

# CableFAX Daily™

Tuesday — January 10, 2012

What the Industry Reads First

Volume 23 / No. 005

## Fox Trot: Adult Swim Vet Brings Animation to Broadcast

Broadcast again emulating cable? Fox pres, entertainment *Kevin Reilly* on Sun created some TCA buzz by announcing a new animation arm to be run by **Adult Swim** vet *Nick Weidenfeld*. "We're going to create a business around it," he said. Interestingly, the block of animated shorts will run both in a late-night Sat programming block (11pm-12:30pm ET) and on a "digital channel" available on the Web, mobile, gaming consoles and VOD. "So what we've got here is an opportunity," he said. "I think, for the first time, a major broadcast network has got an opportunity to potentially seed something in the digital realm. Something that may begin as a short on a digital channel, and that could end up being the next big primetime hit." The digital net kicks off in '12 and will feature 50 original short-form pieces per year, online windows of Fox animated shows and "user-adapted content." Reilly acknowledged that digital's still evolving but argued that Fox is uniquely positioned because of its existing animated hits and fan base. "But this digital thing is something that is unfolding for everybody," he said. "It's still somewhat experimental. It's still, you know, becoming more defined, but it's an exciting arena that's actually really viable, I think, for the first time." Meanwhile, Reilly said he "can't imagine" Fox without the **NFL**—and he raised the specter of retrans fees when acknowledging that sports costs in general continue to escalate. "So, you know, it was a big reason why we feel that retrans was an important initiative for us," he said. "We've been getting the value out of retrans, and the retrans has, to a certain amount, allowed us to compete with what it takes to get live sports, which are going to be so critical going forward. It is a big part of the live viewing." (**More TCA coverage on p. 5**)

**New Kid:** Disney plans to launch on Mar 23 **Disney Junior** as a full fledged 24-hour network aimed at kids aged 2-7, announced Disney Channels Worldwide pres/Chief Creative Officer *Gary Marsh* at TCA. As previously announced, it replaces **SOAPnet**. "We think this is a real game-changer in this universe," he said. The net will launch with "Doc McStuffins," a show about a medic for stuffed toys—a concept Marsh called "maybe the sweetest series" ever launched at Disney Channels. Marsh also called Disney's deal with **Comcast** "truly groundbreaking" and argued that Disney's young, gadget-happy audience will take to the availability of content across devices. Meanwhile, Marsh said **Disney XD** on Feb 27 will roll out "Lab Rats" about a kid whose mom marries a billionaire with bionic kids. Just go with it. "This

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is our version of the bionic Brady Bunch,” explains Marsh. Disney’s only TCA panel focused on “Let It Shine,” an original movie with an updated gospel feel and set to premiere in June. Star *Coco Jones*, who won the **Radio Disney** “Disney’s Next Big Thing” talent contest, couldn’t resist a little Disney language when describing her whirlwind year. “My mom bought me a fairy tale ornament because this year has really been a princess year for me,” she said.

**Deals:** **DISH** inked a big deal with **Univision** that makes it the 1st distributor to launch Univision’s telenovela, sports and news nets. It also marks the Spanish-language programmer’s 1st authentication partnership with a pay TV provider, giving DISH access to Univision’s current primetime and library content. The 3 new cable nets, **Univision Deportes**, **Univision tnovelas** and **Univision Noticias**, are set to launch in the 1st half of the year. The multi-year, multiplatform agreement also includes exclusive access to **Univision Deportes Dos** as well as thousands of hours of novellas and Spanish-language movies for DISH’s Blockbuster @Home package. The deal also includes distribution of Univision’s nets (Univision, **TeleFutura**, **Galavision** and its suite of TV offerings). -- **HRTV** renewed its deal with **NCTC**, giving 950 member companies the right to opt in for the net. Members can put HRTV on any level of service, including sports tiers.

