major love,” said educational expert *Steve Barr*, referencing Thompson’s military style as an ex-Army brat. Said Thompson: “One of the biggest challenges for teachers in an environment like this is to make connections with young people.” -- **Investigation Discovery’s** “March to Justice” (premieres Feb 25) asks whether we have come as far as we think when it comes to race. And *Carolyn McKinstry*, who survived 2 civil rights-era bombings in her lifetime, talked about survivor’s guilt. “I suffered for about 20 years from depression,” McKinstry

said. “I began to wish I didn’t survive.” *Robbie Tolan*, a victim of nearly fatal incident of racial profiling, was one of the subjects of ID’s “The Injustice Files: Hood of Suspicion” (premieres Feb 13). Inspiration for the series came from the 2012 *Trayvon Martin* shooting, said filmmaker/host *Keith Beauchamp*. He stressed that it’s important to look at the communities in which these crimes transpired, many of which still retain “the good old boys network.” -- The most surprising aspect of interviewing all 19 living White House Chiefs of Staff for **Discovery Channel’s** “The Presidents’ Gatekeepers” (premieres 3Q) was “just how forthcoming they were,” said exec prod *Chris Whipple*. Some were more candid than others. “*Rahm Emanuel* was a challenge,” said Whipple, likening his testimony to “a 3-hour interview in about an hour and fifteen minutes.” Then there was *Dick Cheney*, who shocked them all by speaking for 7 hours.

Sundance at TCA: Showrunner *Ray McKinnon* admits that viewers often “want order over justice... we want things framed,” which provides a sense of closure. But the philosophy of storytelling he’s taken in **Sundance Channel’s** “Rectify” (premieres Apr 22), the net’s 1st wholly-owned scripted series, doesn’t necessarily subscribe to that. “I’m not so sure I want to abide by those convictions,” he said. The series follows a man who’s been exonerated from death row after 19 years and returns to his hometown. Actor *Aden Young* said he looked to the words on the page. “So much of the role was embedded in the script itself,” he said. -- “Every day was like the acting Olympics,” said *Elisabeth Moss*, of **AMC’s** “Mad Men,” on the physical nature of her role in the 7-part Sundance Channel miniseries “Top of the Lake” (premieres Mar 18), written and created by *Jane Campion*. “It was all very, very raw.” *Holly Hunter*, who plays a guru at a local women’s camp who encounters an investigative detective (Moss) searching for a 12-year-old girl in New Zealand’s wilderness, compared working with Campion, who cast her in the film “The Piano” some 20 years prior, to “falling in love with someone... but it’s falling... and you might stumble.”

BBC America at TCA: *Matthew MacFadyen* was drawn to the role of Inspector *Edmund Reid*, a lead investigator in the quest to capture *Jack the Ripper* in **BBC America’s** crime thriller “Ripper Street” (premieres Jan 19) because it’s far from a stock character. He’s a “very free-thinking, forward-looking kind of man,” said MacFadyen. The series was shot in Dublin in an old Victorian barracks. Rather than speculating on The Ripper’s identity as other productions have done, creator *Richard Warlow* aimed to “tell stories about the streets down which he walked,” and

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the police who “tried and failed to catch him.” -- Comedian *Chris Hardwick*, the host of **AMC**'s “Talking Dead,” is furthering his quest to celebrate nerdism with BBC America's “The Nerdist.” Basically, it's a TV version of the podcast of the same name. Calling it a variety show about “nerd culture through the comedy lens,” Hardwick hopes it will bring stand up and sketch comedy back to TV. “I want to do everything I can to put that back in the world,” he said. “Podcasts became the comedy albums of today,” he said, which makes his show a “nonstop comedy album.” Each show will be themed, which has helped Hardwick create a “jumping off point.” -- Although BBC America's “Orphan Black” (premieres Mar 20) is about clones, there's not a huge focus on the sci-fi element. “We're set in the here and the now,” said co-creator/writer *Graeme Manson*. “We're presenting clones in a really different way here. That's kind of the compelling factor of the show.” As the main character (played by *Tatiana Maslany*), usurps the identity of a clone she has witnessed committing suicide, identity crises and “switcharoo” scenarios abound. For Maslany, playing multiple characters with varied dialects and personalities was physically, emotionally and creatively demanding. “It's the greatest challenge I've ever had as an actor... and exhausting as well.” -- BBC America's “Wild Things With Dominic Monaghan” (premieres Jan 22) takes viewers on an exploration of creepy crawlers across the globe, in an effort to educate the masses and dispel fear, which Monaghan believes is created through negative associations and experiences. “It's a call to arms for people to go explore,” he said. A large part of the show is the journey getting there and interacting with the locals. Animal Planet legend *Steve Irwin* was a major influence on Monaghan. “He meant a lot to me, and I think he was a superb human being across the board.” In some ways, show is a “love letter to Steve Irwin as a person.”

