

# CableFAX Daily™

Friday — January 17, 2014

What the Industry Reads First

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## Riding High: Showtime Seeks Continued Momentum at TCA

As one critic put it Thurs during a question at TCA, **Showtime** was once the “stepchild” of premium TV. Not anymore. With big buzz behind new shows like “Masters of Sex” and “Ray Donovan,” Showtime pres, ent *David Nevins* noted that “our newest shows are also our highest rated shows... generating more discussion, more press and viewers than the shows they are replacing.” He hopes that trend continues with 2 new pickups he announced Thurs: “The Affair,” which explores “the challenges of infidelity from multiple perspectives,” and “Happyish,” which involves a 40-something (*Philip Seymour Hoffman*) trying to navigate a fast-changing, millennial-driven, social-media obsessed world with results that apparently include a dream sequence with the Keebler elves (we can’t make this stuff up). No air dates yet, but Nevins said they will likely bow in late summer. Showtime’s also betting big on “Penny Dreadful” (May 11 premiere), a supernatural thriller series starring *Eva Green*, *Josh Hartnett* and others, and produced by *John Logan* and *Sam Mendes*. “This show is like nothing we’ve ever done before,” said Nevins, also telling critics that the net’s increasingly excited about 10-part docu-series “Years of Living Dangerously” (Apr 13 premiere), which explores climate change from several angles and whose producers include *James Cameron* and *Arnold Schwarzenegger*. “We’ve been trying to take risks, trying hard not to copy ourselves, trying hard not to copy other things that are being done on the air,” Nevins said. “But I think we’ve been broader in the types of shows we’ve been putting on... The best actors and the best writers really want to do shows on Showtime. It’s a good place to be right now.” The buzz around hit “Homeland” helped it become the first Showtime series to reach 7mln viewers in one week, Nevins said (And that was despite some grumbling by critics last year about Season 3’s meandering storyline). Lots of talk at TCA about whether pilot season—or even the idea of creating pilots before going to series—makes sense anymore in the fast-moving TV biz. But Nevins said “I believe in pilots. You learn a lot from pilots.” He specifically cited Showtime’s busted pilot “The Vatican,” noting that he’s glad it went to pilot 1st because “it was conceived in a world that I think now would feel very dated” following the election of Pope Francis. “So I’m glad we hadn’t made 13 episodes of that.” Also, he said that while “the current ecosystem works really well for us,” premiums are in a good spot to survive any cord cutting or shift to OTT. “We’re a subscription service,” he said. “People are used to writing a check every month... We’re kind of well positioned for whatever the future holds, so we see a lot of opportunity.”

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**He's Baack:** *Gene Kimmelman* is no stranger to the cable industry. Over the years, he took his shots at cable on a la carte and rising prices as chief watchdog at **Consumers Union**. He left in '09 and joined the **DOJ** as special counsel for competition policy, where he stayed through much of '12. Since leaving, he has been serving as dir of the Internet Freedom and Human Rights project at the **New America Foundation**. Now, he's taking over as pres/CEO at **Public Knowledge** with former chief *Gigi Sohn* working at the FCC. PK said one of his primary goals will be to work with members of the civil rights, technology, and public interest communities to create a policy center geared towards training the next generation of thought leaders in technology and telecommunications policy.

**Deal Talk:** Nobody's merged with anybody... Carry on. Republican **FCC** commish *Ajit Pai* was asked about a possible combo on this week's ep of **C-SPAN's** "Communicators" (airs Sat at 6:30pm ET on C-SPAN and is available Fri afternoon at C-SPAN.org), and explained that he couldn't say anything at this time. As far as Pai's general philosophy on mergers, he said it all relates to the public interest. "The question is always, will the consummation of a proposed transaction serve the public interest? And I evaluate whether there are certain anticompetitive effects that might result, and if there are, is there a narrowly tailored condition that the agency can develop that would ameliorate the anticompetitive harm?" he said.

