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CableFAX Daily™

Tuesday — January 17, 2012

What the Industry Reads First

Volume 23 / No. 009

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Boom Boom: Blackouts Showcase Retrans Fireworks

The retrans fireworks didn't go off on New Year's Eve, instead waiting until mid-January to ignite. **Verizon FiOS** subs in Albany, Syracuse and Harrisburg woke up Fri morning to find that local broadcast stations owned by Newport (**CBS** 21-Harrisburg, **ABC** affil **WSYR** in Syracuse and **Fox** affil **WXXA**-Albany) were no longer available through FiOS. And **Time Warner Cable**, which has been without carriage of the **NBC** affil in Corpus Christi since Dec 12, is now the subject of a complaint by station owner **Cordillera** at the **FCC**. Verizon's retrans dispute is significant in that it's the 1st time the telco has lost a broadcast station in a negotiation. Verizon is reminding customers that the signals are free over the air with a digital antenna and that most of the national channels stream some of their programming on the Web. FiOS also notes that through an agreement with the **NFL**, **Verizon Wireless** offers a live audio broadcast of NFL games on select mobile devices. Meanwhile, things are getting uglier in TX. Cordillera filed a complaint at the FCC, alleging that TWC hasn't negotiated in good faith. The broadcaster complains that TWC provided a single new offer following the blackout and the refused to counter Cordillera's response for 19 days. When it did respond on Mon, Cordillera said it appeared to be "an attempt to punish" the broadcaster and backtracked on several key terms. The MSO disputes the claims, and notes it offered an extension through Mar '12 to continue negotiations that was refused. TWC said it has had numerous conversations with Cordillera over the past several weeks. "They are trying to scare customers, who we thank for their patience," TWC said, noting that popular NBC programming, including the Super Bowl, is available online and/or via VOD. Meanwhile, **DirecTV** is facing a 12:01am deadline Sat with **Sunbeam TV** for continued carriage of **WSVN** in Miami (Fox affil) and **WHDH** (NBC) and **WLVI** (CW) in Boston. "We have absolutely no intention of denying any of our Miami or Boston customers these stations unless Sunbeam specifically demands it," DirecTV said. "The decision is entirely theirs as to what happens here. We have no problem compensating Sunbeam fairly, and we enjoy strong relationships with all of the other stations licensed to serve these communities."

Knick-Knack: **MSG** has the viewing parties. Now **Time Warner Cable** has its road trip for Knicks fans. The MSO, which has been MSG-less since Jan 1, launched a sweeps in which 10 Knicks fans from the NYC area will receive a trip for 2 to see the Knicks play the Charlotte Bobcats at Time Warner Cable Arena (no coincidence, we're sure) in

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Charlotte on Jan 24 . NY area subs can enter at www.TWCRoadTrip.com. "We don't like MSG's blackout any more than our customers do. We appreciate our customers' patience while we work toward an agreement to bring MSG back to our lineup," said *John Quigley*, regional vp, ops for TWC in NYC.

CES Wrap: After a week at CES, Well Fargo Securities had this to say: "We come away incrementally positive on cable (specifically TWC) and DISH." Analyst *Marci Ryvicker's* cable highlights: TV Everywhere is gaining momentum, and she is more positive on cable position in a changing TV ecosystem, noting that "surprisingly" **Time Warner Cable** had the greatest presence with new technologies (it was showcase by **Samsung, Panasonic** and **EchoStar**).