**Retrans:** Jan 1 is history, but the retrans spat has not abated. **Newport TV**, which owns the Harrisburg, PA, **CBS** affil and **WLYH** CW 15, has warned Verizon subs that they likely will lose the stations on Fri based on the current status of discussions. -- **DirectTV** is negotiating with **Sunbeam TV** for continued carriage of stations including Miami Fox affil **WSVN**. If negotiations aren’t successfully concluded before Jan 13, Sunbeam is warning subs they will lose access to the stations through the DBS provider.

**CES Notebook:** Featuring a torrent of tech and humanity, **CES** hits Las Vegas this week and the confab said this year’s version will become the most innovative on record, with more than 20K new products slated to be announced. While the show floor will feature more than 2,700 companies, **DISH** has taken the early lead in related announcements. The DBS op enhanced its iPad app to include access to thousands of streaming movies and TV shows for subscribers who receive the **Blockbuster @Home** package or select premium movie offerings, including **HBO** and **Cinemax**. DISH and HBO further partnered to give subs additional access to HBO programming including expanded versions of HBO and Cinemax On Demand, and a new feature called DISH Unplugged will offer hundreds of HBO movies available via satellite to the DISH DVR. Unplugged will launch this quarter via the Hopper whole-home HD DVR system that’s also set to feature PrimeTime Anytime, allowing customers to record with 1 click all prime programming from ABC, CBS, Fox and NBC. Small set-tops called Joeys enable the system’s whole-home functionality. Moreover, DISH Test Drive will allow all Americans to sample TV Everywhere tech from DISH and watch certain programming online and via mobile devices for free on Feb 1. Also next month, the DBS op will begin offering a video/satellite broadband bundle featuring ViaSat’s service. A variety of programming packages can be coupled with broadband offering speeds up to 12Mbps at prices starting at \$80/month. And if all that’s not enough, the \$10/month Blockbuster @Home package now features 100K film/TV titles by mail, 10K via streaming to TVs and 25K to computers. Oh, and DISH partnered with **Thuuz** to create a sports app for buzz-worthy **Google TV**. Now updated with new software including the Android Market for apps, Google TV is poised to announce enhanced partnerships with numerous CE manufacturers this week such as LG, Samsung and **MediaTek**—plus unveil a stand-alone Google TV. **(For more info on CES, see p. 6)**

**Discovery Changes:** With *Brad Singer* leaving in Mar, **Discovery** announced the appointment of former **GE/NBCU** exec *Andrew Warren* as svp, CFO. Warren joins from **Liz Clairborne**, and starts Mar 26. Discovery also announced a realignment following its previously announced decision to eliminate the COO position as of Dec 31 with *Peter Liguori*’s departure. *David Leavy* was promoted to chief comm officer and sr evp, corporate marketing and affairs, adding centralized marketing functions to his role—totally new for him. He now reports directly to *David Zaslav*. Chief dev officer and gen counsel *Bruce Campbell* adds biz affairs and global production mgmt to his portfolio. Chief Digital Officer *JB Perrette* adds oversight of Discovery’s Enterprise Operational Services to his role as leader of digital strategy. Lastly, new US net **Velocity** was put under *Luis Silberwasser*, evp, chief content officer for Discovery Nets Intl. Velocity svp *Bob Scanlon* now reports to Silberwasser.

**Carriage:** **Hallmark Movie Channel** has surpassed the 45mln HH distribution mark, helped by myriad ’11 deals including with **Comcast** for more than 100 systems and with **NCTC** for more than 400 systems.

# BUSINESS & FINANCE

**Advertising:** Cox Media added its ad inventory to the Google TV Ads national buying network, making Cox the 1st major cable partner to deploy Google's updated ad management solution that enables ops to opt-in and contribute narrow inventory slices split among national nets, regional affils and cable/satellite ops. Advertisers using Google TV Ads will have access to inventory across more than 75 channels on Cox's lineup. The platform also announced future integration with **Suddenlink**.

**Ratings:** "House of Lives" premiered on **Showtime** Sun to 1.6mln viewers for the night, besting the Season 1 debut of "Homeland" by 13% (1.38mln). "Shameless" 2nd season debut was up 61% over Season 1 (1.58mln viewers). "Californication" delivered 1.03mln viewers.

