

# CableFAX Daily™

Wednesday — January 9, 2013

What the Industry Reads First

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## Got Screen? Multiplatform Mayhem Dominates CES

Perhaps taking a page from CES junkie **Comcast**, **Cox** made quite a splash at the consumer electronics confab Mon night by unveiling a new navigation guide and 2nd-screen app that aims to wow consumers with a number of goodies. Not only will the company roll out new set-top boxes boasting 2 terabytes of DVR storage, faster response times, improved search and the ability to record up to 6 HD shows simultaneously, but it's also launching a slick recommendation engine that lets up to 8 individuals within the household personalize viewing. It's powered by **ThinkAnalytics**, with metadata by **Tribune Media Services**. "We think this creates an unprecedented video experience," said Cox pres *Pat Esser* as he presented the details to execs, local politicians and other luminaries in attendance. Meanwhile, an elegant 2nd-screen app—featuring 90 live channels, VOD selections and active video content pulled down from the cloud and customized into a personalized collage—was admittedly unique when compared with other MSO portal apps. Remember *Minority Report*? It was kind of like that. As **Cisco** chmn/CEO *John Chambers* told the crowd, "design matters as you go across every kind of screen and every kind of application." He joked that distributors must create navigation and integration that's "CEO-idiot proof" in order for consumers to truly benefit. Cox will roll out the products over the next few months, execs said. And while the engine now only bases recommendations on personal viewing (yes, you can turn it off), Cox engineers demoing the product said it's possible to add social and comparative components such as collaborative filtering (ie, making suggestions based on what other customers with similar profiles watch). Could advertising integration be far behind? Cox has certainly given itself plenty of business options as it rolls out the technology, but none of this means smooth sailing ahead as the industry continues its shift toward a 2nd-screen outlook. In fact, networks, MVPDs, TV set makers and app makers industry-wide are entering a new era of tension as they devise monetization schemes. At CES' 2nd Screen Summit Mon, *Hardie Tankersley*, **Fox Bdcst** vp, digital platforms, noted that acrimony has been minimal so far—but only because no significant cash is yet involved. "As soon as everyone starts fighting over those dollars, it's going to get a lot tougher," Tankersley said. "But we're not there yet." One example: The age-old question of who owns the customer. *Alan Wolk*, global lead analyst at **KIT Digital**, suggested that most individual 2nd-screen apps will end up getting integrated into MVPD software portals, which are becoming souped-up

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remote controls—with widgets, viewing trend data and social interaction woven into the interface (To that point, Cox's new app integrates **HBO Go** and other individual TVE apps right into its *Tom Cruise*-esque sci-fi matrix). The theory is that consumers don't want to juggle multiple apps when watching TV. But **USA** svp, digital, *Jesse Redniss* argued that cable nets are unlikely to completely surrender their customer relationships to distributors. "I don't think the MVPDs are going to be creating apps, and we're just content creating monkeys for them," he said. Noted Tankersley: "You can have it both ways. You don't need it one way or the other." Of course, it probably wasn't a good sign when *Kemal Altintas*, **LG's** senior manager, smart TV, partnerships and innovation, was asked whether LG wants a piece of ad revenues that flow through its embedded interactive TV apps. He simply said "yes," to which Wolk noted that TV makers will find that road difficult. "They can want it all they want; they're just not going to get it," he said, noting that MVPDs in particular could simply engineer their services not to work on certain TV sets that won't play ball. He acknowledged that such a tactic would be "harsh" but that existing distributors have the advantage because they own the last mile.

**At Our Deadline:** **DISH** submitted a proposal to **Clearwire**, providing for DISH to purchase certain spectrum assets, enter into a commercial agreement from Clearwire and acquire up to all of Clearwire shares. Clearwire recently entered into an agreement with **Sprint** for the telco to acquire the 50% stake it hasn't already owned. DISH would pay \$3.30/share and provide Clearwire with financing on specified terms. A Clearwire Special Committee will engage with DISH, but has not made any determination to change its recommendation of the current Sprint transaction. Sprint has told Clearwire it believes the DISH proposal is "inferior" and not viable because it cannot be implemented in light of Clearwire's current legal and contractual obligations. The Committee said it will pursue the course in the best interest of stockholders.