**Ratings:** A lot will be made about the ratings for "Duck Dynasty's" Season 5 opener on **A&E** Wed night. Yes, they were down 28% from Season 4's 11.8mln debut, but there's a big difference between Aug and Jan on the TV dial. Broadcast is back in a big way, with several shows from cable and broadcast returning after a winter hiatus. Plus, the number (it averaged 8.5mln total viewers) is on par with last season's Oct finale (8.4mln). Time will tell if the duckmen—who along with *A&E* were at the center of controversy last month over comments star *Phil Robertson* made in *GQ*—are still in season.

**Marketing Olympics:** **Comcast NBCU** is teaming with **Facebook**, again, on marketing Sochi Olympics content. The 2 collaborated during the London Games as well. As part of the deal, **NBC Olympics** will premiere feature video content on Facebook for the 1st time, starting Thurs. NBC Olympics Page on Facebook also allows visitors to interact directly with commentator and Olympic gold medalist Sarah Hughes during NBC's primetime coverage of 11 nights of figure skating. The page will also include the latest info on the games. Meanwhile, NBC, for the 1st time, will air Olympic primetime coverage, which starts Feb 6, before the Opening Ceremony.

**Rebrand Upgrade:** **FEARnet** got a face lift as part of a brand refresh aimed at reaching a wider audience. The net's splat logo was transformed into new animated graphics for on-air and web treatments, and will take on various forms for social media elements images and mobile apps. In addition, as the net focuses more on programming not readily associated with a genre outlet, such as the Twisted Comedy lineup, the refresh will offer new bold graphics and an expanded color palette. The upgrade is the start of a brand transformation that will continue through 2014, covering linear TV, VOD, affil communications and the net's website. "This re-brand is not about revolution, but evolution, as the channel continues to grow—creating a modern look that will satisfy the hardcore audience, while expanding its outreach to casual viewers, and cultivating new opportunities with advertisers to partner with the network," said FEARnet svp, marketing *Faye Walker*, who spearheaded the refresh movement.

**Q&A with IFC pres/GM Jennifer Caserta:** The debut last Thurs of **IFC's** newest original comedy, "The Spoils of Babylon" had a solid showing, with nearly 2.3mln total viewers tuning into the miniseries. The remaining eps premiere Thurs nights at 10pm, with the finale set for Feb 6. We spoke to IFC chief *Jennifer Caserta* about 2014 at the channel. **Does Spoils signal anything for IFC as a whole as far as your identity?** Yes. It's certainly our most ambitious project. The content in and of itself—that we're doing this parody of the grand sweeping miniseries is big in its concept and execution. We've crafted a really well told story over the past 24 months of creating an environment where smart authentic comedies have grown or evolved on our network. This takes us to a new height or sensibility. **Let's talk about your name. Do people call you IFC vs Independent Film Channel? Have you successfully transitioned who you are?** Fewer people and outlets identify us as Independent Film Channel, and of course, we haven't called ourselves that in years. In fact, we are officially and legally listed as IFC tv. The acronym really stands for nothing, but in principal stands for the comedic sensibility [for which] we've been credited. **Do you see any programming trends for 2014 emerging?** What I'm really most interested in seeing as a programmer is how time-shifting continues to shape our business. It's not even a trend. It's ingrained. What I'm interested in seeing is how we react as programmers—what will that do for schedule busting, what will that do in terms of how programmers premiere their shows. It's rich with... opportunity. We should not view it as a

# BUSINESS & FINANCE

stumbling block. [Visit CableFAX.com for more from our interview, including Caserta's take on using web series — both as a digital property and repositioning a web property for linear].

**Sports:** Interesting tidbit reported by *Sports Business Daily*... The NFL is reportedly requiring the winning bidder of its Thurs night games package to simulcast the games on **NFL Net**. That should make bidding much more interesting. -- **Fox Sports** will live stream the NFC Championship Playoff Game featuring the San Francisco 49ers vs Seattle Seahawks on Sun through authenticated Fox Sports Go.

**Best Place to Work: Discovery Comm** was the only programmer named to *Fortune's* 100 Best Companies to Work in 2014. **Google** topped the list. Discovery, at #79, was recognized for its effort on work-life balance, innovation culture, inclusion and continuous learning. Cisco made the cut, ranking 55th. **Adobe Systems** was 83rd, followed by **Intel** at #84. **Microsoft** came in at #86.