**People:** **MSG Media** vet *Brad Samuels* joined **Ovation** as evp, distribution, where he's tapped with accelerating growth to 50mln this year (it's currently at 46mln). Where does this leave svp, distribution *Ellen Schned*? She'll serve as a consultant, but also will work with other clients. Additionally, evp *Chad Gutstein* was elevated to COO. -- *Nancy Rewis* was upped to vp, commerce enterprise, **TBS, TNT** and **TCM**. -- **News Corp** tapped *Gerson Zwiefach* as group genl counsel, effective Feb 1. -- Congrats to *Annie Howell*, who was upped to evp, corp comm and media relations for **Crown Media Family Nets**.

## CableFAX Daily Stockwatch

Company	01/09 Close	1-Day Ch	Company	01/09 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	43.42	(0.43)	CLEARWIRE:	1.85	(0.03)
DISH:	28.79	0.05	CONVERGYS:	12.56	(0.03)
DISNEY:	39.75	(0.16)	CSG SYSTEMS:	15.13	0.24
GE:	18.86	0.21	ECHOSTAR:	21.67	0.20
NEWS CORP:	18.60	UNCH	GOOGLE:	622.46	(27.56)
<b>MSOS</b>					
CABLEVISION:	14.91	0.06	HARMONIC:	5.16	0.03
CHARTER:	56.75	0.13	INTEL:	25.46	0.21
COMCAST:	25.21	0.53	JDSU:	11.46	0.34
COMCAST SPCL:	24.80	0.50	LEVEL 3:	17.64	(0.32)
GCI:	9.54	(0.01)	MICROSOFT:	27.74	(0.36)
KNOLGY:	14.31	(0.06)	MOTOROLA MOBILITY:	38.20	(0.26)
LIBERTY GLOBAL:	41.86	(0.35)	RENTRAK:	15.21	0.71
LIBERTY INT:	16.69	(0.16)	SEACHANGE:	6.83	0.08
SHAW COMM:	20.00	0.16	SONY:	17.47	0.03
TIME WARNER CABLE:	64.23	0.20	SPRINT NEXTEL:	2.20	0.01
VIRGIN MEDIA:	22.22	0.29	THOMAS & BETTS:	56.77	2.31
WASH POST:	375.79	(0.88)	TIVO:	10.19	(0.01)
<b>PROGRAMMING</b>					
AMC NETWORKS:	38.57	0.27	UNIVERSAL ELEC:	17.11	0.60
CBS:	27.85	0.06	VONAGE:	2.28	(0.11)
CROWN:	1.19	(0.06)	YAHOO:	15.46	(0.06)
DISCOVERY:	41.56	0.27	<b>TELCOS</b>		
GRUPO TELEVISA:	21.16	(0.11)	AT&T:	29.66	(0.02)
HSN:	35.16	(0.4)	VERIZON:	38.37	0.04
INTERACTIVE CORP:	41.46	(0.49)	<b>MARKET INDICES</b>		
LIONSGATE:	8.67	0.26	DOW:	12392.69	32.77
LODGENET:	2.62	(0.05)	NASDAQ:	2676.56	2.34
NEW FRONTIER:	1.02	(0.02)	S&P 500:	1280.70	2.89
OUTDOOR:	7.00	0.02			
SCRIPPS INT:	43.74	0.12			
TIME WARNER:	36.81	0.26			
VALUEVISION:	1.51	(0.09)			
VIACOM:	53.10	(1.34)			
WWE:	9.53	(0.11)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.17	0.04			
ALCATEL LUCENT:	1.57	0.01			
AMDOCS:	28.74	0.14			
AMPHENOL:	47.02	0.79			
AOL:	16.27	0.44			
APPLE:	421.73	(0.67)			
ARRIS GROUP:	10.69	UNCH			
AVID TECH:	9.05	0.14			
BLNDER TONGUE:	1.22	(0.08)			
BROADCOM:	30.88	0.74			
CISCO:	18.97	0.12			



