

# CableFAX Daily™

Friday — January 11, 2013

What the Industry Reads First

Volume 24 / No. 008

## Rumor Mill: First Female FCC Head?

The **FCC**, which has been around since '34, has never been led by a woman. That might, and we emphasize, might, change as current FCC chmn *Julius Genachowski* is widely expected to step down soon. Reasons that talks about a potential woman FCC chair are more prominent this time around: The push for more diversity in the **Obama Administration**, and the growing number of highly capable women leaders in the telecom space, according to industry observers. "There's a decent chance that might happen," one observer said. The **Women's Media Center** already petitioned the President to appoint a woman to succeed Genachowski and public interest groups like **Free Press** believes it's within the realm of possibility: 2 of the 5 current FCC commish are women. A name mentioned with the most seriousness is *Karen Kornbluh*, the ambassador to the **Organisation for Economic Co-operation and Development**, with observers citing her strong White House ties and previous FCC experience. A senior adviser to President Obama from the beginning of his Senate tenure through his '08 presidential campaign, Kornbluh has been called "Obama's brain." She also has her fair share of FCC experience: Starting in '94 as senior policy adviser in the Office of Plans and Policy under chmn *Reed Hundt*, she completed her FCC service as deputy chief of the Mass Media Bureau. Having said that, commish *Mignon Clyburn* and *Jessica Rosenworcel* are the "most obvious" potential candidates, *Harold Feld*, svp, **Public Knowledge** said. "It's hard to pick one over another," one observer said. "Both have gone through Senate confirmation... both have powerful backers on the Hill... both are highly qualified," Feld said, noting several former Presidents had picked sitting FCC commish to lead the agency. **NCTA** chief *Michael Powell* was nominated by President *Bill Clinton* to a Republican seat and was later designated chmn by President *George Bush*. That doesn't mean other FCC officials don't stand a chance: *Bill Kennard*, now ambassador to the EU, served as the Commission's general counsel before he was appointed chmn by Clinton in '97. Outside the Beltway, *Katherine Sandoval*, the first Hispanic commissioner of the **CA Public Utilities Commission**, has been mentioned as another contender. Sandoval, who worked at the FCC from '94 to '99, led the state commission's review of the **AT&T** and **T-Mobile** merger. The political question is if she has backer(s) in Washington. Nonetheless, the next FCC chief might still be a male. "You have highly qualified male candidates like *Larry Strickling*," one observer said. Strickling, currently **NTIA** Administrator, has worked on Obama's campaign. The Chicagoan served at the FCC as chief of the common carrier bureau

**#1 BY DESIGN**  
**HGTV IS THE TOP NETWORK AMONG UPSCALE WOMEN**

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Source: Nielsen via NPOWER, 2012 (12/26/2011 - 12/30/2012), Standard Cable Prime (M-Su 8P-TIP), Total Day (M-Su 6A-6A), Weekend (Sa-Su 6A-6P), W25-54, \$125K+, \$100K+, (000), Live + Same Day. Ranked among 102 English-language cable networks. Subject to qualifications upon request.

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from '98 to '00. Did we mention he, like the President and Genachowski, also went to **Harvard Law School**?

**Media Violence:** Entertainment industry heavyweights, including **NCTA** chief *Michael Powell*, weren't slated to meet with Vice President *Joe Biden* until 6pm ET Thurs. The discussion is part of the veep's listening series on violence and guns as the White House works to prevent mass shootings such as the one in Newtown, CT, last month. A study released Thurs from **Common Sense Media** and the **Center for American Progress** found that 77% of parents believe media violence contributes to America's culture of violence. More than 1K parents with kids 18 and under were randomly selected to share their opinions. 75% said it's difficult to shield kids from violence; 88% wants ads for violent games, movies and TV shows to be prevented from airing during programs viewed by large audiences of children; and the majority say there needs to be action on both violence in the media and keeping weapons away from children. 75% say easy access to guns is a contributing factor to violence in the US. 92% expressed concerns about bullying.

**CES Notebook:** "A television channel is an app," said **Time Warner Cable Media** pres *Joan Gillman*, at the Future of Television panel at CES. "How do you get your app known? It's going to be more than personalization... It's about figuring out how to package things for the consumer, how to help marketers reach the consumer, and how to react to the consumer much more quickly." -- *Ross Honey*, **Xbox** gm, entertainment and advertising, noted that "content is ubiquitous... It's about driving interaction, engaging in a conversation." Xbox scored big with its carriage of the Presidential Election debates by posing questions in which viewers could comment in real time for a deeper level of engagement. -- **Univision** pres of distribution sales and marketing *Tonia O'Connor* on the just-announced deal for **Samsung** to distribute its bilingual digital videos app **UVideos**: "Univision thinks about the brand at the network level. We created UVideos as the destination for digital content across all platforms. While it will be carried on MVDS, we think it's important to have a destination for ourselves." Univision made a similar deal last year with Xbox; O'Connor said more will partnerships will follow in the coming weeks.