IFC at TCA: Animation's all the rage, and **IFC** will soon launch its own unique version exploring ever-awkward adolescence with “Out There” (premieres Feb 22). The title has a double meaning. Not only is it based on creator **Ryan Quincy**'s upbringing in a small Nebraska town but also his social isolation. Even more unique is the animation style, which borders on abstract. “If they looked like humans, they wouldn't have the same oomph,” he said of characters whose resemblance to various animals match their personalities. “They're more interesting to me, characters with claws and cat noses and everything else.” Quincy admits it's not rapid fire jokes but rather “more of a slow burn, naturalistic kind of thing.” -- IFC's “Portlandia,” the *Fred Armisen-Carrie Brownstein* juggernaut whose new season began Jan 4, is pumping up the star

power this time around with the addition of *Chloe Sevigny*, who said the locals have been more than welcoming. “I went out on the town with Fred and Carrie quite a few nights in Portland,” she said. “People were going crazy.” Armisen remains in a bit of shock over the show's runaway success. “It's more than we ever thought was gonna happen,” he said. “The amount that it's grown so far has been a very pleasant surprise.”

Starz at TCA: **Starz** chief *Chris Albrecht* seems anxious to gain independence as a public company, which happens this month. “So yours truly here will be the CEO of a public company, which is a daunting but exciting challenge,” he told critics, noting that “we will now be in charge of our own balance sheet, and be able to dramatically accelerate our ramp-up into original programming, which we clearly see as the main thrust of Starz's future growth, immediate and long term.” With 55mln subs between **Starz** and **Encore**, the brand certainly has potential, with Albrecht pointing out that its authenticated “Play” product should hit 85% deployment by year-end. Among Starz's new bets is the ambitious “DaVinci's Demons,” which explores *Leonardo DaVinci*'s younger and allegedly wilder years as an artist, inventor and engineer. Interestingly, it's helmed by *David Goyer*, who co-wrote the Dark Knight series of Batman movies with *Christopher Nolan*, and told critics that DaVinci “was kind of super-hero-y anyway. Of course, that doesn't mean he didn't take creative license. “I'm not calling it a historical piece,” he said, noting that he “embellished” various facts and rumors about the renaissance man. “This is historical fantasy.” The use of CGI is rather stunning: One scene in which a young maiden poses for DaVinci against the rolling hills of Florence, was actually shot in a parking lot against a green screen. -- Starz is breathing new life into “Magic City,” which adds screen legend *James Caan* to the cast when S2 premieres Apr 12. Caan plays a Chicago mob boss who comes to Miami to check in on S1 mob villain *Ben Diamond* (*Danny Huston*), adding even more danger to the already precarious life of hotel owner *Ike Evans* (*Jeffrey Dean Morgan*). “It felt like great storytelling to turn it on its head,” said showrunner *Mitch Glazer*, noting that top-dog villain Diamond will now need to answer to a higher power. Panelists also said S2 will get more focused and faster-paced. “The plot is becoming as tight as a drum, but the world is opening up,” said Huston. Caan, who has been friends with full-maned Glazer for years, told critics “most of all I did it because I wanted to know the secret of his hair.” Then he got serious. “It was just well written and beautifully shot, and I thought it would be fun.”