**Launch Pad:** **Aereo** plans to launch in 22 cities this year after closing a \$38m round of Series B financing, led by **IAC** and **Highland Capital**. New launches are slated to begin this spring. The remote antenna/DVR service backed by *Barry Diller* is currently only available in NYC. It plans launches in: Boston, Miami, Austin, Atlanta, Chicago, Dallas, Houston, DC, Baltimore, Detroit, Denver, Minneapolis, Philly, Pittsburgh, Tampa, Cleveland, Kansas City, Raleigh-Durham, Salt Lake City, Birmingham, AL; Providence, RI; and Madison, WI. Legal overhang continues for Aereo. Broadcasters have appealed after failing to win an injunction against the service last year. Aereo argues that its individual antennas create private performances versus public ones. Broadcasters argue that the service infringes on copyright by transmitting signals over the Internet without proper licenses.

**From CES:** The TVE hand-wringing continued at **CES**, as execs pondered how to take authenticated content to the next level—without killing the golden linear goose. It's complicated, they said. **AETN** evp *Dan Surratt* noted that programmers want control over the experience so they can still cross-promote shows and ensure discovery of new content. *Jeremy Legg*, **Turner** svp, business development and multi-platform distribution, said the maturity of linear cable puts more pressure on the 2nd screen, but "I think the ecosystem is fundamentally in a good place." The bigger problem: The potential for "cord-never" consumers now in their teens and early 20s, as they may delay or avoid buying multichannel subscriptions, he said. TVE also hasn't reached needed penetration levels to justify the marketing needed to steer eyeballs toward authenticated platforms, he said. But *Tamara Franklin*, svp, affiliate operations and new media distribution at **ScrIPps Networks Interactive**, said nets also don't want to push too hard toward platforms they can't monetize—thus the need for better measurement. **Nielsen** svp *Scott Brown* called that a "very daunting task" but noted Nielsen is working on it, including integration of ID3 tags with watermarks "so these little babies are measurable," holding up an iPad Mini. -- At one panel exploring OTT trends, distributors threw water once again on the a-la-carte idea—at least when it comes to the top networks that most consumers know. **DISH** svp, programming *Dave Shull* said the top 50 nets will remain in large MVPD packages for the foreseeable future but that distributors will keep pushing for more flexibility on smaller nets. "There's going to be a demand by consumers for us to create mini-packages," Shull said, calling it "a more cost-effective way to offer these smaller channels." He also predicted that recent chatter about online a-la-carte services doesn't acknowledge the difficulty of making that into a business. "I really don't see yet a major transition into this virtual MSO world," he said. *Eric Bruno*, vp, consumer and mass markets for **Verizon**, however, pointed out that some Millennials seem happy to live with OTT and "don't need that core [MVPD] package" but he agreed that a-la-carte isn't a threat. Rather, he said distributors must give customers "more flexibility," all while figuring out what that means. "People know what they don't want, but they don't necessarily know what they do," he said. *John Penney*, evp, strategy and business development at **Starz**, responded

“absolutely not” when asked whether the company’s new “Play” suite of authenticated apps would go OTT. But he said programmers and distributors need to work together to enhance TVE—all while acknowledging the shifting business. “We’re becoming more like technology-enabled, packaged goods consumer companies,” he said.

**Retrans:** Vision Alaska’s 3 ABC stations in Anchorage, Fairbanks and Juneau have returned to DirecTV’s lineup around 6:30pm ET Mon. Subs were without the channels for nearly 3 days because of a retrans dispute (**Cfax**, 1/8).

