

# CableFAX Daily™

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What the Industry Reads First

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## Sochi Streaming: Olympics Puts Multiplatform to Test... Again

With everyone gearing up for Sochi, Russia, **NBC Olympics** executive producer *Jim Bell* projected confidence that live streaming will not cannibalize primetime viewership numbers when Olympics coverage kicks off Feb 6. It's not a concern, "especially given the results of London," he told reporters on a conference call Thurs. The takeaway there was that people live streaming during the day were actually more likely to watch in primetime later. Put succinctly: "More meant more," he said. In today's TV landscape, you must drive audiences with apps, a website, social media and other platforms, so "you have to have all these bases covered, and they do seem to help each other." From a ratings standpoint, will Sochi beat Vancouver? "I don't know," said Bell. "In Vancouver, we had the ability to be live... and that's a pretty special thing," he said. But he stressed that the Games are not just about ratings. The new platforms coming into play, the launch of new late night shows and showcasing **NBCSN** are priorities as well. "There are plenty of things this Olympics will be about besides a number," he said. Speaking of **NBCSN**... the cable net is home to figure skating this year, which gives the company a "unique opportunity to build an asset with a sports audience," he said. During prior Games, "we never had a sports cable channel," he said. The fact that figure skating is a "marquee" sport and "weather proof" made it the right fit for the network, he added. The company's billion-dollar research lab in London helped inform the decision to bring the sport to cable, Bell said. Nonetheless, it's still a risk. "Our charge here is to take chances... and take advantage of the technology." Primetime coverage of the Sochi Olympics kicks off a day before the official ceremony for the first time and features a snowboarding slopestyle competition, a team figure skating event (a 1st for the Olympics) and women's freestyle moguls. Overall, there are 12 new events, 8 of which are snowboarding and freestyle competitions. Meanwhile, NBC Olympics pres *Gary Zenkel* described his outlook on Sochi's security situation as "confident." "We have never seen the type of security that we are now seeing in Russia," he said. But will the heavy security forces impact viewership? Zenkel surmised that it won't be overwhelming to the viewer: "The Russians have suggested that they'll try not to be terribly conspicuous," he said.

**Deals:** Just in case any of us forgot that **Liberty Media's Charter** still really, really wants **Time Warner Cable**, Liberty on Thurs released statements from its chmn *John Malone* and pres/CEO *Greg Maffei* to that effect. Malone praised Charter pres/CEO *Tom Rutledge* and argued that a TWC combo "will enable the cable industry to adopt common technology,

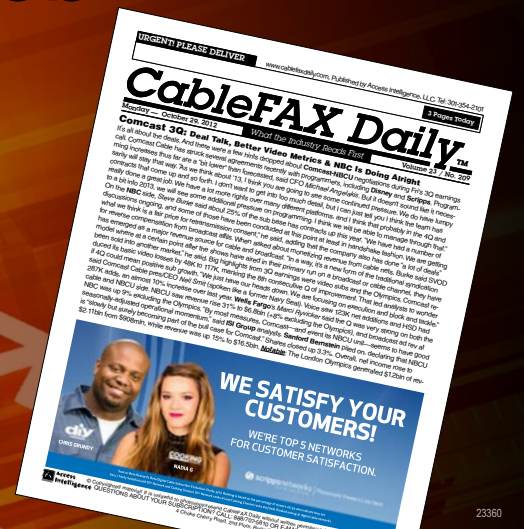
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brands and service offerings providing the scale necessary to compete in today's marketplace. This industry brought to the home 500 channels; digital compression and high-speed internet, but needs scale to attract the developers and innovators critical to remaining competitive." Maffei noted that "a key reason Liberty invested in Charter was the strength of Tom Rutledge and his management team... Charter has been and can continue to be successful on a standalone basis, but the proposed combination with Time Warner Cable will drive shareholder value for all." And it continues...

**TV Everywhere:** Time Warner Cable added AETN's A&E, History and Lifetime net apps (iOS and Android) to its TVE offerings. Bright House will add the apps next week.

**Partnership:** Comcast/NBCU entered into a 10-year deal with San Francisco 49ers and Levi's Stadium, combining assets from Comcast Cable, Comcast Business, RSN Comcast Sportsnet Bay Area and local NBC-owned station NBC Bay Area to create "what will be one of the most technologically advanced stadiums in sports," Comcast said. The MSO will provide fiber-based Ethernet Internet access and video capabilities throughout Levi's Stadium, sponsorship of free WiFi for fans, and cloud-based voice and unified communications services for stadium employees and at the team's corporate offices. Comcast SportsNet Bay Area will build a new 1,000-square-foot TV studio—CSN Bay Area Studios at Levi's Stadium—for gameday broadcasts and other 49ers-related programming on CSN Bay Area and NBC Bay Area.