HBO @ TCA: At TCA Fri, HBO trotted out major entertainment players including *Ricky Gervais, Judd Apatow, Julia Louis-Dreyfus, Woody Harrelson, Ed Harris, Julianne Moore*—and for an encore, *Dustin Hoffman* and *Nick Nolte*. All touted their current HBO projects, but it was Hoffman who gave a shout out to both the net and the cable platform generally in one of the most entertaining TCA panels we've ever seen. "You want a shot at your best work and you can't do that at the studio level... movies are a bastard art form," said Hoffman of meddling Hollywood factions, adding he hears broadcast TV doesn't offer that opportunity for greatness either. By contrast, with "Luck" (Jan 29), in which he stars in a behind-the-scenes look at horse racing and the gambling lifestyle, Hoffman said exec producers *Michael Mann* and *David Milch* were ceded the freedom needed to maximize the series' creativity and quality. In turn, Hoffman said he and co-star *Nick Nolte* could just go for broke amid a collaborative atmosphere that isn't mapped out and can go to any place the subject matter leads. "I've never had that before...there's heavyweight talent here," said Hoffman, who underscored his refreshing honesty by saying "there's no reason for me to butter up HBO...the contract's signed." -- It's notable that *Judd Apatow's* return to TV after nearly a decade ("Undeclared") and a slew of Hollywood hits was to HBO. Coincidence? We think not. Read about Apatow's "Girls" at www.cablefax.com. -- With mockumentary comedy series "Life's Too Short" (Feb 19) exec producers *Ricky Gervais* and *Stephen Merchant* put a fictional version of little-person actor *Warwick Davis* in ridiculous situations with guest stars like *Liam Neeson* and *Johnny Depp*. How to do that without poking fun of little people? "Some people confuse the target of a joke with the subject of a joke," said Gervais. "You have to go as far as you can to explore comedy... I think the job of a comedian is to make you laugh but to make you think as well." Said Davis: "It does push the boundaries in comedy, and that's what Ricky and Steve do best." Gervais said Davis, who most people know from his breakout role in the 1988 film "Willow," has a wholesome image that he and Merchant trashed for the sake of comedy. "We had to make a horrible person," he said, noting that the show is "always about humanity... There's a difference between a show that exploits and a show that ridicules exploitation." -- HBO is relied on to provide star power. It delivered this TCA with *Nicole Kidman*, playing *Martha Gellhorn*, who met *Ernest Hemingway* during the Spanish Civil War and became

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Entry Questions:
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an influential war correspondent. A clip of "Hemingway and Gellhorn" (May premiere) showed Gellhorn and Hemingway (*Clive Owen*) making love while enduring bombing raids. "They came together during war, it's when they were most passionate," Kidman said, "it's when they were most comfortable, when they're passion blazed and their love thrived."

TCA Notebook: **Starz** announced epic scripted series "Marco Polo," which will be exec produced by *Harvey and Bob Weinstein*, **Electus** chmn *Ben Silverman* and series writer/creator *John Fusco* ("Hidalgo," "Young Guns"). It is described as a fantastical martial arts epic chronicling the adventurer's early years in the court of Kublai Khan. -- *Niecy Nash* is getting her own **TLC** series, a docu-sitcom based on her home life. "Leave It To Niecy" debuts Mar 25. -- **A&E** is set to premiere contemporary crime thriller "Longmire" this summer. Based on the novels by *Craig Johnson*, "Longmire" stars Australian actor *Robert Taylor* ("The Matrix") as *Walt Longmire*, the charismatic, dedicated and unflappable sheriff of Absaroka County, WY. A&E is in early dev on 2 new potential series, "Bates Motel" (a prequel to "Psycho") and "Those Who Kill," based on the Danish format of the work of author *Elsebeth Egholm*.

Nat Geo: Critics at **TCA** got stuck on definition of terms with "American Gypsies" (spring premiere). Several times gypsy (or not) *Nicky Johns* said "we're not gypsies," then backtracked, "we are gypsies, but that's a bad word." Exec prod *Steven Cantor* helped. "They don't call themselves gypsies," they refer to themselves as romani, Cantor said. Regardless, these gypsies are part of a family who run fortune-telling parlors in NYC. Clips showed a lot of fighting between family members, centering on younger gypsies being conflicted about inter-marriage. Johns emphasized "we're a culture you don't know much about. That's why we're doing [this show]." Speaking of gypsies, do we sense a trend? **TLC** announced "My Big Fat American Gypsy Wedding" at TCA Fri. A US version of the UK series on the hidden culture and over-the-top weddings. -- The 8th season of "Dog Whisperer" (**Nat Geo Wild**) involves *Cesar Millan* again "training people and rehabilitating dogs." He heads to Ft Hood to rehab dogs that are back from Iraq. "The dogs only get trained as soldiers, not as dogs, so they're always on edge," he says. Millan also oversees a special 150th Valentine's Day ep (Feb 11, 8p) where he handles home wreckers (we're not sure if that's people or dogs). Millan says this season will concentrate more on humans, who show dogs too much affection and not enough discipline or exercise. -- *James Cameron* really just can't get enough of the Titanic—and apparently neither can Nat Geo, which in the spring will unveil a series of specials on the doomed vessel. In addition to "Titanic: The Final Word with James Cameron" in which the filmmaker tries to figure out definitively how the ship sunk, NatGeo explorer-in-residence *Robert Ballard* will also bring "Save the Titanic with Bob Ballard" to the net as he attempts to preserve what's left of the wreckage. He told critics that he has developed an emotional connection, noting that he has chilling pictures from the ocean floor. "You had mother shoes next to daughter shoes," he said. "I mean, wow. That's their tombstone. You don't pick up those shoes."