**Citi Conference:** Scripps Nets Interactive has TV Everywhere deals done with about 60% of its distribution partners, according to CEO Ken Lowe. He expects TVE to expand over the next 18-24 months, but the biggest thing needed is quality measurement. Scripps feels its brands translate especially well to TVE—for example, take your iPad into the kitchen to make dinner—and that could mean longer viewing periods for its content. “What we want to do is make sure we get that measurement and get that fair share of advertising dollars,” Lowe said at Citi’s investor conference. Scripps is holding firm with its estimate that affiliate revenue should increase in the mid-single digits through at least ’14. The consolidation question popped up, logically given the sale of Current and TV Guide’s exploration. CFO Joe NeCastro said he doesn’t see an extensive consolidation phase coming for the industry. Very small nets will either suffer the consequences of trying to get distribution, change their business model or be sold, he said. “But if you get to a place where you have 3 very strong performing networks..., the scale effect is a little less dramatic,” he said. But that doesn’t mean a company needs a slew of channels to prosper. “There is a point of diminishing return. When you have so many networks, it’s hard to just concentrate on a few and focus those, and really super serve those,” said Lowe. Any acquisition activity for Scripps will likely be focused on intl acquisitions. -- A potential combination with companies like DISH might generate some synergy but executing such a deal is likely to face strict regulatory review, according to DirecTV CEO Mike White. Speaking at Citi’s conference Tues, he said though “it’s safe to say there are be some strategic synergies,” no deal has been planned. “I don’t know what his (Charlie Ergen) specific plans are.” DirecTV’s US business delivered 100K net adds in 4Q. The company’s ’13 expectations are consistent with its ’12 guidance. DirecTV’s working on reducing churn and keeping its ARPU “flattish,” he said.

**Ratings:** ESPN’s BCS National Championship coverage notched 17.2mln HHs Mon night, making it cable’s 2nd biggest audience ever, according to preliminary Nielsen data. The 26.4mln total viewers and 15.1 HH rating also were 2nd bests. The ’11 BCS Championship on ESPN (17.7mln HHs and 27.3mln viewers) continues to rank at cable’s largest audience ever. The 26.4mln viewers is up 9% over last year.

**CES Notebook:** Intel is teaming with Comcast so that its subs can view live and VOD programming on Intel devices, including tablets. Comcast is working with Intel to develop this technology based on upcoming enhancements to the DLNA Premium Content Guidelines. -- Add Cablevision to the roster of ISPs using Netflix Open Connect, which lets providers receive Netflix video directly at the interconnection point of the ISP’s choice. The content delivery network lets ISPs more effectively manage their networks. -- Comcast is on the road to an all IP-based set-top box with some help from Broadcom, according to a blog post from Broadcom’s digital/social coordinator Aaron Schmidt. The chip company is offering the system-on-a-chip foundation that powers the Comcast Device Software Reference Design Kit. “The chip-set will be going into Comcast’s RNG-150 set-top box, which is set to offer customers a slew of upgrades and options by being the first to fully integrate Internet connectivity with standard digital cable,” Schmidt said. The service allows Comcast subs to stream both IP and broadcast cable content to any device in any room. -- Verizon is teaming with Motorola on next-gen FiOS TV media server. The companies launched Motorola Medios+ VMS1100 media server and Motorola Medios+ IPC1100 IP-based set-top. The new media server is the centerpiece of a new Motorola Medios+VMS platform that supports up to 5 IPC1100 clients on separate TVs. The bottom line, according to Verizon, is that everyone in the same

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### OTT Musings: Stakeholders Debate Evolving Content Delivery at CES

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

# BUSINESS & FINANCE

house can watch what they want, at the same time.

**New Participants:** Participant Media announced part of the exec team for its upcoming Millennial-targeted net, with **Bedrocket Media Ventures' Kent Rees** (formerly of **Current** and **IFC**) serving as evp, marketing, scheduling and operations. Last month, Participant announced plans to launch a yet-unnamed channel this summer using the 40mIn HH distribution it gained from its purchase of **Documentary Channel** and **Halogen** (*Cfax*, 12/18). In May, the company snagged **IFC** and **Sundance Channel** pres **Evan Shapiro** as pres, Participant Television. Also joining the launch team: **Belisa Balaban**, svp, unscripted programming (she's a producer who developed last year's Emmy-nominated special, "It Gets Better," for **MTV** and **Logo**) and **Ben McLean**, svp, legal affairs & biz dev (he was previously at **Netflix**, and spent 5 years with **AMC Nets**). All 3 will be based in L.A. Rees and Balaban will report to Shapiro, while McLean reports to Shapiro and Participant Media COO **Jeff Ivers**.

**Oops!** "Da Vinci's Demons" debuts on **Starz** Apr 12. Season 2 of "Magic City" bows later this year, but no date has been unveiled yet.

**Business/Finance:** All systems are go for **Liberty Media's** spinoff of **Starz** into a separate stock this month. The **FTC** gave its blessing this week, granting an early termination of its competition review of the restructure.