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## TCA Notebook

**MSNBC:** In a press gaggle after MSNBC's "Morning Joe" panel, pres *Phil Griffin* told critics that he expects a "big year" for MSNBC in '12 despite a higher ratings bar spurred by several years of growth. He declined to put a number on it, but the net appears enamored with its "Morning Joe" franchise hosted by *Joe Scarborough* and *Mika Brzezinski*. "I can't be happier with where we are with Morning Joe," he said during the panel, noting that the net has shifted in recent years to "a place for politics." Scarborough said the show's staying power revolves around a refusal to beat people up on air, with co-host *Willie Geist* adding that it's also a refuge for longer form conversations that go off the beaten path. "We just wanted to have a smart conversation with the smartest people we could find," he said. Added Scarborough: "People who come on the show know it's going to be a safe zone."

**Bravo:** *Bethenny Frankel* wasn't shy about her often-controversial life, which helped Bravo bag big ratings during her "Housewives" heyday and has continued with "Bethenny Ever After" (S3 premieres Feb 20). She acknowledged that after the sale of her business for millions (and controversies that have followed), she doesn't need the show but wants an outlet to reach fans. "The minute I sold my business, it was like someone was waiting at my door with a baseball bat ready to hit me," she said, calling herself a "survivor." Meanwhile, Bravo evp *Andy Cohen* said he'll continue to push the creativity envelope on his show "Watch What Happens Live," with plans for a "*Ralph Feinnes Pajama Party*" this year (We're not sure we know or want to know what that will entail). "We just want to keep building on the fun we're having," he said. Exec producer *Michael Davies* agreed that spontaneity is key, noting that producers don't pre-interview guests other than to ask what they'd like to drink. "We want to get it right," adds Cohen. New this year: Irreverent comedienne *Sandra Bernhard* will deliver a weekly "rant" on pop culture... from the bar, of course. "Interior Therapy with Jeff Lewis" (premieres Mar 9) helps co-habiting people achieve "conflict resolution through design... and through that transforming their relationship as well," said exec producer *Andrew Hoegl*. Lewis told critics that a few clients have been "lost causes" but that he always tries to help. Interestingly, he said he might even get back into flipping houses, a field he exited after the housing market collapsed. "Me getting knocked down was probably the best thing that ever happened to me," he said.

**SyFy:** SyFy had some fun with critics, enlisting one of its own—*Knoxville News Sentinel* writer Terry

Morrow—to participate in a live demo of its new "Total Blackout" game show (premieres spring) in which contestants must face their fears in total darkness. The net piped in live video of Morrow and various SyFy talent nervously groping around fish tanks as they tried to guess each tank's contents (a feather duster, live eels and a live foot). Producers said they'll constantly change up the games to keep contestants on their toes. "It's a lot of laughs for the people at home, and it's a lot of fear for the people who are living it," said host *Jaleel White*, best known for playing *Urkel* on '90s sitcom "Family Matters." The show concept has already hit in a dozen other countries, so producers are banking on plenty of US victims vying for the \$5,000 prize. SyFy pres, original content *Mark Stern* said the show highlights the power of anxiety when you lose one of your senses. "Your mind fills in the blanks," said Stern.

**ABC Family:** Reality TV's still hot, and ABC Family has its eye on the genre despite its mostly scripted drama pedigree, said pres *Michael Riley*. "Watch this space," he said, noting that he's not ready to announce anything but is in investigation mode. "We're excited about what to do in the reality world." Meanwhile, Riley said the net's also gearing up to get into the musical genre with its upcoming movie "Elixir" starring *Chelsea Kane* and *Jane Seymour*. Otherwise, he noted that ABC Family produced 5 original series last year, double its normal output and leading to "our best summer on record." Among new hits is "Switched at Birth," which tracks 2 families who find out years later that their babies were switched at the hospital. One of the daughters is deaf. Deaf cast member *Sean Berdy* said he never expected to be much more than the "background" even as his character has fast become a central part of the show. Some scenes include nothing but signing, which can create a different feel. "It makes the show very unique and very beautiful," he said. Added co-star *Katie Leclerc*: "Those silent scenes can be even more powerful." Critics appeared willing to suspend their disbelief for ABC Family's "Jane by Design," which follows a high school girl who somehow fakes being an adult in the cut-throat fashion world. Showrunner *April Blair* compared the show to a "fairy tale" in which a young girl gets to live out her dreams. More interesting is that during casting newcomer *Erica Dasher* got so excited to learn she was a finalist to play Jane that she broke her ankle (A body double later performed her running scenes in the pilot). So her name is Dasher? Yeah, that's irony.

