

CableFAX Daily™

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What the Industry Reads First

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Awards Season: Cable Performances Wow SAG Voters

Only NBC's *Alec Baldwin* and the cast of ABC's "Modern Family" stood in the way of a clean cable sweep of this year's SAG Awards as HBO dominated with 4 wins while actors from FX and TV Land each walked away with a statuette as well. The SAG Awards, which recognizes both film and TV work, illustrated how much the world has shifted in just a few years. Not only are movie actors flocking to TV, but many of them are choosing cable where tighter budgets can also mean more creative freedom. Indeed, most of the winners Sun were actors whose careers have until now primarily played out on the big screen (and just as SAG and AFTRA finalize a merger). In the TV Movie category, *Paul Giamatti* got a nod playing *Ben Bernanke* in "Too Big to Fail," and *Kate Winslet* won for her tortured protagonist in "Mildred Pierce"—both critically acclaimed HBO originals. *Steve Buscemi*, meanwhile, got the Drama Series nod for his portrayal of *Enoch "Nucky" Thompson* in HBO's "Boardwalk Empire," which also won Outstanding Performance by an Ensemble in a Drama Series, beating other cable hits like AMC's "Breaking Bad" and Showtime's "Dexter." The large Boardwalk cast crammed the dais in the press room, with actor *Michael Pitt* summing it up this way: "It feels good, I'm hungry, and I want a cigarette." He left early, but then again his character did get shot in the head (twice) in the season finale... so we'll cut him a break. More drama occurred between child actors *Brady* and *Connor Noon*. One slapped the other during the press conference (They're twins, so we're not sure who hit who) and then quickly left the stage. Buscemi shrugged. "Welcome to the cast of Boardwalk Empire," he said. "This happens every day." HBO also won Outstanding Action Performance by a Stunt Ensemble for epic fantasy series "Game of Thrones." Meanwhile, *Jessica Lange*'s chilling performance as a mysterious neighbor on FX's "American Horror Story" earned her a win, which she later told reporters caps off an "exhilarating and always exciting" season. Of course, showrunner *Ryan Murphy* has said he'll reboot the series next year with a new story and characters while bringing some actors back. Will Lange return for another haunting? "I'm thinking about it very seriously," she said. Also a SAG favorite is 90-year-old *Betty White*, who won the 2nd year in a row for her hilarious work on TV Land's "Hot in Cleveland." It was perhaps fitting that SAG honored TV legend *Mary Tyler Moore* for Lifetime Achievement, considering that she recently guest starred in Cleveland as White's cranky jail cellmate.

Deals: *Mark Cuban* is no longer interested in purchasing the L.A. Dodgers, telling Access Hollywood that many

The CableFAXIES awards

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awards

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Saluting Cable's Top Marketing & PR Programs and People

The CableFaxies Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic Cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing.

The winners and honorable mentions will be saluted during an awards event in Spring 2012 in New York City.

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potential buyers are lured to the franchise because of its lucrative TV rights—but that the draw has made the Dodgers' core operations a secondary consideration. Meanwhile, cable vet *Leo Hindery* has reportedly aligned with L.A. billionaire *Tom Barrack* for a bid. -- **Synacor**, a provider of authentication platforms to MVPDs and CE companies, said it will offer approx 6.8mln shares as part of its IPO at a price from \$10-12/share. Current Synacor stakeholders including **Intel** plan to offer approx 1.36mln of the total shares.

Multicultural Moves: **CTAM** is helping cable kick off Black History Month with a project that will last longer than February. The **Diversity on Demand** initiative gets underway Feb 1, focusing on Black History Month and wraps following Hispanic Heritage Month (Sept 15-Oct 15). Components include a Facebook page featuring programming updates, trailers and various entertainment and blogger giveaways. VOD content available under Diversity on Demand includes "Birds of a Feather: Tuskegee Airmen" and "Hope & Redemption: The *Lena Baker* Story." Programs and movies, like "Independence Day," featuring award-worthy performances from African-American actors, also are on display.

At the Portals: CableCARD support continues, with **NCTA** on Mon telling the **FCC** that the top 10 operators have deployed more than 32mln set-top boxes with CableCARDs since the rules requiring separable security went into effect on July 1, '07. By contrast, NCTA notes that there have been more than 554K cards deployed for use in retail devices by the 10 largest incumbent cable ops. Cable is required to file periodic reports detailing CableCARD support and deployment.

In the States: Pitching itself as a new national cable net targeting English-speaking, American bi-cultural Latinos, **Wilde Media Net** is available online at **WildeMediaTV.com** and hopes to be available in major media markets by next year. Its 1st original series, personal finance vehicle "The *Georgette Miller* Show," will debut Feb 5. Overall, Wilde's lineup will include 70% originals, all shot in HD.

Earnings: **Gannett** reported a sharp drop of 31.9% in 4Q earnings/diluted share on a GAAP basis, plus a 14.1% decline in broadcast rev. Retrans rev rose 30.3% to \$21.4mln, and total TV rev (excluding the impact of even-yr political ad demand) grew by 11.3%. Digital operating rev increased 9.4%.