## CableFAX Daily Stockwatch

Company	01/08 Close	1-Day Ch	Company	01/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONVERGYS:	17.05	(0.05)
DIRECTV:	50.46	(0.1)	CSG SYSTEMS:	19.41	0.11
DISH:	35.97	(0.37)	ECHOSTAR:	34.49	0.00
DISNEY:	50.76	(0.21)	GOOGLE:	733.30	(1.45)
GE:	20.90	(0.23)	HARMONIC:	5.10	(0.08)
NEWS CORP:	26.66	(0.16)	INTEL:	21.09	(0.16)
MSOS			JDSU:	13.84	(0.3)
CABLEVISION:	14.91	(0.17)	LEVEL 3:	24.45	(0.38)
CHARTER:	77.20	(0.2)	MICROSOFT:	26.55	(0.14)
COMCAST:	38.16	0.26	RENTRAK:	19.95	0.08
COMCAST SPCL:	36.61	0.16	SEACHANGE:	10.15	0.31
GCI:	8.87	(0.3)	SONY:	10.72	(0.25)
LIBERTY GLOBAL:	65.46	0.15	SPRINT NEXTEL:	5.97	0.01
LIBERTY INT:	20.58	UNCH	TIVO:	12.67	0.30
SHAW COMM:	22.83	(0.14)	UNIVERSAL ELEC:	18.77	(0.47)
TIME WARNER CABLE:	96.36	(0.9)	VONAGE:	2.51	0.08
VIRGIN MEDIA:	37.59	0.06	YAHOO:	19.66	0.26
WASH POST:	371.40	(0.82)			
PROGRAMMING			TELCOS		
AMC NETWORKS:	51.40	0.65	AT&T:	34.35	(0.59)
CBS:	37.52	(0.72)	VERIZON:	43.10	(1.07)
CROWN:	2.00	(0.01)			
DISCOVERY:	67.85	1.93	MARKET INDICES		
GRUPO TELEvisa:	27.51	0.01	DOW:	13328.85	(55.44)
HSN:	57.69	0.59	S&P 500:	1457.15	(4.74)
INTERACTIVE CORP:	45.46	(0.57)			
LIONSGATE:	17.46	0.15			
LODGENET:	0.04	UNCH			
OUTDOOR:	7.69	0.05			
SCRIPPS INT:	59.12	1.34			
TIME WARNER:	50.15	1.03			
VALUEVISION:	2.05	0.04			
VIACOM:	57.86	0.69			
WWE:	8.03	(0.03)			
TECHNOLOGY					
ADVANTAGE:	2.14	0.01			
ALCATEL LUCENT:	1.58	(0.15)			
AMDOCS:	34.63	0.19			
AMPHENOL:	66.69	(0.34)			
AOL:	29.70	(0.46)			
APPLE:	525.31	1.41			
ARRIS GROUP:	15.36	0.09			
AVID TECH:	7.58	(0.08)			
BLNDER TONGUE:	1.10	(0.06)			
BROADCOM:	34.02	(0.39)			
CISCO:	20.31	0.02			
CLEARWIRE:	2.92	0.02			
CONCURRENT:	6.16	(0.15)			