**At the Portals:** **FCC** chmn *Julius Genachowski* said he would launch a rulemaking to strengthen reliability and resiliency of 911 communications networks during major disasters. Widespread outages and disruptions to 911 services in the Midwest and Mid-Atlantic from the June derecho led to the FCC inquiry. In all, 77 of 911 call centers serving more than 3.6mln people in these 6 states lost some degree of connectivity, including vital information on the location of 911 calls. Staffer recommended the FCC consider requiring providers to maintain adequate central office backup power and to have providers regularly audit their 911 circuits. Some info gathered in the derecho report relates to Hurricane Sandy, which the FCC will be holding field hearings on shortly.

**In the States:** **Time Warner Cable** opened its 1st experiential store in Wilmington, NC. Guests are greeted by trained associates and a modern, open floor plan that allows them to touch and experience TWC TV, Internet and phone products. The store includes demos letting customers use iPads as remotes, a learning bar and a touch-enabled video wall.

**ABC Exec Session at TCA:** **ABC** chief *Paul Lee* projected his usual enthusiasm about the broadcast net but acknowledged tough competition. "We have a lot to shout about, and we have a lot to do," he said, noting that ABC competes not only with other broadcast and cable nets but also with video games, social media, online video, etc. "We're in a much more complicated world," he said. Even C3 ratings don't tell the whole story anymore, he said, remarking that he also looks at "levels of passion" for various shows by examining VOD, social media and other factors. "Shows that resonate tend to resonate on multiple platforms," he said. ABC is among the most family-friendly broadcast nets, but Lee still got sucked into the conversation about TV violence, which has become a prevailing theme at Winter press tour. "We welcome the conversation on how we as a culture can make sure these things don't happen again," he said, noting that shows need "vibrancy and action" but that programmers also need "a moral compass in what we do." Meanwhile, ABC has recently killed shows that did well with critics or test audiences but not viewers, including "Last Resort" and "666 Park Ave." But Lee said competition requires big bets. "We call them big swings," he said. "I love to take risks. That's part of the fun of this job."

**Technology:** **Time Warner Cable** will integrate **DigitalSmiths'** "Seamless Discovery" technology into search and recommendations functionality, making it easier for customers to find what they want to watch. Seamless Discovery aims to make recommendations to viewers based on past viewing habits.

**Programming:** **IFC** offers a sneak peek of animated comedy "Out There," Fri, 10:30pm, immediately following a new ep of "Portlandia." Out There, which chronicles the socially awkward *Chad*, his little brother and his best friend,

makes its official debut Feb 22. -- **TNT** greenlit "Save Our Business" (wt) for 6 eps to premiere late this year. Each week, British entrepreneur *Peter Jones* will travel across America to save small businesses in trouble.

**People:** Former **Hewlett-Packard** media vp *Wayne Surdam* was named vp, comm for **CableLabs**. Based out of Silicon Valley, Surdam's 1st day was Jan 2. -- **Microsoft** announced the appointment of **Slingbox** creator *Blake Krikorian* to its **Xbox** team. He will serve as corporate vp for Microsoft's interactive entertainment business. The move comes following the acquisition of Krikorian's company **id8 Group R2 Studios**. -- **Lifetime Network** named *Kimberly Chessler* and *Paul Hardy* vps, reality programming.

**Honors:** **WICT** Carolinas and Greater Philadelphia were named 2012 Chapter of the Year honorees, having both earned the maximum number of points for performance. WICT also recognized **Time Warner Cable's** *Vickie Fiala* of WICT DC/Baltimore as Chapter President of the Year. **The Cable Center's** *Jana Henthorn* was named Chapter Advisor of the Year for her work with WICT Rocky Mountain. More chapter honorees are at [www.wict.org](http://www.wict.org).

**Business/Finance:** **WaveDivision** completed its \$50mln acquisition of **Black Rock Cable**, which provides fiber optic connectivity services in Northwest WA to hundreds of commercial customers. Wave, **CableFAX's** '12 Independent Operator of the Year, recently raised more than \$1bln in funding to support growth. The company said the transaction will not impact Black Rock customers or employees. Services will continue without interruption as operations merge with Wave.

