

# CableFAX Daily™

Tuesday — February 5, 2013

What the Industry Reads First

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## Shake the Tree: Hammer to Oversee all Cable Nets in NBCU Restructure

NBCU is changing its structure, with *Bonnie Hammer* and *Lauren Zalaznick* no longer splitting the company's cable nets. Instead, Hammer assumes responsibility for the entire cable ent portfolio (which is renamed Cable Entertainment Group) while Zalaznick was upped to evp, NBCU, focusing on innovating, digital, monetization and emerging tech. The change comes approximately 2 years after **Comcast** closed on the NBCU transaction. "Now, more than ever, we need to simplify our organization and take advantage of the breadth of our assets," NBCU chief *Steve Burke* said in an announcement Mon. "At the same time, we need to focus more on innovation and emerging technologies. These organization changes are designed to do just that." Additionally, he's bringing former **Univision Comm** pres/CEO *Joe Uva* on board for the newly created role of chmn, Hispanic Ent and Content. Uva joins Apr 3, while Hammer and Zalaznick's new roles start immediately. All 3 will serve on the Exec Committee and report directly to Burke. Back when Hammer and Zalaznick were given the dual cable net roles when Comcast acquired NBCU, it seemed like Burke was reluctant to give one exec a more powerful post since both had been extremely successful with their networks. With digital's growth and Zalaznick's strength in the area (including **Green is Universal**), her promotion is on par with Hammer heading the cable portfolio. The changes follow NBCU's combination of sports and news businesses, which Burke said enhanced collaboration and accelerated growth. Hammer adds oversight of **Bravo, Oxygen, Style, Sprout** and **TV One** to her current roster of cable nets—a group that represents about 50% of the company's operating cash flow. Zalaznick, formerly NBCU chmn, Ent & Digital Networks and Integrated Media, will take on TV Everywhere and alternative windowing strategies along with "Symphony" (Burkism for synergy) across NBCU and Comcast properties. She'll continue to oversee business development for digital, mobile and social media, with digital assets **Fandango** and **Daily Candy** also under her purview. On the Hispanic side, **Telemundo** and **mun2** pres *Emilio Romano* will report into Uva. He also is tasked with increasing the presence of Hispanic news and entertainment programming across all of NBCU's platforms. "Joe is someone I have known for quite some time and he is a familiar face to many people at NBCUniversal," Burke wrote in his memo. "Joe's experience on the operational side and in sales will be instrumental in both the success of advancing Telemundo and



**food network**

**FAVORITE STARS. FAVORITE SHOWS. FAVORITE NETWORK.**

**#1 FAVORITE AMONG WOMEN 25-54.**

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SOURCE: EXPERIAN SIMMONS SPRING 2012 MME; PAST 7 DAYS VIEWING. TOP 2 BOX DATA, BASE: WOMEN 25-54, RANKED AMONG 77 NATIONAL, AD-SUPPORTED NETWORKS (EXCLUDING HISPANIC, CHILDREN AND NON-NIELSEN-RATED NETWORKS).

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enhancing our prominence in the Hispanic space.” Uva left Univision in Apr '11. His tenure there included leading the Spanish-language broadcaster through its 1st entrance into retrans fees. Former NBCU exec *Randy Falco* became pres/CEO of Univision in June of '11.

**Retrans:** **Gannett** has **DISH** and **DirecTV** to thank for its 38.7% YOY increase in retrans revenue during 4Q. During the quarter, retrans revenue's \$29.6mln. The broadcaster signed a deal with DirecTV in Dec, following an agreement with DISH in Oct. -- In a letter to **FCC** chmn *Julius Genachowski*, **ACA** called on the agency to take action against broadcasters that are engaging in anti-competitive coordination “designed to extract excessive retransmission consent compensation” from pay-TV providers vs. other broadcasters that negotiate individually. “No matter how the coordination is done, there is competitive harm,” ACA head *Matt Polka* said.

**At the Portals:** **Time Warner Cable** chief security officer *Brian Allen*'s scheduled to testify at the **FCC**'s first Super Storm Sandy field hearing in NY Tues. Other telecom/cable execs testifying at the hearing include *Jim Gerace*, **Verizon** vp, state government, and *Bill Smith*, pres, network operations for **AT&T**. Chmn *Julius Genachowski* announced earlier the plans for a series of hearings to examine challenges to the communications networks during natural disasters and in other times of crisis.

**Googlism:** Some deadlines are coming up for **Google Fiber** subs in the next fiberhoods in Kansas City, KS, and for the first time, subs in Kansas City, MO, too. In a blog post, the company reminded customers living in any of the fiberhoods that they need to select a Google Fiber service plan within the next few weeks in order to get fiber service. The first 8 MO fiberhoods were announced, including Crown Center, Midtown, Sunset Hill, South Plaza West, Countryside, Greenway Fields, Wornall Homestead, and Crossroads. Based on Google's construction timeline, these fiberhoods are scheduled to get Google Fiber this spring.