Politics at HBO: *Julianne Moore*'s stunning transformation into *Sarah Palin* for **HBO**'s "Game Change" (Mar) involved just about everything except a sit-down with Palin herself, who declined to cooperate with filmmakers. Moore said she read Palin's book "Going Rogue" and even watched **TLC**'s "Sarah Palin's Alaska" to prepare, as well as working with a vocal coach, among other research. Writer *Danny Strong* dived in even deeper, conducting 25 interviews with people directly involved in the 2008 *McCain-Palin* campaign to glean some of the movie's behind-the-scenes details. -- TV critics were struck by creator/exec prod *Armando Iannucci*'s penchant for accuracy on his brutally funny send-up of national politics "Veep" (April premiere). "We have 3 DC advisers" on the staff, plus veteran columnist *Frank Rich*, he said. In addition, the office *Julia Louis-Dreyfus* inhabits as fictional US vp *Selina Meyer* is a scale reproduction of the real veep's office. "I wanted it to be funny, but I also wanted it to be accurate," Iannucci said. And Louis-Dreyfus admitted she spoke to real vps to research the role, but refused to provide names. Veep's pilot shows a large cast of pols and staff, bumbling and nearly devoid of ethics and morals. In other words, it's an accurate portrayal.

People: **SeaChange** CFO *Kevin Bisson* resigned to accept a position at another publicly traded company. Look for SeaChange to announce the appointment of a new CFO next week. -- **USA** promoted *Frank DeRose* to svp, program scheduling & strategic planning for **USA Net**, **Cloo** and **UniversalHD**.

Public Affairs: **ESPN**'s 5th Jimmy V Week for Cancer Research raised a record \$1.3mln in contributions last month. In 5 years, the week has generated more than \$5mln in contributions for cancer research. -- **C-SPAN** will spotlight 6 cities in Jan-July with visits from its Local Content Vehicles. Partnering with local cable affils, 3 C-SPAN video journals will visit each city for a week to capture some history and literary life. On the tour: Beaumont, TX (**Time Warner Cable**), Shreveport, LA (**Comcast**), Little Rock (Comcast), Oklahoma City (Comcast), Wichita, KS (Comcast) and Jefferson City, MO (**Mediacom**). The features shot in each city will be shown during targeted weekends on **BookTV** on **C-SPAN2** and **American History TV** on **CSPAN3**.

Oops! We misspelled **nuvoTV**, which just debuted Season 2 of "Operation: Osmin," on our Programmers' Page Thurs.