**Editor's Note:** Our ongoing TCA coverage continues below.

**ABC Family at TCA:** The rapid-fire dialogue of ballerina-centered "Bunheads" (season premiered Jan 8) comes from the frantic mind of showrunner *Amy Sherman-Palladino*, who told critics she's aware some find the banter "nihilistic" but joked that she needs to stall the plot to "stretch this s—t out a little bit" to avoid ending up as a waitress at Macaroni Grill. That was a callback to star *Sutton Foster's* revelation that her worst job was working at the chain restaurant before she made it on Broadway. She compensated by singing show tunes to patrons. "I got really good tips," she said. The back-8 ep plotline will center on Foster's characters exile after accidentally spraying the entire troop with mace before a show. You had to be there. -- The big question on "Pretty Little Liars" is "who is A?," referring to the I-Know-What-You-Did-Last-Summer-esque tormentor who has been toying with the core clique of popular high school girls. It looked for a moment like A was the nerdy Mona character, but now it turns out she's just on the "A-Team" reporting up to a still-unknown master A villain. Who else is on the Team? Toby? OMG!! "We got a call the day after the revelation that Toby was on the A Team from a mother who asked to speak to the head of television at our office," said exec prod *I. Marlene King*. "She said she still had eight 16 year-olds in her house from a slumber party the night before, and they were still crying." So we say again: OMG!!

**Netflix at TCA:** News Flash... Critics simply can't get enough of "Arrested Development," which **Fox** canceled in '06 because its ratings never reached the high bar required to make a broadcast hit. Not such a problem for **Netflix**, which takes a longer-tail view of the beloved story of a privileged and humorously dysfunctional family. As it did with its first original "Lilyhammer," Netflix will release all AD eps all at once (premiering in May). And unlike the original show, each of the 14 eps will focus on a different character, which may allow for fans to shuffle around a bit more without getting lost. "Exclusive to the format that Netflix provides for us is that we can have all these released at the same time and therefore you can watch a portion of, say, Michael's episode and then click over into Lucille's episode," noted actor *Jason Bateman*. Creator *Mitch Hurwitz* said the new format has been refreshing. "Netflix is a very interesting company," he said. "These guys are really experimental, fresh thinkers." In addition to bringing back a cult favorite, Netflix is also betting big on original content. It will premiere *Kevin Spacey*-starring political drama "House of Cards" (based on a 1990 **BBC** mini-series) in Feb and at TCA showcased 2 upcoming originals: "Derek" starring *Ricky Gervais* as a bumbling attendant at a senior-living facility (that series also has already run in the U.K.) and "Hemlock Grove" (13 eps, premieres Apr 19), a steamy supernatural thriller about creatures who conceal their true identities. Gervais said online doesn't scare him, pointing out that his "Ricky Gervais Show" podcast eventually ended up on **HBO**—and that he still wants to TV and movies in addition to online content (Hollywood can rest easy knowing that he won't be here for the Golden Globes this year; Gervais has to fly out of town to act in **Disney's** "Muppets" sequel). No premiere date yet. In Hemlock Grove, based on *Brian McGreevy's* novel, the murder of a local high-school girl leads down a gothic rabbit hole dug by "Hostel" horror creator *Eli Roth*. "The conception behind the novel, and also the series, was that it was going to be a character drama first," said McGreevy. "You know, this is sort of like 'Who's Afraid of Virginia Woolf?' with more people getting mauled literally." Sounds fun.

**DirecTV at TCA:** Anyone who thought **DirecTV** might tamp down original content investments was, well... wrong. With high-octane action drama "Rogue" the satcaster delves into the undercover-cop-in-the-crime-world genre—only this time the lead female character's doing it off the grid to find her child's murderer. The thriller, which premieres in Apr on DirecTV's

# BUSINESS & FINANCE

**Audience Network**, is designed to go on for multiple seasons, but creator *Matthew Parkhill* said he's planning for any contingency. "There is a definitive end to the story at the end of Season 1, so the audience is not going to be left hanging," he said. Asked about creative freedom on DirecTV vs cable or bcst nets, exec prod *Nick Hamm* implied that it's not much different. "We look at great networks like HBO and **Showtime** and **AMC**, and we look at their drama, and we think that's great drama," he said. "I can report quite clearly that the relationship [with DirecTV] has been productive and has been honorable and has been incredibly... friendly on all sides."