**CTAM Election:** CTAM's board elected **Cablevision's Gemma Toner** to a 1-year term as chair. She has served on the board for the past 3 years. In addition, the committee elected **Jonathan Hargis**, evp and chief marketing officer, **Charter**, and **David Preschlack**, evp, affil sales and marketing, **Disney & ESPN Media Networks**, to serve 2nd terms in their respective roles as vice chair and secretary/treasurer.

## CableFAX Daily Stockwatch

Company	01/16 Close	1-Day Ch	Company	01/16 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	32.47	(0.14)	GOOGLE:	1156.22	7.60
DIRECTV:	71.85	(0.5)	HARMONIC:	7.12	(0.24)
DISH:	55.36	(1.27)	INTEL:	26.54	(0.13)
DISNEY:	74.21	(0.07)	JDSU:	12.12	0.06
GE:	27.20	(0.14)	LEVEL 3:	34.34	(0.02)
<b>MSOS</b>					
CABLEVISION:	16.52	(0.27)	MICROSOFT:	36.89	0.13
CHARTER:	134.96	(1.08)	MOTOROLA MOBILITY:	14.84	UNCH
COMCAST:	53.54	(0.53)	NIELSEN:	44.11	(0.16)
COMCAST SPCL:	51.69	(0.37)	RENTRAK:	48.07	10.09
GCI:	11.09	(0.11)	SEACHANGE:	12.50	(0.28)
LIBERTY GLOBAL:	88.66	(0.37)	SONY:	17.21	(0.2)
LIBERTY INT:	28.20	(0.2)	SPRINT NEXTEL:	9.03	(0.05)
SHAW COMM:	22.61	(0.01)	TIVO:	13.24	0.22
TIME WARNER CABLE:	135.29	0.16	UNIVERSAL ELEC:	36.86	0.02
<b>PROGRAMMING</b>					
AMC NETWORKS:	69.37	(0.52)	VONAGE:	3.90	0.11
CBS:	60.80	(0.2)	YAHOO:	40.34	(0.73)
CROWN:	3.09	(0.07)	<b>TELCOS</b>		
DISCOVERY:	82.02	(0.65)	AT&T:	33.96	0.17
GRUPO TELEVISA:	30.89	(0.59)	VERIZON:	48.53	0.26
HSN:	57.97	(0.74)	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	73.15	1.47	DOW:	16417.01	(64.93)
LIONSGATE:	30.35	0.03	NASDAQ:	4218.69	3.81
MADISON SQUARE GARDEN:	56.87	(0.01)	S&P 500:	1845.89	(2.49)
SCRIPPS INT:	75.15	(0.92)	<b>TECHNOLOGY</b>		
STARZ:	29.96	(0.02)	ADVANTAGE:	3.14	0.21
TIME WARNER:	64.95	(0.19)	ALCATEL LUCENT:	4.20	(0.17)
VALUEVISION:	6.42	(0.33)	AMDOCS:	41.99	(0.03)
VIACOM:	85.14	(0.24)	AMPHENOL:	91.87	(0.18)
WWE:	19.00	0.65	AOL:	52.54	5.29
<b>MARKET INDICES</b>					
			APPLE:	554.25	(3.11)
			ARRIS GROUP:	26.70	0.09
			AVID TECH:	7.75	0.10
			BLNDER TONGUE:	0.98	0.01
			BROADCOM:	29.31	(0.17)
			CISCO:	22.78	UNCH
			CONCURRENT:	7.96	0.07
			CONVERGYS:	21.67	0.06
			CSG SYSTEMS:	30.96	0.40
			ECHOSTAR:	48.61	(0.84)