**Super Bowl:** Despite the power outage, **Raven**'s 34-31 win over the **49ers** on Sun was the highest-rated Super Bowl in **CBS Sports**' history. Meanwhile, a total of 164.1mln viewers watched the game, making it the most-viewed show in US TV history, according to **Nielsen**. The game averaged 108.4mln viewers, ranking 3rd all-time. The dramatic 2nd half was made more so by a partial power outage. Overall, the game earned an average overnight HH rating/share of 48.1/71, up 1% from last year's 47.8/71 (N.Y. Giants-New England). Rating excludes from 8:45-9:15pm during the power blackout. CBS Sports lost numerous cameras and some audio powered by sources in the Superdome, immediately after the power failure, said *Jennifer Sabatelle*, vp, communications, in a statement. Backup power was used and “at no time did we leave the air.” During the interruption, CBS Sports Super Bowl broadcast team reported on the situation as a breaking news story. All commercial commitments during the broadcast are being honored, she said. In terms of online streaming, the Super Bowl stream accounted for more than 3% of total network traffic for the evening, according to data by **Sandvine**. More on the Super Bowl and social media at **CableFAX.com**.

**Research:** Despite the sluggish economy, cable industry employees saw their salaries increase for the 2nd year in a row, according to **CTHRA**'s '12 Annual Compensation Surveys. Base salaries in the cable industry once again out-paced gains in the broader US employment population, with programmers seeing their largest increases in 4 years, according to the survey. Technology and marketing jobs at MSOs and managerial positions at programmers earned the highest raises in '12. Short-term and long-term incentives continued to be popular planks in compensation platforms, with most MSOs and programmers offering incentives. While the sub base remains largely unchanged, increased revenues from digital video, HSD and cable phone fueled MSOs' growth. On the programmer side, cable ad sales continue to rise as ad dollars shift from broadcast TV to cable. These revenue gains helped support pay increases at both MSOs and programmers.

**App World:** **Dijit Media**, which has the NextGuide and Dijit Remote TV app, is acquiring **GoMiso**, makers of Miso, Side-Shows and Quips social TV products. Dijit plans to support Miso and Sideshow but will shut down the Quips app.

**Programming:** **GSN** ordered 40 one-hour original episodes of game show “Minute to Win It,” which is slated to debut late '13. -- **Lifetime** picked up 10 eps of drama “Witches of East End” to be launched this year. -- **Netflix** is making available to everyone, including non-subs, the first ep of drama series “House of Cards” for the month of Feb. Current subs can watch the entire 13-ep first season of the series.

# BUSINESS & FINANCE

**Advertising/Marketing:** ESPN is stepping up its TVE promotion. Its newest brand campaign for WatchESPN, titled "The Clutch Way to Watch," featured 2 superfan everymen getting access to big sports moments anywhere, anytime. The 1st flight of the campaign will debut on ESPN nets through March 17 and will be extended to other platforms.

**Honors:** BET won "Best Comedy Series" for "The Game," as well as awards for "Black Girls Rock!" and children's program "Kasha and the Zulu King." Other nets picking up awards include **Showtime, TBS, Lifetime, TV One, OWN** and **Disney Channel**.

**People:** Charter named 2 Wall Street-vets to its financial team: *Charles Fisher* as svp, corporate finance, and *Stefan Anninger* as vp, investor relations. -- Broadcast PR exec *Joanna Dodd Massey* was named svp, corp comm & publicity for **The Hub**. She succeeds *Mark Kern*, who announced his plans to leave this past fall. -- **Fox Sports Media Group** upped *Robert Gottlieb*, svp, creative dir, to svp, head of marketing. -- **Univision** upped *Trisha Pray* to evp, network sales.

**On the Circuit:** Cisco CTO *Padmasree Warrior* will be speak at **WICT's** Senior Executive Summit March 10-14 on the **Stanford** campus. **Scripps Networks Interactive** is sponsoring the program.