CableFAX Week in Review

Company	Ticker	1/13 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	43.45	(0.9%)	1.63%
DISH:	DISH	28.75	0.03%	0.95%
DISNEY:	DIS	38.40	1.83%	2.40%
GE:	GE	18.84	1.02%	5.19%
NEWS CORP:	NWS	18.92	1.72%	4.07%
MSOS				
CABLEVISION:	CVC	13.97	(2.31%)	(1.76%)
CHARTER:	CHTR	56.96	0.60%	0.04%
COMCAST:	CMCSA	25.38	6.50%	7.04%
COMCAST SPCL:	CMCSK	24.82	2.14%	5.35%
GCI:	GNCMA	9.92	3.87%	1.33%
KNOLGY:	KNOL	14.30	(0.49%)	0.70%
LIBERTY GLOBAL:	LBTYA	42.59	0.90%	3.80%
LIBERTY INT:	LINTA	17.06	4.98%	5.18%
SHAW COMM:	SJR	19.40	1.94%	0.15%
TIME WARNER CABLE:	TWC	65.43	2.19%	2.93%
VIRGIN MEDIA:	VMED	23.51	10.17%	9.96%
WASH POST:	WPO	387.00	2.74%	2.70%
PROGRAMMING				
AMC NETWORKS:	AMCX	39.68	3.60%	5.59%
CBS:	CBS	27.75	(0.14%)	2.25%
CROWN:	CRWN	1.23	6.03%	1.65%
DISCOVERY:	DISCA	43.34	4.96%	5.78%
GRUPO TELEVISIA:	TV	20.70	(2.68%)	(1.71%)
HSN:	HSNI	36.36	2.25%	0.28%
INTERACTIVE CORP:	IACI	41.65	(0.72%)	(2.23%)
LIONSGATE:	LGF	8.60	6.70%	3.37%
LODGENET:	LNET	2.79	4.49%	16.74%
NEW FRONTIER:	NOOF	1.11	6.73%	7.77%
OUTDOOR:	OUTD	7.39	5.87%	(0.94%)
SCRIPPS INT:	SNL	43.48	(0.32%)	2.50%
TIME WARNER:	TWX	37.27	1.97%	3.13%
VALUEVISION:	VVTV	1.62	1.25%	(13.83%)
VIACOM:	VIA	53.00	(2.65%)	(0.62%)
WWE:	WWE	9.51	1.93%	2.04%
TECHNOLOGY				
ADDVANTAGE:	AEY	2.19	4.78%	4.29%
ALCATEL LUCENT:	ALU	1.74	11.54%	11.54%
AMDOCS:	DOX	28.97	1.29%	1.54%
AMPHENOL:	APH	48.15	4.15%	6.08%
AOL:	AOL	14.93	(5.69%)	(1.13%)
APPLE:	AAPL	419.81	(0.61%)	3.66%
ARRIS GROUP:	ARRS	10.95	1.30%	1.20%
AVID TECH:	AVID	9.05	1.57%	6.10%
BLNDER TONGUE:	BDR	1.32	(44.3%)	8.20%
BROADCOM:	BRCM	31.83	5.61%	8.41%
CISCO:	CSCO	19.06	4.44%	5.42%
CLEARWIRE:	CLWR	1.87	(0.53%)	(3.61%)
CONCURRENT:	CCUR	3.58	0.85%	(5.54%)
CONVERGYS:	CVG	12.54	(0.4%)	(1.8%)
CSG SYSTEMS:	CSGS	15.63	4.97%	6.25%
ECHOSTAR:	SATS	22.79	6.15%	8.83%
GOOGLE:	GOOG	624.99	(3.85%)	(3.24%)
HARMONIC:	HLIT	5.23	1.95%	3.77%

Company	Ticker	1/13 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	25.14	(0.44%)	3.67%
JDSU:	JDSU	11.47	3.15%	9.87%
LEVEL 3:	LVLT	18.28	1.78%	7.59%
MICROSOFT:	MSFT	28.25	0.50%	8.82%
MOTOROLA MOBILITY:	MMI	38.45	(0.03%)	(0.9%)
RENTRAK:	RENT	15.55	7.24%	8.89%
SEACHANGE:	SEAC	6.59	(2.37%)	(6.26%)
SONY:	SNE	17.13	(1.78%)	(5.04%)
SPRINT NEXTEL:	S	2.31	5.48%	(1.28%)
THOMAS & BETTS:	TNB	56.68	4.08%	3.81%
TIVO:	TIVO	10.44	2.35%	16.39%
UNIVERSAL ELEC:	UEIC	18.07	9.45%	7.11%
VONAGE:	VG	2.38	(0.42%)	(2.86%)
YAHOO:	YHOO	15.48	(0.26%)	(4.03%)
TELCOS				
AT&T:	T	30.07	1.31%	(0.56%)
VERIZON:	VZ	38.92	1.54%	(2.99%)
MARKET INDICES				
DOW:	DJI	12422.06	0.50%	1.67%
NASDAQ:	IXIC	2710.67	1.36%	4.05%
S&P 500:	GSPC	1289.09	0.88%	2.50%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	1.74	11.54%
2. VIRGIN MEDIA:	23.51	10.17%
3. UNIVERSAL ELEC:	18.07	9.45%
4. RENTRAK:	15.55	7.24%
5. NEW FRONTIER:	1.11	6.73%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.32	(44.3%)
2. AOL:	14.93	(5.69%)
3. GOOGLE:	624.99	(3.85%)
4. GRUPO TELEVISIA:	20.70	(2.68%)
5. VIACOM:	53.00	(2.65%)