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# PROGRAMMER'S PAGE

## Broadly Speaking...

**Comedy Central's "Broad City,"** (premieres Wed at 10:30pm) from creators *Abbi Jacobson* and *Ilana Glazer* and executive producer *Amy Poehler*, has been pitched by the network as an "authentic" portrayal of two young women navigating the nuttiness of New York City—from dating and relationships to underemployment to the woes of public transportation. And even though it's female comics delivering it, that doesn't mean it's representing a something called "female comedy." "I don't think there's a thing called women's comedy," Poehler said. "I think it's just all comedy." Well, as a Brooklyn resident, I'm here to tell you it's pretty darn authentic. At **TCA** last week the girls said that every ludicrous situation they play out is grounded, in part, in reality. I believe it. The two women video chat each other because "it's really hard to get from Brooklyn to Queens," Glazer said. And missing the delivery guy by a matter of moments (really, it could be the cable guy) is an experience that we all share with Ilana and Abbi. Fetching a package from the far corners of Mordor could take, like, a day. And when you get there, you've likely forgotten something (as Abbi did) and need to retrieve it. (I now cringe at the sight of a UPS "sorry we missed you" note. It's just not worth it. Socks from my mom will have to wait). It's true that myself and other big city-dwellers may not relate to *all* of the stories within eps 1 and 2. A grown man dressed in a diaper did not pay me to clean his house in my underwear. But one thing is certain—I can't wait to see what else they come up with. These ladies are hilarious. - *Kaylee Hultgren*

**Reviews:** "Flowers in the Attic," Sat, 8pm, **Lifetime**. The following certainties become apparent after watching "Flowers." First, Lifetime, in its best film in memory, has beautifully adapted *V.C. Andrews'* novel, blending gruesomeness with sensitive coming-of-age moments. Next, it's a pleasure watching young *Kiernan Shipka* of **AMC's** "Mad Men" polish off yet another difficult role. Last, should *Ellen Burstyn*—as the embodiment of evil—fail to receive an Emmy nomination, there should be an investigation. Lifetime is adapting Andrews' subsequent novel, and *Flowers* screenwriter *Kayla Alpert* again will do the honors. We can't wait. -- "Klondike," series premiere, Mon, 9pm, **Discovery**. The net's first scripted mini-series will have viewers checking their navigation guides to see if they really tuned in to Discovery. The cast, cinematography, direction and production values in this historical fiction approach HBO-level quality. The writing and music don't, but they're close. It's a tale of friends (played well by *Richard Madden* and *Augustus Prew*) who seek their fortune in the Yukon gold rush of the late-1800s. Savor this mini—Discovery lacks the resources to do many of them—and let it prompt you to read about the Yukon, perhaps a *Jack London* story. -- "Broad City," premiere, Wed, 10:30p, **Comedy**. "Girls" sans neuroses but funnier. Improvisers *Abbi Jacobson* and *Ilana Glazer* battle poverty, guys and NYC. (Read *Kaylee Hultgren's* take above) - *Seth Arenstein*

Basic Cable Rankings (1/06/14-1/12/14)			
Mon-Sun Prime			
1	ESPN	3.1	3031
2	USA	1.8	1752
3	HIST	1.6	1593
4	DSNY	1.5	1468
5	TNT	1.4	1395
5	FOXN	1.4	1357
7	TBSC	1.3	1302
7	FX	1.3	1219
9	DISC	1.2	1185
10	HGTV	1.1	1076
11	A&E	1.0	960
11	TLC	1.0	954
11	NAN	1.0	953
11	AMC	1.0	950
11	BRAV	1.0	905
11	ID	1.0	851
11	DSE	1.0	75
18	ADSM	0.9	924
18	FOOD	0.9	881
20	LIFE	0.8	770
20	TVLD	0.8	766
20	SYFY	0.8	747
20	SPK	0.8	743
20	FAM	0.8	743
20	BET	0.8	694
26	MTV	0.6	601
26	VH1	0.6	591
26	MSNB	0.6	575
26	TRU	0.6	555
26	CMDY	0.6	542
26	DSJR	0.6	365
26	HMC	0.6	301
33	APL	0.5	516
33	LMN	0.5	458
33	HALL	0.5	453
33	OWN	0.5	423
33	NGC	0.5	395
38	TRAV	0.4	356
38	ESP2	0.4	348
38	EN	0.4	336
38	WE	0.4	330
38	NKJR	0.4	322
38	OXYG	0.4	299
38	H2	0.4	283
45	CNN	0.3	336
45	CMT	0.3	282

\*Nielsen data supplied by ABC/Disney



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