## CableFAX Daily Stockwatch

| Company                      | 02/04<br>Close | 1-Day<br>Ch | Company               | 02/04<br>Close | 1-Day<br>Ch |
|------------------------------|----------------|-------------|-----------------------|----------------|-------------|
| <b>BROADCASTERS/DBS/MMDS</b> |                |             |                       |                |             |
| DIRECTV:                     | 51.18          | (0.56)      | CSG SYSTEMS:          | 18.25          | (0.48)      |
| DISH:                        | 36.66          | (1.02)      | ECHOSTAR:             | 36.16          | (1.07)      |
| DISNEY:                      | 53.90          | (0.69)      | GOOGLE:               | 759.02         | (16.58)     |
| GE:                          | 22.31          | (0.31)      | HARMONIC:             | 5.29           | (0.05)      |
| NEWS CORP:                   | 28.42          | (0.19)      | INTEL:                | 21.16          | (0.2)       |
| <b>MSOS</b>                  |                |             |                       |                |             |
| CABLEVISION:                 | 14.17          | (0.1)       | JDSU:                 | 15.02          | 0.24        |
| CHARTER:                     | 76.67          | (1.37)      | LEVEL 3:              | 24.20          | (0.61)      |
| COMCAST:                     | 38.19          | (0.41)      | MICROSOFT:            | 27.44          | (0.49)      |
| COMCAST SPCL:                | 36.92          | (0.29)      | RENTRAK:              | 20.59          | 0.09        |
| GCI:                         | 8.25           | (0.44)      | SEACHANGE:            | 11.20          | 0.02        |
| LIBERTY GLOBAL:              | 69.46          | (1.02)      | SONY:                 | 15.48          | 0.35        |
| LIBERTY INT:                 | 20.85          | (0.48)      | SPRINT NEXTEL:        | 5.74           | 0.05        |
| SHAW COMM:                   | 23.36          | (0.18)      | TIVO:                 | 13.07          | (0.3)       |
| TIME WARNER CABLE:           | 89.13          | (1.14)      | UNIVERSAL ELEC:       | 19.05          | (0.15)      |
| VIRGIN MEDIA:                | 38.69          | (0.94)      | VONAGE:               | 2.55           | (0.06)      |
| WASH POST:                   | 383.01         | (5.43)      | YAHOO:                | 19.34          | (0.42)      |
| <b>PROGRAMMING</b>           |                |             |                       |                |             |
| AMC NETWORKS:                | 57.83          | (0.72)      | <b>TELCOS</b>         |                |             |
| CBS:                         | 41.86          | (0.55)      | AT&T:                 | 35.23          | (0.28)      |
| CROWN:                       | 1.88           | (0.02)      | VERIZON:              | 44.52          | (0.04)      |
| DISCOVERY:                   | 69.51          | (0.8)       | <b>MARKET INDICES</b> |                |             |
| GRUPO TELEVISIA:             | 28.59          | (0.59)      | DOW:                  | 13880.08       | (129.71)    |
| HSN:                         | 59.15          | (0.45)      | NASDAQ:               | 3131.17        | (47.93)     |
| INTERACTIVE CORP:            | 41.16          | (0.4)       | S&P 500:              | 1495.71        | (17.46)     |
| LIONSGATE:                   | 18.91          | (0.18)      |                       |                |             |
| OUTDOOR:                     | 7.49           | (0.09)      |                       |                |             |
| SCRIPPS INT:                 | 61.27          | (0.88)      |                       |                |             |
| TIME WARNER:                 | 50.44          | (0.44)      |                       |                |             |
| VALUEVISION:                 | 2.93           | 0.15        |                       |                |             |
| VIACOM:                      | 61.10          | (1.2)       |                       |                |             |
| WWE:                         | 8.50           | (0.07)      |                       |                |             |
| <b>TECHNOLOGY</b>            |                |             |                       |                |             |
| ADVANTAGE:                   | 2.20           | 0.10        |                       |                |             |
| ALCATEL LUCENT:              | 1.69           | (0.05)      |                       |                |             |
| AMDOCS:                      | 35.49          | (0.23)      |                       |                |             |
| AMPHENOL:                    | 67.50          | (0.97)      |                       |                |             |
| AOL:                         | 30.42          | (0.34)      |                       |                |             |
| APPLE:                       | 442.32         | (11.3)      |                       |                |             |
| ARRIS GROUP:                 | 16.10          | (0.32)      |                       |                |             |
| AVID TECH:                   | 7.42           | (0.29)      |                       |                |             |
| BLNDER TONGUE:               | 1.18           | (0.02)      |                       |                |             |
| BROADCOM:                    | 32.45          | (0.64)      |                       |                |             |
| CISCO:                       | 20.82          | (0.01)      |                       |                |             |
| CLEARWIRE:                   | 3.17           | (0.02)      |                       |                |             |
| CONCURRENT:                  | 7.75           | 0.26        |                       |                |             |
| CONVERGYS:                   | 16.74          | (0.35)      |                       |                |             |

## The CableFAXIES awards

DEADLINE: MARCH 1, 2013

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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 of the CableFAXIES Awards are from networks, operators, PR firms, vendors, corporations, agencies and other entertainment companies who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry. The winners and honorable mentions will be saluted during an awards event in May 2013 in New York City.