

CableFAX Daily™

Tuesday — February 12, 2013

What the Industry Reads First

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Post-Nemo: Ops Rush to Recover Service; Minor Damages Seen

As with Superstorm Sandy, a power outage again caused most of Northeasterners' loss of cable services as massive snowstorm Nemo hit the region. But unlike Sandy, service recovery is expected to be a lot quicker, and damages to providers' infrastructure appeared to be minimal. That was partly thanks to ops' prep work, put to test after the FCC's first Sandy hearing just days before Nemo. For **Time Warner Cable**, even at the peak of the snowstorm on Sat morning, only a tiny number of subs were affected (a fraction of 1%), mostly in New England and NYC, a spokesman said. Of those, the vast majority were power-related. Operationally, TWC rescheduled installation and service appointments that had been scheduled for Fri and Sat in NYC and for Sat in much of New England, but was business as usual by Sun. The company also closed most of its Maine cable stores Sat. **Cox** is back to business-as-usual status in CT and hopes similar status in RI by Tues. In RI, electric providers made progress in restoring power but much work remains, Cox said. All Cox Solutions Stores are keeping normal hours Mon. **Comcast** has teams in all impacted areas working around the clock to restore services. Comcast will issue credits on a case-by-case basis to any customers facing service interruptions even after power was restored. **Charter** said its prep work before the storm minimized the impact. The storm affected more than 11k Charter subs across MA and CT, with approx 75% of subs getting service restored within 24 hours. Like other ops, the company had minor plant and equipment damage, mostly a result of plows hitting pedestals. Charter created a Storm Center Web page featuring real time restoration information. **Verizon**, meanwhile, continues to cope with some downed poles and wires, and some central offices and switches are on back-up generators in areas without commercial power, said a rep. **AT&T U-Verse** is operating at normal or near-normal levels in CT, said state pres *Rodney Smith*. **The Weather Channel**, which gave the blizzard the name Nemo, said 27mln P2+ tuned in Fri for its storm coverage. The net reached a similar 27mln P2+ on Sat, more than all non-children's cable nets. Fri's average ranks as the net's 5th highest rated winter day since '10 (viewership from the '11 Colossal Storm remains as the strongest winter event in recent history).

Guide No More: TV Guide Network on Tues will officially announce that it's changing its name to **TVGN**, effective Mar 18. It's all part of the **Lionsgate**-owned net's ongoing mission to shift away from its earlier roots as a channel guide utility and embrace its status as an entertainment net (83% of its distribution is already without a guide or scroll). "Updating our name and logo are the next logical steps in our evolution now that our full-screen distribution has reached a critical mass of households," said *Dennis Miller*, newly named interim TVGN President, calling it a "new era" for the net. TVGN will maintain its showbiz focus, with working-title originals in development for '13 including "TMI (Too Much Information)" about how top Hollywood stories are trending via social media; "The Hollywood Buzz Show," which covers entertainment and pop culture with "an irreverent, comedic and deep-dive approach"; and "Red Carpet Confidential," a docu-series on Hollywood's "melt-down moments and shocking events." The net's also working out a deal for a celebrity-driven reality show. While the linear net will get an updated logo and exile the word "guide," the TV Guide brand will stay in place online at TVGuide.com, which

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Sales Executive of the Year Awards

saluting cable sales leadership

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typically gets 25mln unique monthly visitors and has more than 8.5mln mobile app installations.

Esquire Net: NBCU's G4 will get a makeover starting April 22 as it becomes the **Esquire Network**. It's a strategy partnership between the net and **Hearst Magazines**, owner of men's mag *Esquire*. The new net will be headed by gm *Adam Stotsky*, who will team with *Esquire* Editor-in-Chief *David Granger* to develop the brand. The new net will expand on G4's foundation of games, gear and gadgets, adding entertainment, food, fashion, women, humor, travel, competition, etc. It will also feature both unscripted and scripted series, as well as movies and specials that "appeal to today's man." Original series under development include cook-off food show "Knife Fight" and celebrity-driven travel show "The Getaway." In addition, "American Ninja Warrior" will return for season 5, to air this summer on the new net and **NBC**. In addition to a new Website, mobile apps and social-media integration, *Esquire* also will offer full eps via authentication and VOD.

Netflix Ranks: **Cablevision's** Optimum service topped other MVPDs as the best and fastest **Netflix** viewing experience provider, according to **Netflix's** Jan ISP rankings (**Google Fiber** was ranked #1). The rankings are based on the average speed for Netflix streams among ISPs across the nation, and Optimum's ranking reflects Netflix video streams delivered over both Optimum Online's wired service and Optimum WiFi. Optimum delivered 2.24 Mbps on average to Netflix subs (Google Fiber delivered 3.02 Mbps) in Jan vs. 2.09 Mbps in Dec.

