

CableFAX Daily™

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What the Industry Reads First

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Scripted Films: Why You'll See More on Cable, But Not Too Many

When **History's** "Hatfields and McCoys" pulled amazing ratings last year, you knew the next programming trend had been born. Virtually every cable net out there is looking for the next "it" in terms of a scripted film based on real events. And there are plenty coming, from next month's "Killing Lincoln" on **Nat Geo** to **Discovery's** "Klondike" to History's sophomore effort, "Vikings." But does it signal that cable, long the bastion for non-fiction programming, is making the flip to scripted? "We're not going to turn into **USA**," said *Dolores Gavin*, Discovery svp dev and production, Mon at RealScreen Summit in DC. "Our bread and butter is not going to change." The sentiment was echoed by all the non-fiction giants, even as they make baby steps in the fiction field. "You are looking for big, noisy events. If you do too many, it's not special," said **Science** gm/evp *Debbie Adler Myers*, whose channel is gearing up for film on the Challenger explosion starring *William Hurt*. Even History, which averaged about 14mln viewers for Hatfields, doesn't see fiction as a sustainable primary business model. "Reality as a business is a much better business," said History svp, dev and programming *Dirk Hoogstra*, who said the net typically doesn't own a scripted project and can't deploy the ancillary rights. Plus, there's the expense. "If we didn't have the unscripted business, I'd be out. [That's what] keeps us going. The process of scripted is so long," said **Thinkfactory** CEO *Leslie Greif*, exec producer for Hatfields. And it works both ways. Having a producer with non-fiction experience working on a scripted project can be key. "I think the advantage of having Leslie on a project where everyone else is from feature films is he's saying 'You got to make your day, you got to make your day.' There's an understanding of how to do something spectacular on a cable budget," said Hoogstra. But Hatfields was a game changer. When Hatfields' spectacular first night numbers came in, network execs like Gavin called Hoogstra to congratulate him. "As an industry, cable said, 'yeah, we can beat anybody out there,'" Hoogstra said. "Then I cried," quipped Gavin, adding that "History set the groundwork for everybody and the competition, which I relish." Nat Geo was in production with Lincoln, its first fully scripted project, when Hatfields aired, and evp, programming *Michael Cascio's* reaction was "Oh, Thank God." He also said the net is "grateful *Steven Spielberg* decided to do the prequel." Ha ha. But like the others, he warned that scripted film is "not the panacea." Still, **Nutopia** CEO *Jane Root* calls historical fiction "that new special thing... 'Walking Dead' is fantastic, but it's not real," she said. Thank goodness for that...

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Source: Experian Simmons Spring 2012 MME; Past 7 Days Viewing. Top 2 Box Data Bases: Adults 25-54 & Women 25-54; Ranked among 77 National, Ad-Supported Networks (excluding Hispanic, children and non-Nielsen-rated networks). Travel Channel ranked #1 among A25-54 and W25-54 in "This brings to mind things I really enjoy," #2 among W25-54 in "I get valuable information from this," and #4 among Adults 25-54 and #2 among Women 25-54 in "This is an escape for me."

Entries Deadline: March 1, 2013

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Entries

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Following are the categories in **The CableFAXIES Awards**:

- Advertising Campaign for a Single Program
- Advertising Campaign for a Network
- Corporate Social Responsibility/Green Campaign
- Community Relations
- Direct Response Marketing
- Integrated Marketing Campaign
- Marketing Campaign
- Marketing of a New Series or Show
- Marketing of a Continuing Series
- Marketing of a Special or Documentary/ Documentary Series
- Media Event
- Media Relations Campaign
- Multicultural Marketing
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- Social Media During a Program
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- Sweepstakes and Games Marketing
- Technology Vendor Marketing
- Trade Show Marketing and PR
- Tchotchke

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(Awards can be given at 5 levels: Programmer, National; Programmer, Regional/Local; Operator, MSO; Operator, Local System; and Vendor)

- Marketer of the Year, VP Level and above
- PR Executive of the Year, VP Level and above
- Marketing Team of the Year
- PR Team of the Year