Online: **Turner Sports** and **NASCAR** extended through '16 their digital partnership, which was also restructured to give NASCAR oversight of business and editorial operations beginning next year while Turner maintains ad sales and sponsorship across NASCAR-branded digital platforms.

Advertising/Marketing: **HDNet** signed on as the presenting sponsor of 4 live 3D theatrical broadcasts of **UFC** PPV events at nearly 75 **Cinedigm**-affiliated theaters. The channel hopes to, beginning Feb 4, increase the exposure for its MMA programming including "Inside MMA," and net personalities *Kenny Rice* and *Bas Rutten* will be featured during 30-min countdown shows to air in the theaters prior to the PPV events.

Apps: Now available via the **Apple** iTunes Store and access-company.com, the **DLNA**-certified **Access MediaPilot** aims to let consumers share music, movies and photos on connected TVs, PCs, iPads, tablets and mobile phones without the need for cables.

Ratings: **nuvoTV** touted ratings growth throughout 4Q, its 1st full quarter with Nielsen measurement. From Oct-Dec, the net delivered 6mln unduplicated homes and increased viewership by 200% (early fringe), 53% (prime) and 33% (late fringe). -- The premiere of **Investigation Discovery's** "Dark Minds" earned 382K women 18-49 to become the net's best prime telecast ever in the demo and also help it set a record for nightly prime viewership in the demo (306K).

Programming: **Spike** picked up 3 original non-scripted series: "Full Bounty," a reality competition series featuring aspiring bounty hunters; "Tattoo Nightmares," which details the stories behind those awful tattoos and their attempts to have them fixed; and "Rat Bastards," following a group of Louisianans who hunt down an invasive species of giant swamp rats. -- **DirecTV's Audience Net** is rolling out international dramas "The Slap" (Feb 15), which spotlights issues including parenting, children's rights, class and sexuality, and conspiracy thriller "The Shadow Line" (Feb 19). -- **USA's** 6-hour miniseries "Political Animals" (summer) follows the members of a troubled former 1st Lady. -- **GSN** is producing a pilot of "The American Bible Challenge," a 1-hour game show quizzing contestants on their Biblical knowledge. The announcement was made by new programming evp *Amy Introcaso-Davis*, who joined the net in Nov. Teams will win money to support their faith communities. -- **Adult Swim** has started production on late night

BUSINESS & FINANCE

talker "The Eric Andre Show," which is described as a dingy public-access show in an alternate reality with a mix of actual celebs, fake celebs and real life weirdos. -- Two new **Bravo** docuseries hit the tube in Mar: NYC-based matchmaking series "Love Broker" and "Million Dollar Listing in NY." -- **CableReady** gained intl distribution rights to a variety of **TV Guide Net** programming, including "25 Biggest TV Blunders" and "100 Shows to See Before You Die." It also received North American distribution rights for several series from **LMNO Productions**, including "Special Delivery: Babies."

People: **Weather Channel** welcomed *Betsy Rella* as vp, ad sales research. She most recently worked as **Ipsos**. -- PR vet *Jim Weiss* joined integrated marketing agency **CSE** as vp, comm and PR. -- **Pac-12 Enterprises** tapped *David Aufhauser* as vp/GM, digital media. -- **SMC Networks** appointed *Joseph Wytanis* evp/COO.

Public Affairs: Some 8 months after a devastating EF-5 tornado tore through Joplin, MO, killing 160 people, St John Regional Medical Center is starting to rebuild. **Weather Channel** viewers may recall that meteorologist *Mike Bettes* was the 1st TV reporter on the scene, providing raw, emotional footage. The hospital, renamed Mercy Joplin Hospital, asked Bettes to speak at Sun's groundbreaking ceremony. He filed live reports from Joplin Mon.