**Editor's Note:** Mark your **CableFAX** calendar on several fronts. First up, don't miss our upcoming Jan 22 Webinar on the cloud, apps and other related fun. Among presenters will be former Insight Comm chief *Michael Willner*, whose new company **Penthera Partners** is helping the industry navigate the cloudy haze. More info: [http://www.cablefax.com/cfp/webinars/2013\\_january22/](http://www.cablefax.com/cfp/webinars/2013_january22/) -- Also on deck, we're accepting nominations for the **Sales Exec of the Year**, so don't delay. Entry deadline is Feb 15. More info: <http://www.cablefax.com/cfp/awards/cablefaxies2013/#.UNTA3Xe5V3s> -- And get your nominations in early for the annual **Faxies** awards. Entry deadline Mar 1. More info: <http://www.cablefax.com/cfp/awards/cablefaxies2013/#.UNTA3Xe5V3s>

## CableFAX Daily Stockwatch

Company	01/10 Close	1-Day Ch	Company	01/10 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	52.44	0.58	CONVERGYS:	16.95	(0.08)
DISH:	36.95	0.10	CSG SYSTEMS:	19.49	(0.01)
DISNEY:	50.79	0.01	ECHOSTAR:	34.49	(0.02)
GE:	21.17	0.22	GOOGLE:	741.48	3.36
NEWS CORP:	27.50	0.50	HARMONIC:	5.06	(0.02)
<b>MSOS</b>					
CABLEVISION:	15.41	0.42	INTEL:	21.80	0.35
CHARTER:	79.00	0.40	JDSU:	13.47	(0.05)
COMCAST:	38.50	0.08	LEVEL 3:	23.55	(0.77)
COMCAST SPCL:	36.96	0.05	MICROSOFT:	26.46	(0.24)
GCI:	9.06	(0.03)	RENTRAK:	20.35	0.04
LIBERTY GLOBAL:	66.58	0.62	SEACHANGE:	10.54	0.05
LIBERTY INT:	20.93	0.11	SONY:	11.05	0.31
SHAW COMM:	23.40	0.38	SPRINT NEXTEL:	5.94	0.06
TIME WARNER CABLE:	97.95	0.39	TIVO:	12.56	(0.24)
VIRGIN MEDIA:	37.72	0.12	UNIVERSAL ELEC:	19.05	0.20
WASH POST:	372.42	1.77	VONAGE:	2.50	0.01
<b>PROGRAMMING</b>					
AMC NETWORKS:	53.03	(0.74)	YAHOO:	18.99	(0.34)
CBS:	38.54	0.59	<b>TELCOS</b>		
CROWN:	2.03	0.01	AT&T:	34.37	0.13
DISCOVERY:	67.39	(0.37)	VERIZON:	43.59	0.59
GRUPO TELEVISA:	27.74	(0.06)	<b>MARKET INDICES</b>		
HSN:	58.29	0.02	DOW:	13471.22	80.71
INTERACTIVE CORP:	43.17	(2.31)	NASDAQ:	3121.76	15.95
LIONSGATE:	17.78	0.27	S&P 500:	1472.12	11.10
LODGENET:	0.03	(0.01)			
OUTDOOR:	7.69	UNCH			
SCRIPPS INT:	59.65	0.90			
TIME WARNER:	49.81	0.18			
VALUEVISION:	2.22	0.06			
VIACOM:	60.24	1.48			
WWE:	8.01	(0.03)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.05	(0.05)			
ALCATEL LUCENT:	1.63	0.07			
AMDOCS:	34.88	0.17			
AMPHENOL:	67.85	0.34			
AOL:	29.76	0.10			
APPLE:	523.51	6.41			
ARRIS GROUP:	15.40	0.05			
AVID TECH:	7.55	(0.19)			
BLNDER TONGUE:	1.15	0.05			
BROADCOM:	34.83	0.31			
CISCO:	20.44	0.14			
CLEARWIRE:	3.15	0.02			
CONCURRENT:	6.00	(0.17)			

## CableFAX's Customer Experience Management Guidebook Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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# PROGRAMMER'S PAGE