**New Unit:** Viacom has formed the Program Acquisitions Group to coordinate content acquisition across its portfolio of cable nets and unify all planning and analysis, inventory management, acquisitions and buying activity. David Bernath, Comedy Central's evp, programming & multiplatform strategy, and Barbara Zaneri, who will assume the newly created role of evp, program acquisitions, will jointly head the unit. Bernath will continue to report to Comedy Central pres Michele Ganeless, and Zaneri will report to Viacom Media Nets COO Rich Eigendorff. "Synchronizing our program buying activities across the Viacom portfolio will afford us the opportunity to further integrate our businesses and forge innovative partnerships," said Eigendorff.

**Ratings:** WE tv's eOne-produced docu-series "SWV Reunited" delivered 1.2m total viewers (868K adults 18-49), helping the net rank in the top 10 for the night among women 25-54 and 18-49 among ad-supported nets. -- Disney Junior's "Sheriff Callie's Wild West" garnered 1.38m total viewers, with a 4.5, 4.2 and 4.7 rating for kids 2-5, girls 2-5 and boys 2-5, respectively. Disney said it ranked as TV's #1 program in the hour across the target preschooler demos. -- MTV's season 5 premiere of "Teen Mom 2" scored a 2.5 P12-34 rating, making it #1 on Tues in that demo. The net's series premiere of "Are You the One" garnered a 1.2 rating in the P12-34 demo. -- E! will premiere season 2 of "Hello Ross" on Feb 21 at 10pm ET.

**Programming:** Fox News' Bill O'Reilly will conduct a live interview with President Obama during Fox's Super Bowl pre-game show on Feb 2 at approx 4:30pm ET. The interview will take place at the White House, after which O'Reilly will continue a taped portion of the interview to air on "The O'Reilly Factor" on Feb 3. -- SAG announced that TNT and TBS will simulcast the next SAG Awards on Jan 25, 2015, at 8pm ET. No big surprise considering that its TNT and TBS's 18th and 10th year airing on those nets, respectively. -- Syfy has shuffled its Mon night lineup, moving "Bitten" to 8pm ET and "Lost Girl" to 10pm ET, swapping their time slots. The move is effective Jan 27. "Being Human" will remain in its current slot at 9pm ET. -- YES reached a multi-year agreement with ESPN Radio by which it will begin simulcasting ESPN New York 98.7 FM's "The Michael Kay Show" live on Feb 3. -- Smithsonian Channel on Feb 17 will premiere "Breath of Freedom" (8pm ET), a doc about African-American soldiers who returned from WWII and played a major role in the Civil Rights Movement to follow. -- Golf Channel on Thurs kicked off LPGA '14 coverage with the Pure Silk-Bahamas LPGA Classic. The net plans to feature more than 355 hours of coverage in '14, including 16 hours of the International Crown (July 24-27) and 53 hours of 3 majors: the Kraft Nabisco Championship (Apr. 3-6), Wegmans LPGA Championship (Aug. 14-17), and the Evian Championship (Sept. 11-14).

**Research:** Military Channel (renaming itself American Heroes Channel on Mar 3) and History Channel are among the emerging mid-size cable nets that MSOs most want to carry, followed by Fox Sports 2 and Chiller, according to a survey by Beta Research. The survey measured 18 emerging/digital nets (1m to 45m subs) and 12 mid-sized nets (46m to 75m subs). Among mid-sized nets, Cooking Channel took the #1 seat, followed by FXX and FXM. As for emerging nets that "operators from large systems most want to carry," Sony Movie Channel was #1, followed by nuvo TV and Cloo. FXM topped the mid-sized networks list, followed by Ovation and Cooking Channel.

# BUSINESS & FINANCE

**Honors:** The Cable Center announced that **AETN** CEO emeritus **Nick Davatzes** has been named the 2014 Bresnan Ethics in Business Award recipient. He'll receive the honor Apr 29 at the JW Marriott in downtown L.A. during **The Cable Show**.