## EYE ON INNOVATION

### Tech CrEScendo

Everyone should experience the chaotic and fascinating Intl CES show at least once, the better to absorb the dizzying array of tech innovations that surface every year (really every day) and connect the show's hecticness with the increasingly fluid cable industry that's attempting, through tech advancements, to put lipstick on the relatively staid video business. **Spike's** "CES All Access Live" (Jan 10, 1pm ET) will offer insight into the show's goings on for people afraid of the crush or exposure to Las Vegas gambling, and for all interested parties, **BTIG's Richard Greenfield** believes the buzz topic of this year's confab "appears to be 'smart' TV and IP-enabled devices that turn 'dumb' TVs into 'smart' TVs."

Take **Google TV**, for example, which several CE manufacturers are aligning with by adding Android functionality and a stand-alone version of which is expected to receive top-billing this week. Or consider rumors such as an imminent **LG** tie-up with **FIOSTV** that would allow LG's TVs and other devices to stream live TV and certain VOD programs. Or weigh the host of relatively unknown players striving to make waves in the new video tech era including **Coincident**, whose **ScreenSync TV** enables video providers to engage viewers with a tablet experience synched to live TV shows, and **Simple.TV**, which turns the **iPad**, **Roku** and **Boxee** boxes and Google TV into a full-featured DVR that's accessible anywhere. Established players such as **SeaChange** will be in fine fettle this week as well. The company intro'd Mon its next-generation Nucleus Hybrid Gateway software, which supports cable ops' transition from QAM to IP video to offer multi-screen video sharing, whole-home DVRs and access to OTT content using smartphones as remotes.

Keep a close eye on video formats this week, too. While I'm amped about the possibilities of **4K**, which essentially offers double the pixelation and clarity of current HD programming (**Cfax**, 12/28), no doubt 3DTV will enjoy a presence



at CES. As an early proponent of 3D that isn't shying away despite tepid adoption to date, **ESPN 3D** is hosting a viewing party at the Las Vegas Hotel and Casino for a 3D experience surrounding the BCS Championship Game.

Multiplatform programming also endures as a hot topic. **Yahoo** announced a deal at CES to bring **Tom Hanks'** animated series "Electric City" to the Website this year.

The futuristic sci-fi thriller marks Yahoo's initial foray into original scripted programming, and will be accompanied by behind-the-scenes footage, social media engagement and related casual games. Somewhat overshadowed by other digital programmers such as **Netflix** and **Amazon**, Yahoo's receipt of **NATPE's** '12 award for leadership in the digital category proves it's ready for prime time. NATPE noted the site owns the top 12 original online video shows and the most successful online show in history, "Primetime in No Time," which has delivered more than 500mln streams. Meanwhile, indie **FilmFresh.com** announced a major relaunch of the site featuring 5K titles available through electronic sell-through and VOD. The platform allows customers to store purchased and rented films on multiple devices while offering movies from a slew of studios including **Sony**, **Warner Bros** and **Lionsgate**.

Said **Northern Sky Research**: "All signs show 2012 will be the start of a significant convergence between traditional and OTT services, which is a trend that DTH [direct-to-home] platforms must address going forward."

**CableFAX** will keep you abreast of CES developments all week, and for those who just can't get enough of tech and innovation—some would call them geeks—the official CES Website at [www.cesweb.org](http://www.cesweb.org) can help slake all thirsts. Unfortunately, a pair of innovations that would've likely dominated coverage at this year's show aren't expected until later this year or perhaps later: **Apple TV** and the **Xbox 720** with DVR functionality. There will be surprises, however, and plenty of cool stuff.  
-Chad Heiges

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