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We look forward to seeing your entry and saluting cable's best PR & marketing efforts of 2012!
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Dodgers Net: It's official. After months of speculation, **Time Warner Cable** announced it will carry **SportsNet LA**, the new **LA Dodgers** RSN from **American Media Productions** (formed by the Dodgers owners) that will launch in the '14 season, which kicks off in spring. **Fox Sports**, which has owned the Dodgers rights since '97, loses its contract at the end of the '13 season. It appears that TWC didn't participate in AMP's discussion to launch the new sports net. According to a source, AMP clearly intended to launch the net, and TWC was invited to join talks afterwards. "We concluded last year that the best way to give our fans what they want—more content and more Dodgers baseball—was to launch our own network," Dodgers chmn *Mark Walter* said in a statement. The creation of AMP will provide substantial financial resources over the coming years for the Dodgers," he said. Starting with the '14 MLB season, the net will be available for TWC subs throughout Southern CA and Hawaii under a long-term affil deal, reportedly worth \$7bln to \$8bln and spanning 20 to 25 years. The deal grants TWC exclusive ad and affiliate sales rights, and certain branding and programming rights. TWC will also provide certain non-game production and technical services to AMP. Unlike the LA Lakers deal (*Cfax*, 11/1), the contract doesn't include a separate Spanish-language channel from TWC. In addition to being the local home for all of the Dodgers games, SportsNet LA will offer behind-the-scenes Dodgers programming. *Todd Boehly*, principal owner of AMP, said he's "greatly pleased." And *David Rone*, pres, **TWC Sports**, said "this deal, like our Lakers' deal, furthers our efforts to attain greater certainty and control over local and regional sports programming costs." The Dodgers-TWC deal still needs approval by MLB, which is reportedly in talks with the Dodgers on revenue sharing. The deal leaves Fox with RSN rights to the **LA Clippers**, hockey's **LA Kings** and **Anaheim Ducks**, and the **Angels**. Fox Sports declined to comment.

RealScreen Notebook: Love it or leave it, reality TV is here to stay. And that's thanks largely to the panelists at Mon's general session at RealScreen Summit in DC. With the number of original series in '12 more than double that of the year before, reality series are proliferating faster than bunnies. "The challenge right now is to go out and find that next reality start that's living in a swamp in Maine. But the challenge is... you're in essence creating these media starts who are going to come back and hang you," said **FremantleMedia North America** CEO *Thom Beers*. That brings us to the lawsuit **A&E** "Storage Wars" star *Dave Hester*, who filed a lawsuit last month claiming the show is rigged. "People continue to watch the show. It's a nuisance suit," said Beers. "The only thing he blew up is his very, very short career." What about those 15-minutes of fame? The woman behind the show that resulted in what's dubbed "Snooki money" said she never would have given out the sort of money some nets are doling out. "You are excited for the rise, but oh [expletive], you know the fall is coming," said **495 Prod** pres *Sallyann Salsano*. "I don't think the people that they pay tell them that." Meanwhile, she gets to go on and make other shows. One big difference today in show production is that from the get-go, you're looking at the 2nd screen experience, whether there's an app, etc, said **Magical Elves** founding partner *Jane Lipsitz*. "It's much more layered," she said. "You have to cultivate storytelling skills that can work for 2-3 mins as well as 45." -- In a session on comedy, the dreaded F-word came up: focus groups. "Honey Boo Boo" exec prod *Lauren Lexton* of **Authentic Ent** said the show would have died in a regular focus group. Thankfully, "it had already been focus grouped on **YouTube** by millions," she said, referring to clips from the family's "Toddlers and Tiaras" ep. She said of all her shows that have gone 60-100 eps, none of them were focus grouped. A&E's hit "Duck Dynasty" didn't test well, but *Elaine Frontain Bryant*, A&E svp, non-fiction & alternative programming, thinks "the freshest, newest types of shows don't." Duck Dynasty exec prod *Deirdre Gurney* talked about how the A&E series blew up the notion that a family series needs conflict. "It's just good and wholesome," she said. "I think more of that is to come. As a mom, it's corny, but it feels good."

At the Portals: Groups and companies like **NCTA**, **ACA** and **Verizon** asked the **FCC** not to force cable ops to engage in proof-of-performance testing for digital signals. ACA argued improved reliability of widely deployed and used digital technology "obviates the need to impose costly analog-era mandates on the industry," the group said in reply comments responding to the agency's NPRM seeking updated proof-of-performance rules and basic signal leakage performance criteria. -- ACA filed additional broadband map data at the FCC regarding locations in rural markets served by its members. It noted inaccuracies in both the National Broadband Map and within the areas recently challenged by price cap carriers. The group asked the agency to adopt a dispute resolution process that avoids burdening independent cable ops offering broadband when questions arise about whether a census block gets broadband service meeting the FCC's technical definition.