-- Congrats to the 18 new members of the **Cable TV Pioneers**, which will be inducted at the Apr 28 banquet that takes place the night before the kickoff of the Cable Show Here's the Class of 2014: **Colleen Abdoulah, WOW!**; **Diane Burstein, NCTA**; **Sandra Colony, Personalized Odysseys**; **Gary Ervin, Ervin Cable Construction**; **Craig Heiting, Deluxe Entertainment**; **Zenita Henderson, Arris**; **Chris Hilliard, USA Comm**; **Frank Hughes, NCTC**; **Bruce Lazarus, Media Audits, International**; **Dan Nofs, Helicon Cable Comm/Jet Broadband** (Retired); **Al Micheli, Jr, Jerrold** (Posthumously); **Vibha Rustagi, itaas**; **James Riley, Vubiquity**; **Dick Shimp, Comsonics**; **Dick Sjoberg, Sjoberg's**; **Rob Stoddard, NCTA**; **Joel Susel, Eagle:xm**; and **Bob Wilson, Cox Comm**.

**People:** **Daniel Eilemberg**, founder of Mexican news platform **Animal Politico**, has joined **Fusion** as svp/ chief digital officer. He'll oversee all of Fusion's digital, mobile and social media platforms. -- **Clearleap** tapped **Vubiquity's John Smith** as vp, new market development in part of the company's effort to accelerate global expansion. He'll report to Clearleap CEO **Braxton Jarratt**.

## CableFAX Daily Stockwatch

Company	01/23 Close	1-Day Ch	Company	01/23 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	31.74	(0.33)	GOOGLE:	1160.10	(4.92)
DIRECTV:	71.32	(1.64)	HARMONIC:	6.77	(0.03)
DISH:	55.31	(1.32)	INTEL:	25.13	(0.18)
DISNEY:	74.79	(0.52)	JDSU:	12.24	(0.25)
GE:	25.82	(0.17)	LEVEL 3:	33.11	(0.59)
<b>MSOS</b>					
CABLEVISION:	16.23	(0.14)	MICROSOFT:	36.05	0.12
CHARTER:	133.46	(1.54)	MOTOROLA MOBILITY:	14.88	(0.12)
COMCAST:	53.08	(0.66)	NIELSEN:	45.01	(0.32)
COMCAST SPCL:	51.20	(0.65)	RENTRAK:	56.40	1.65
GCI:	10.55	(0.25)	SEACHANGE:	12.30	0.06
LIBERTY GLOBAL:	85.53	(1.67)	SONY:	16.79	(0.32)
LIBERTY INT:	28.21	0.05	SPRINT NEXTEL:	8.92	(0.15)
SHAW COMM:	22.47	(0.17)	TIVO:	12.49	(0.28)
TIME WARNER CABLE:	134.55	(0.33)	UNIVERSAL ELEC:	37.05	(0.35)
<b>PROGRAMMING</b>					
AMC NETWORKS:	67.48	(0.15)	VONAGE:	4.42	(0.1)
CBS:	59.70	(1.07)	YAHOO:	39.39	(0.79)
CROWN:	3.18	0.08	<b>TELCOS</b>		
DISCOVERY:	80.08	(0.4)	AT&T:	33.80	0.46
GRUPO TELEVISA:	28.41	(1.1)	VERIZON:	47.86	0.53
HSN:	57.72	(0.34)	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	72.34	(0.77)	DOW:	16197.35	(175.99)
LIONSGATE:	31.39	(0.3)	NASDAQ:	4218.88	(24.13)
MADISON SQUARE GARDEN:	56.23	0.08	S&P 500:	1828.46	(16.4)
SCRIPPS INT:	75.26	(0.42)			
STARZ:	28.68	(0.51)			
TIME WARNER:	64.64	(1.12)			
VALUEVISION:	6.40	(0.08)			
VIACOM:	83.48	(0.82)			
WWE:	20.75	0.37			
<b>TECHNOLOGY</b>					
ADVANTAGE:	3.19	(0.11)			
ALCATEL LUCENT:	4.03	(0.16)			
AMDOCS:	42.97	0.16			
AMPHENOL:	88.49	(2.58)			
AOL:	48.51	(0.76)			
APPLE:	556.18	4.67			
ARRIS GROUP:	26.75	(0.78)			
AVID TECH:	7.51	(0.04)			
BLNDER TONGUE:	0.99	0.01			
BROADCOM:	29.77	(0.31)			
CISCO:	22.56	(0.28)			
CONCURRENT:	8.40	0.06			
CONVERGYS:	21.65	(0.16)			
CSG SYSTEMS:	31.76	(0.24)			
ECHOSTAR:	48.00	(0.14)			