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# TCA NOTEBOOK

**Viacom at TCA:** Comedy Central may have found its funniest screw-ups in years with "Workaholics" (S3 premiere, Jan 16), which follows the misadventures of 3 lovable idiots who plot and scheme their ways through the cubical jungle. In a vote of confidence, the net announced it will renew the show for Season 4 and 5 and expand from 10 eps to 13. Not bad for guys who started out making goofy videos on **YouTube**. "Comedy Central has been really willing to work with us and keep our YouTube voice from those early days," said actor *Blake Henderson*. -- Where "Workaholics" steals a familiar page from screw-ups-doing-stupid-things shows like **FX**'s "Always Sunny in Philadelphia," **Comedy Central**'s new "Kroll Show" (premieres Jan 16) takes it a bit further by stealing—or at least borrowing—actual FX talent. Starring *Nick Kroll* of **FX**'s "The League," Kroll Show plays like a stream-of-consciousness homage to every absurd reality show and pop-culture situation on the planet, with Kroll playing a number of bizarre characters. "There is a really strong narrative thread, and you learn more about these characters with each episode," explained Kroll. Trust us. It's funny. -- Somewhere out there, someone can't get enough of *Jenny McCarthy*, so **Comedy Central** has decided to feed that demand with "The Jenny McCarthy Project" (premieres Jan 18), which the resilient celeb and former Playboy playmate said will be modeled after *Hugh Hefner*'s old-school "Playboy After Dark" talk show that ran during the magazine's heyday. One interesting twist: She'll interview people while lying on the floor with the camera above. At least part of the time. McCarthy has been trying to develop a daytime show for years but said it didn't feel right. "I definitely feel more free and open to be myself [at night]," she said. "I couldn't have rocked it nearly as well as I will late-night." -- Remember "Dog the Bounty Hunter?" **A&E** canceled his long running show last year, but now he's back on **CMT**'s "Dog and Beth: The Last Bounty Hunters" (premieres Apr) in which *Duane "Dog" Chapman* and his wife *Beth* counsel struggling bounty hunters who often lack proper training. Interestingly, the Chapmans said the idea is to use brains, not necessarily brawn, to catch bail jumpers—although Beth notes "these people can kill you when you roll up to their house." One promise: "We don't fake anything on the show," she said. "It's real, real, real." -- "The Joe Schmo Show," which for 10 years tricked an unsuspecting guy into believing he was on a reality show when he was in fact surrounded by

actors trying to push his buttons, is back on **Spike**, with the net promising even more outrageousness now that the nice guy thinks he's trying out for a bounty hunter show. It even involves *Lorenzo Lamas* playing a ridiculous version of himself—and it looks like pretty harmless fun. "This is not a reality show," Lamas told critics. "This is really sitcom with a reality contestant in it." The show premiered Jan 8. -- **Logo**'s "That Sex Show" (premieres Feb 4) is a sex advice show airing nightly and later in the evening online (for the racier questions). It stars a psychologist, a former adult film star and a psychic. "I made a point of being a sexpert, and 10 years later here I am," said former porn star *Katie Morgan*. "Trying by doing" has been her motto. Why is there a psychic on the show? "I call myself the queer guy with the third eye," said psychic life coach *Dougall Fraser*. "My job is to empower you," he said. Critics were assured that the content won't actually be too racy. It's really more about relationships. "People might think because we're on Logo it will be salacious, but answers to questions are more conservative than you might think," said sexuality expert Dr. *Mike Dow*. Panelists will field questions via phone and social networks.

**BET Networks:** Move over Real Housewives, it's time for the men to share the spotlight. **BET**'s "Real Husbands of Hollywood" (premieres Jan 15) satires the reality TV world, but with men. Hilarious men. "What about the husbands? Can't we act foolish too?" said *Stephen Hill*, **BET** pres, music programming and specials. The show features a "group of men talented enough and not afraid to make fun of themselves," said cast member and comedian *Kevin Hart*. For instance, *JB Smoove* spits a lot, fashion model *Boris Kodjoe*'s good looks are played out and *Nelly* lifts weights too much, he said. "The goal is to show how ridiculous [reality] shows have gotten," said Hart, by making fun of themselves—and men. "Funny is funny, and men are men," said Smoove. "We all do the same stupid stuff over and over again."

**NBCU at TCA:** **USA**'s 1-hour original "Graceland" (summer premiere) depicts the drama that ensues when a group of undercover **FBI**, **DEA** and **US Customs** agents live together under a single roof in a beachfront mansion in Southern CA. Executive producer *Jeff Eastin*, also creator of "White Collar," said that casting is "90% of the battle." It's also important to "maintain the world you've created in the pilot." "When you're dealing with a house full of people who lie for a living and whose very lives depend on their ability to