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EYE ON ADVERTISING

Cars.com Revs Its Super Bowl Engine

Sure, game time is huge. But savvy advertisers use the Super Bowl as a platform not only to reach the masses for one night but to jump-start a campaign that speaks to targeted audiences on cable networks and online. Cars.com, a Super Bowl sponsor for the fifth consecutive year, is doing just that. Carolyn Crafts, marketing president, gives puts us behind the wheel.

This year NBC sold packages letting ads run on NBC Sports Network and other cable nets as well as its digital stream. Are you partaking?

CC: We have a broader campaign and investments with the NBC roster of networks, and we've done a number of things with them in the past that are not just on the NBC broadcast channel per se.

Which cable nets make the most sense for Cars.com?

CC: We work with our agency to identify which specific networks have the highest concentration of in-market car shoppers or folks who are engaged in the car shopping process. And we also look for opportunities for broader content integration. For example, on Bravo we have done some content integrations around their "Work of Art" reality series, and a series of eight Webisodes

How did that campaign perform?

CC: They performed pretty well. The most exiting part was it actually showcased some of the cars that will be featured in our best of the year awards we will be giving away in Detroit [Cars.com's Best of 2012 award was presented on Jan. 10]. The content integration was that the competition was for the artist to design and develop our physical award we are going to give the manufacturer that wins. The competition went through all eight Webisodes and there was also a component promoted on the show.

Interesting idea. How did you come up with it?

CC: We came to them with the idea. We had a need to have

an award—we weren't happy with what we'd done in the past—and thought this was a great integration for the show.

Back to the Super Bowl, how are you using the event as a springboard for Cars' messaging this year?

CC: We're working on our 2012 plans right now. We do most of our buying on a calendar-year basis. It's going to be a fully integrated campaign across online and social media, as well as some other media. We're keeping the creative under wraps, but it is against the same communication messaging of giving customers their best strategy for finding a car.

The Super Bowl is broad. What do you get out of advertising on the targeted cable nets?

CC: If you think about our broader goals, the idea is to be able to have our advertising stand out and be in an environment where consumers engage with the ad. There's no place bigger or better than the Super Bowl. When it comes to opportunities on a smaller scale, we are also trying to stand out to our audience. It's a different tact. Some of the things we are doing online right around the Super Bowl are high-impact placements. We will be doing those right after the Super Bowl on sites that have a strong sports presence. You can imagine what those might be.

Will Cars.com have a presence in NBC's digital stream of the Super Bowl?

CC: When they announced the live streaming we had already committed the majority of the online campaign supporting the Super Bowl, so we will have nothing specific on that platform.

So I'm thinking you're working with ESPN? What's that campaign look like?

CC: Yes. It rolls out during the week after the Super Bowl in particular. The campaign is a combination of some high-impact placements, including video, as well as some mobile placement. Mobile integration is pretty important to us and we try to find ways to showcase that in our TV advertising.



Sales Executive of the Year Awards

CableFAX

saluting cable sales leadership

Questions: Mary Lou French
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Saluting Sales Excellence in the Cable Marketplace

The CableFAX Sales Executive of the Year Awards recognizes sales forces across cable who work tirelessly behind the scenes to drive revenue and keep our dynamic marketplace growing and business moving forward. The winners and honorable mentions will be saluted during an awards event in Spring 2012 in NYC.

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