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**Salaam Coleman Smith**



# PROGRAMMER'S PAGE

## Plaything Pursuit

Whether it's an Easy Bake oven or a Mr Potato Head, everyone has that special toy they remember from their childhood. That's where *Jordan Hembrough* comes in as **Travel Channel's** "Toy Hunter" (Season 3 debuts Wed at 9pm). He travels the country, looking for rare toys to resell to collectors, imparting a bit of toy history along the way. What makes his show refreshing is that Hembrough strikes fair deals—no making it rich off someone else who doesn't understand their toy's worth. "It's good toy karma," Hembrough told us of his business approach. Toy karma has been pretty good to him, with Hembrough going from a Star Wars-loving kid to a buyer for a comic and sci-fi toy store chain to running his own business (when the retail company shutdown, he bought out all the inventory 10 cents on a dollar). What's different about Season 3 of Toy Hunter? There will be a good deal of toy-obsessed celebrities featured—*Hulk Hogan*, *Taboo* from the *Black Eyed Peas*. "We're filming with *Vanilla Ice*, who is a longtime Teenage Mutant Ninja Turtle collector (and fellow **ScrIPps Nets** star)," Hembrough said. "This is a high-end hobby... You do have these celebrities dropping \$20K on a toy or collection of toys." How does a show that's primarily about children's playthings fit into Travel Channel's programming mix? "I do think it's a good fit. We go to a lot of conventions, and the conventions become the destination point. I want people to know that San Diego Comic-Con is the largest Comic-Con in the country and it has 200K people every year... This season, we went to a superhero hall of fame that's open to the public," Hembrough said. "What we're doing also, if you want to get metaphorical about it, is I'm taking people on journey through their childhood as well." What's Hembrough's personal toy holy grail? He's got more than one, but right now, he's searching for a Lost in Space Roto Jet Gun from the 1960s. If you have one in your attic, you could be \$4K richer. — *Amy Maclean*

**Reviews:** "Lizzie Borden Took an Ax," Sat, 8pm, **Lifetime**. One of the strongest aspects of this film about the Sunday school teacher who allegedly filleted her father and step-mother is that it puts the well-known story into historical context. In 1892, attitudes were such that much of Borden's defense rested on the inconceivability of a woman committing murder. *Christina Ricci* plays Lizzie with appropriate creepiness and strength, influencing the critical testimony of her sister (the wonderful *Clea DuVall*). Director *Nick Gomez* uses modern music when Lizzie leaves court, hounded by press. Is he linking that early sensational trial with today's spectacles? -- "Black Sails," series premiere, Sat, 9pm **Starz**. History is critical to this gorgeous-looking mini, too. Produced by *Michael Bay*, it's already been renewed. It focuses on pirates, but in ways we haven't often seen. Here they are political animals, struggling against Britain in 1725 to keep New Providence an independent island. Fear not, there's also plenty of carousing, and the action-packed opening should hook viewers immediately. A strong cast is led by *Toby Stephens* as Capt. Flint and *Hannah New* as Eleanor, who essentially runs the island. -- "Fleming: The Man Who Would be Bond," premiere, Wed, 10pm, **BBC America**. An entertaining mini about dashing *Ian Fleming's* naval intelligence stint during WWII, which helped spawn 007. — *Seth Arenstein*

Basic Cable Rankings (1/13/14-1/19/14)			
Mon-Sun Prime			
1	USA	1.7	1658
2	DSNY	1.6	1543
3	HIST	1.4	1412
3	TNT	1.4	1376
3	FOXN	1.4	1369
6	TBSC	1.2	1228
6	A&E	1.2	1208
6	FX	1.2	1156
6	LIFE	1.2	1144
6	DSE	1.2	84
11	DISC	1.1	1061
11	ESPN	1.1	1054
11	HGTV	1.1	1042
14	ID	1.0	866
15	ADSM	0.9	921
15	TLC	0.9	874
15	NAN	0.9	868
15	FAM	0.9	853
19	FOOD	0.8	799
19	SYFY	0.8	782
19	BRAV	0.8	773
19	SPK	0.8	762
23	TVLD	0.7	695
23	AMC	0.7	659
25	MSNB	0.6	596
25	TRU	0.6	576
25	BET	0.6	559
25	CMDY	0.6	539
25	VH1	0.6	530
25	DSJR	0.6	367
31	MTV	0.5	520
31	EN	0.5	490
31	ESP2	0.5	480
31	APL	0.5	474
31	HALL	0.5	462
31	LMN	0.5	440
31	OWN	0.5	382
31	H2	0.5	321
39	NGC	0.4	376
39	TRAV	0.4	355
39	CMT	0.4	325
39	GSN	0.4	301
39	INSP	0.4	295
39	NKJR	0.4	287
39	OXYG	0.4	274
39	HMC	0.4	213

\*Nielsen data supplied by ABC/Disney

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