## TCA NOTEBOOK

keep their lies straight,” said star *Daniel Sunjata*, who plays FBI agent *Paul Briggs*, you get to see “who’s not keeping secrets, who’s being up front, who’s not being up front.” USA has 3 reality series in the works: “The Moment,” hosted by Super Bowl MVP *Kurt Warner*, music show “The Choir,” and a docu-soap called “Partners in Crime,” which follows 2 defense attorneys in Staten Island. -- **Oxygen** ordered 3 new originals. “Fat Girl Revenge” follows former fat girls as they take revenge on those who humiliated them for being overweight. “Find Me My Man” helps Miami urban professionals find love and “Too Young to Marry” looks at teen couples who defy the wishes of friends and family by deciding to marry young. Oxygen’s supermodel competition show “The Face” (premieres Feb 12) is bringing *Naomi Campbell* to TV, something she said she’s been asked to do for 12 years. What finally got her to do it? The opportunity to mentor up-and-coming models. “I felt like I do have something that I can share from the business of 26 years under my belt and giving it over to young, hopeful supermodels who want to be in our business today,” she said. What makes this show different from other model search shows is that it’s the real business of fashion modeling, said host *Nigel Barker*, known for his role as judge in “America’s Top Model.” With three of the biggest names in the business (*Campbell*, *Karolina Kurkova* and *Coco Rocha*), “you really get an inside look at exactly how they operate and why they are supermodels,” he said. -- UK girl group “The Saturdays” performed at **TCA’s E!** session, giving critics a sneak peak of their new reality show “Chasing the Saturdays” (Jan 20 premiere). Portrayed as close friends and support systems for one another rather than reality TV frenemies, the girls will be seen recording their next album and promoting their sound in the US. Other new shows include “Playing With Fire” (premieres April), which depicts what happens in the kitchens of top culinary chefs. And the upcoming “What would Ryan Lochte do?” is exactly what you think it is. Viewers will hear Olympian *Ryan Lochte*’s thoughts on family, friends and girls. -- A few weeks prior to **Syfy**’s “Defiance” premiere in April, a multi-platform video game of the same name—featuring the same sci-fi world and characters—will launch to viewers and gamers alike. It’s “one world, but with two ways in,” said showrunner *Kevin Murphy*. Each is a standalone world, but together they are much more powerful, he said. The series is set in the near future, where planet Earth is overtaken by the arrival of seven alien races. The net has partnered with

video game expert **Trion Worlds** to create the game, which has complicated rights deals. According to Syfy pres, original programming *Mark Stern*, “there was no aspect of this dealmaking that was normal,” since the net had to cover rights you wouldn’t normally have to cover. “And lawyers love that,” he said. The series was shot in a football-sized lot in Burbank, CA, Toronto and in virtual environments. Stern noted that Toronto was appropriate because it matched the aesthetic of the show. “You don’t want it to be too pristine,” he said. “Being in Toronto gives you a certain texture.” And *Murphy* thought Toronto was great because it offered “an assload of tax credits.”

**Golfing at TCA:** In the 3rd season of “Feherty” (premieres Feb 25) on **Golf Channel**, viewers will see host *David Feherty* interview President *Bill Clinton*, *Samuel L. Jackson*, former basketball coach *Bobby Knight* and others. But his dream guest is *Bill Murray*—because with the movie “Caddyshack” “he lampooned everything that’s wrong with golf in a movie that he doesn’t really want to talk about,” he said. Interview show “In Play With *Jimmy Roberts*” (March 12 premiere) tells moving stories “that are connected in some way to golf,” *Roberts* said. For instance, pro-golfer *Christina Kim* appears on the show and is “very open about her battle with depression,” he said. In “The Haney Project: Michael Phelps” (premieres Feb 25) *Tiger Woods*’ former coach *Hank Haney* mentors Olympian *Michael Phelps* as he visits courses around the world.

**News Nets Go to TCA, Too:** *Jim Ackerman*, **CNBC**’s svp of primetime alternative programming, is bringing reality TV to the financial channel. The net is all business during the day, but “at night we wanted to make business a bit more personal,” he said. Two new series will air this spring: “The Family Business Project” (wt), where a studio audience votes on which struggling family business should be financed, and “The Big Fix,” which rebuilds companies that are in serious financial trouble. Additionally, series “The Car Chasers” and “Treasure Detectives” (both premiering March 5) were recently added to the lineup. The latter stars fake and forgery expert *Curtis Dowling*, who tests the authenticity of various objects assumed to be real—and potentially quite valuable. Many of them turn out to be fakes. “40% of everything we look at is not right,” said *Dowling*. On **CNBC**’s nighttime strategy, *Ackerman* said “We’re planting our flag on Tuesday nights.” In the future, “the hope is to expand beyond Tuesdays.”