## A Diva and A Writer

When **Lifetime** started running spots for lingerie shop series “Double Divas,” I recognized one of the stars. While *Molly Hopkins* was a year ahead of me in high school, everyone knew her because she had the same outgoing personality you see on the show (and yes, the accent and boobs are real). Even then, she wanted to own a bra store. Molly's TV antics as a shop owner who can fit any bust, no matter how large or small, had me wondering what made other peoples' lives become TV material while I just write about it. Molly and I both had *Mrs. Avery's* Geometry class, but only one of us became the bra whisperer. Did she do a better job on volume and circumference homework? “I don't think I did at that time,” she said laughing. “But I actively pursued a way to try to get bras and find the formula to make them right.” In college, Molly found herself sewing things, cutaways for dancers, custom garments—and people kept coming to her for bra help. She ended up at fashion school. Our alma mater is located in a rather conservative town. Even its name—Hickory Flat—would seem to denote that folks might be more comfortable with flat chests than “holy bouncin' boobies” (Molly's words). She remembered being self-conscious of her large breasts in school. “There wasn't anything I could do about it, and I was hunchbacked because I didn't want to sit up straight because people made fun of my boobs,” she said. Moments like that helped cement her desire to create a shop that could help women get fitted properly. It's a real problem, evidenced by the number of “please help me” comments on Lifetime's “Double Divas” Website. Molly and co-star/business partner *Cynthia Richards* aren't the only reality stars in my home state of GA these days. The most famous might be grade schooler *Honey Boo Boo* of **TLC**. Will *Mama June* be coming in for a bra fitting? “I certainly hope she comes in to meet her kin, Honey Boob Boob!” Molly said. *The full interview (and high school photos!) can be found at CableFAX.com. “Double Divas” premiered on Lifetime Thurs, at 10pm. - Amy Maclean*

**Reviews:** “True Crime with *Aphrodite Jones*,” Mon 10p, **Investigation Discovery**. Viewers may divide over crime writer Jones' approach to the *Casey Anthony* trial. Dispassionate Jones is not; she's outraged by Casey's acquittal. Her pique colors everything, including her defense counsel interview. Her most interesting point—that eventually she agreed with the verdict—comes late in the program. -- “Shameless,” Season 3 debut, Sun, 9p, **Showtime**. There are few series where disbelief is more easily and enjoyably suspended than this adaptation of the British original. “Shameless” features children who are far more responsible than their father *Frank* (*William H. Macy*), usually AWOL and almost always soused. Shameless works, it's Showtime's #2-rated show, due to its insanity and clever kids, mainly matriarch-by-default *Fiona* (*Emmy Rossum*), # 1 son *Lip* (*Jeremy Allen White*) and *Debbie* (*Emma Kenney*). -- “Legit,” pilot, 10:30p, Thurs, **FX**. It's sophomoric, at times tasteless (you'll see) and plain silly, but this new comedy about 2 brothers and Aussie comic *Jim Jefferies* is a hoot. And a perfect partner for the equally low-brow hilarity of “Archer” (Season 4 debut, Thurs, 10p). -- “Enlightened,” Season 2 debut, Sun, 9:30p, **HBO**. Season 2 greatly improves this quirky dramedy, adding interesting stories focused on secondary characters. - *Seth Arenstein*

Basic Cable Rankings (11/26/13-12/30/13)			
Mon-Sun Prime			
1	ESPN	2.4	2409
2	USA	2.2	2135
3	DSNY	1.7	1652
4	FAM	1.6	1523
5	TNT	1.5	1471
5	HALL	1.5	1341
7	TBSC	1.4	1437
7	HIST	1.4	1366
9	A&E	1.3	1317
9	FOXN	1.3	1311
11	DISC	1.2	1175
12	FX	1.1	1055
13	LIFE	1.0	982
13	ADSM	1.0	967
13	DSE	1.0	73
16	HGTV	0.9	880
16	BRAV	0.9	849
18	NAN	0.8	838
18	AMC	0.8	827
18	TLC	0.8	795
18	TRU	0.8	748
18	FOOD	0.8	747
18	MSNB	0.8	728
24	SYFY	0.7	731
24	TVLD	0.7	656
24	CMDY	0.7	651
24	MTV	0.7	639
24	BET	0.7	630
24	ID	0.7	600
24	NFLN	0.7	510
31	SPK	0.6	580
31	CNN	0.6	545
31	LMN	0.6	485
34	APL	0.5	458
34	NGC	0.5	420
34	NKJR	0.5	351
34	HMC	0.5	231
38	VH1	0.4	422
38	EN	0.4	343
38	TRAV	0.4	343
38	DXD	0.4	293
38	H2	0.4	284
43	ESP2	0.3	342
43	OXYG	0.3	271
43	OWN	0.3	264
43	HLN	0.3	258

\*Nielsen data supplied by ABC/Disney

# CableFAX Webinar

Tuesday, January 22, 2013  
1:30 - 3:00pm ET

## DISRUPTING the DISRUPTERS:

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