Ratings: **Starz's** "Spartacus: War of the Damned" season premiere garnered 930K viewers for its 9pm Fri debut and 1.84mln Live+SD, P2+ viewers for all 3 Fri showings. The weekend added more than 2.5mln P2+ viewers, which doesn't

BUSINESS & FINANCE

yet include Sun overnight/early morning reporting. It was Starz's 2nd highest rated (5.5 GRP) original series Fri premiere, bested only by the '11 Spartacus prequel "Spartacus: Gods of the Arena" (6.3).

Programming: The Weather Channel will premiere 4 series this March, including new series, "Forecasting the End," "Loaded" and "Lava Chasers," along with the previously announced "Prospectors." -- Five original series will return to **Discovery Networks International** in '13: "Last Chance Salon," "One Car Too Far," "Ultimate Shopper," "World's Top 5" and "You Have Been Warned." -- **Comedy Central** inked a film package with **Open Road Films**, which includes the 1st window broadcast premiere of "A Haunted House" and "Hit & Run." -- Lead **Yankees** play-by-play voice *Michael Kay* signed a multi-year extension with the **Yes Network**. -- **MSG's** music net Fuse launched "Fuse News," a new 30-min show that covers music stories.

People: Starting in March, *Kevin Tsujihara* will be the CEO of **Warner Bros**, succeeding *Barry Meyer*, who is chmn until year's end. -- **TV Guide Network's** exec appts and promotions: *Lori West* as svp, direct response, ad sales; *Paul Adler*, svp, original programming; *Karyn Adelstein*, svp, marketing, ad sales; *Michael Kanner*, svp, planning, strategy and operations, ad sales; and *Leslie Furuta*, svp, communications & media relations. All appointments are effectively immediately.

CableFAX Daily Stockwatch

Company	01/28 Close	1-Day Ch	Company	01/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	53.41	(0.24)	CSG SYSTEMS:	18.79	0.61
DISH:	37.51	(0.22)	ECHOSTAR:	37.09	0.90
DISNEY:	54.36	(0.02)	GOOGLE:	750.73	(2.94)
GE:	22.50	0.21	HARMONIC:	5.48	0.02
NEWS CORP:	28.11	0.28	INTEL:	21.05	0.09
MSOS					
CABLEVISION:	15.75	0.55	JDSU:	13.65	0.20
CHARTER:	82.24	1.56	LEVEL 3:	24.11	(0.28)
COMCAST:	39.57	(0.19)	MICROSOFT:	27.91	0.03
COMCAST SPCL:	38.22	(0.09)	RENTRAK:	20.76	0.64
GCI:	8.09	UNCH	SEACHANGE:	11.03	(0.03)
LIBERTY GLOBAL:	68.97	0.54	SONY:	15.12	0.71
LIBERTY INT:	21.13	0.12	SPRINT NEXTEL:	5.56	(0.08)
SHAW COMM:	23.56	0.17	TIVO:	12.48	(0.13)
TIME WARNER CABLE:	100.83	0.23	UNIVERSAL ELEC:	19.13	0.02
VIRGIN MEDIA:	39.73	(0.05)	VONAGE:	2.49	0.02
WASH POST:	386.26	(0.84)	YAHOO:	20.31	(0.06)
PROGRAMMING					
AMC NETWORKS:	58.30	0.14	TELCOS		
CBS:	42.33	0.14	AT&T:	34.13	0.11
CROWN:	1.90	(0.01)	VERIZON:	42.77	0.10
DISCOVERY:	68.82	(0.18)	MARKET INDICES		
GRUPO TELEVISIA:	28.24	(0.03)	DOW:	13881.93	(14.05)
HSN:	58.87	(0.68)	NASDAQ:	3154.30	4.59
INTERACTIVE CORP:	40.68	0.38	S&P 500:	1500.18	(2.78)
LIONSGATE:	18.18	0.10			
OUTDOOR:	7.51	0.03			
SCRIPPS INT:	60.09	0.16			
TIME WARNER:	50.09	(0.31)			
VALUEVISION:	2.57	(0.04)			
VIACOM:	61.77	(0.04)			
WWE:	8.41	0.06			
TECHNOLOGY					
ADVANTAGE:	2.15	(0.11)			
ALCATEL LUCENT:	1.75	0.03			
AMDOCS:	36.24	0.19			
AMPHENOL:	67.32	(0.38)			
AOL:	31.47	0.21			
APPLE:	449.83	9.95			
ARRIS GROUP:	16.75	(0.02)			
AVID TECH:	7.19	(0.08)			
BLNDER TONGUE:	1.45	(0.1)			
BROADCOM:	34.06	(0.19)			
CISCO:	21.06	(0.09)			
CLEARWIRE:	3.36	0.09			
CONCURRENT:	6.95	0.48			
CONVERGYS:	17.02	0.16			



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