CableFAX Daily Stockwatch

Company	01/30 Close	1-Day Ch	Company	01/30 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	44.91	0.55	CONCURRENT:	3.98	0.08
DISH:	28.41	0.77	CONVERGYS:	13.27	(0.17)
DISNEY:	38.99	(0.26)	CSG SYSTEMS:	16.19	(0.12)
GE:	18.90	(0.13)	ECHOSTAR:	25.45	(0.02)
NEWS CORP:	19.58	0.06	GOOGLE:	577.69	(2.29)
MSOS					
CABLEVISION:	14.70	0.31	HARMONIC:	5.91	(0.08)
CHARTER:	56.83	(0.78)	INTEL:	26.74	0.01
COMCAST:	26.36	0.03	JDSU:	12.83	(0.01)
COMCAST SPCL:	25.35	0.09	LEVEL 3:	18.96	(0.48)
GCI:	9.99	(0.48)	MICROSOFT:	29.61	0.38
KNOWLOGY:	15.19	(0.09)	MOTOROLA MOBILITY:	38.87	(0.06)
LIBERTY GLOBAL:	45.78	0.14	RENTRAK:	17.02	(0.45)
LIBERTY INT:	17.25	0.13	SEACHANGE:	7.22	0.02
SHAW COMM:	19.68	UNCH	SONY:	18.11	(0.31)
TIME WARNER CABLE:	73.59	(0.18)	SPRINT NEXTEL:	2.16	(0.01)
VIRGIN MEDIA:	24.00	(0.2)	THOMAS & BETTS:	71.31	13.36
WASH POST:	389.46	(7.44)	TIVO:	10.51	(0.17)
PROGRAMMING					
AMC NETWORKS:	41.62	(0.59)	UNIVERSAL ELEC:	18.60	(0.15)
CBS:	28.68	(0.16)	VONAGE:	2.40	0.01
CROWN:	1.21	(0.03)	YAHOO:	15.55	(0.19)
DISCOVERY:	43.02	(0.65)	TELCOS		
GRUPO TELEVISA:	19.76	(0.18)	AT&T:	29.34	0.18
HSN:	35.90	(0.33)	VERIZON:	37.61	0.40
INTERACTIVE CORP:	43.13	1.04	MARKET INDICES		
LIONSGATE:	10.05	(0.22)	DOW:	12653.72	(6.74)
LODGENET:	3.83	0.19	NASDAQ:	2811.94	(4.61)
NEW FRONTIER:	1.09	0.01	S&P 500:	1313.02	(3.31)
OUTDOOR:	7.17	(0.22)			
SCRIPPS INT:	43.97	(0.61)			
TIME WARNER:	37.43	(0.11)			
VALUEVISION:	1.50	(0.04)			
VIACOM:	53.62	(0.5)			
WWE:	9.46	(0.25)			
TECHNOLOGY					
ADVANTAGE:	2.21	(0.07)			
ALCATEL LUCENT:	1.78	(0.05)			
AMDOCS:	29.60	(0.1)			
AMPHENOL:	54.19	(0.22)			
AOL:	16.15	0.08			
APPLE:	453.01	5.73			
ARRIS GROUP:	11.75	0.05			
AVID TECH:	9.90	(0.1)			
BROADCOM:	34.45	(0.61)			
CISCO:	19.56	UNCH			
CLEARWIRE:	1.78	(0.02)			

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CableFAX Daily
WHAT THE INDUSTRY
READS FIRST.



EYE ON ADVERTISING

Bright House Joins Chorus of Interconnect Deals

Bright House is the latest MSO to embrace an advertising interconnect relationship with an erstwhile competitor. On the heels of interconnection pioneers **Comcast** and **Time Warner Cable**, and its own similar deal with **Verizon FiOS** in Tampa, Bright House is joining with **AT&T U-Verse** to offer a one-stop method for local, regional and national advertisers to place spots in the Orlando and Bakersfield, Fla., markets. Todd Stewart, Bright House corporate VP, advertising sales, tells Cathy Applefeld Olson why swelling support for these kinds of deals should raise all ships in the multichannel advertising space.



What was the genesis of the AT&T deal?

TS: Advertisers are looking to cover the whole market. When we looked at the market of what we sell and how we could expand that portion of the universe that is similar to the audience they are reaching on our service, it's a natural fit... since they offer similar channels we are already inserting ads on.

What are the challenges?

TS: The biggest challenge is that it's a tough market out there for the customer service side of the divisions. My belief is that advertisers don't care who owns the home—they just want to reach the viewers in the home. Comcast and Time Warner have led in this area. We've watched those deals form and launch, including in Tampa and Orlando, which are top 20 markets. These deals are continuing to provide services to agencies that buy us.

One-stop shopping is certainly a boon for advertisers, but it's a case of strange bedfellows too. Advertisers may not care who owns the home, but the multichannel distributors certainly do.

TS: It's certainly been a factor as we evaluate these

deals. In this case we are able to not be competitors, but be partners to serve the advertising community. We will still be competitors in delivering video services, and it will stay that way for a long time. I am not involved in that piece, which is a good thing. Sales is about mutually satisfying a need. That's how we have to be focused and if we continue doing that—not pedaling product but trying to create customized solutions for people who want to reach these households—it works out.

Biggest lesson learned from those Comcast and TWC deals?

TS: There are two things I'm confident of on the heels of those deals. With any new insertion technology—and AT&T is a much different platform—my biggest concern was, Can we do it technically, can we schedule and insert commercials? And the nice part about them going first is they've really worked through the issues of insertions. At least for the Tampa Bay launch, it will be much smoother because others have gone before us... The second piece is to make sure we are clear about the opportunities businesses have to simplify their buying. There's been a good response from other markets. The buyers know in the past these markets or portions of the markets were missing. There is pent-up demand to place ads in these households, especially in the AT&T deal.

Is there a big learning curve in the ad community?

TS: The biggest impact with the AT&T deal will be regional. NCC [the cable industry's national sales rep firm] has been out with the Interconnect Plus message, and they've done a great job in the national community. The education now is around local and regional advertisers that may not have been exposed to that message. We need to make sure people know it's available and how easy it is to use.

(Longtime entertainment industry reporter Cathy Applefeld Olson is delighted to be documenting media's wild ride into the 21st century)

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