Rebranding: Ohio's local provider **Massillon Cable TV** will rebrand itself, along with its **Clear Picture TV** subsidiary under the name **MCTV** to better reflect its products and services.

In the Courts: Mon marks the start of the **DISH/ESPN** jury trial. DISH is seeking \$150mln from ESPN for allegedly offering its rivals better licensing terms on sports programming in violation of a current contract between the two. DISH, which first filed the case in '09, disputes ESPN's earlier argument that the DBS op eventually got the same terms as competitors.

SCTE: **SCTE** will offer 50 virtual classes in '13, including 9 new or revised courses, a 35% increase over the 37 classes held in '12 and a doubling of the '11 total of 25.

Hopper: **DISH** announced the national consumer availability of its Hopper with Sling Whole-Home HD DVR while also launching its "Only the Hopper" marketing campaign. The service allows content viewing anywhere and anytime across multiple platforms. Hopper made headlines this year when it was in the running for "Best of Show" at CES from official awards partner **CNET** until parent company **CBS** stepped in to ban consideration because of ongoing CBS/DISH legal battles.

Outputs: **Sony Pictures Entertainment** and **Starz** reached a new, multi-year agreement that extends their exclusive output premium pay TV deal. As a result, Starz will have the exclusive pay TV rights to Sony Pictures' theatrical releases through '21. The previous agreement had covered motion pictures released theatrically through '16.

Nat Geo's Reality TV: As the D.C. press corps gathered for the premiere of *Ridley* and *Tony Scott's* "Killing Lincoln" (Sun, 8p, **Nat Geo**), the net emphasized the film's historical accuracy. Two-dozen foreign and domestic press Mon were treated to a busy junket to visit sites associated with the film. Ford's Theater was first; then Petersen House, where *Abraham Lincoln* gasped his last breath; *Mary Surratt's* Tavern (convicted by a military court, Surratt was the first woman executed by

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the federal government; and Lincoln's Cottage, 3 miles north of the White House, a 19th century version of Camp David. The reality theme was reinforced by script writer *Erik Jendresen*, who told reporters even the number of knife thrusts plowed by *Lewis Powell* into Secretary of State *Henry Seward*, a grizzly moment depicted in the film, was verified by historians. The film emphasizes that *John Wilkes Booth* and his accomplices attempted to decapitate the Union government by killing Lincoln, V.P. *Andrew Johnson* and *Seward*. For *Billy Campbell*, who plays Lincoln, the chance to act in a period piece was "a dream." A native of Charlottesville, VA, Campbell is a history buff. "I was constantly in the face of [writer Jendresen] asking 'what am I, as Lincoln, thinking now?' He was invaluable." The film is an adaptation of *Bill O'Reilly's* bestseller and includes narration by *Tom Hanks*, who's linked to the story through Lincoln's mother, *Nancy Hanks*; actor Hanks is a distant relative of Nancy [More in Fri's Programmer's Page].

People: NBCUniversal announced ad sales new hires and promotions: *Laura Molen*, evp, cable ad sales overseeing sales for **USA, Syfy, E!, G4, Chiller, Cloo** and **WWE**; *Peter Lazarus*, svp, cable ad sales, responsible for **USA, Syfy, Cloo, Chiller** and **WWE**; *Katie Larkin*, svp, ad sales strategy; *Lou Koskopolis*, svp, sales & sales marketing for NBC Sports Group's **Golf Media**.

CableFAX Daily Stockwatch

Company	02/11 Close	1-Day Ch	Company	02/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	52.89	(0.17)	CSG SYSTEMS:	19.54	0.25
DISH:	37.11	(0.53)	ECHOSTAR:	38.60	(0.35)
DISNEY:	54.75	0.09	GOOGLE:	782.42	(2.95)
GE:	22.45	(0.05)	HARMONIC:	5.44	0.09
NEWS CORP:	28.73	(0.17)	INTEL:	21.03	0.03
MSOS					
CABLEVISION:	14.91	(0.06)	JDSU:	15.26	0.05
CHARTER:	79.31	(1.58)	LEVEL 3:	24.66	0.09
COMCAST:	38.64	(0.11)	MICROSOFT:	27.86	0.31
COMCAST SPCL:	37.25	(0.1)	RENTRAK:	21.66	0.28
GCI:	8.22	0.03	SEACHANGE:	11.25	(0.06)
LIBERTY GLOBAL:	67.94	(0.07)	SONY:	14.99	0.07
LIBERTY INT:	21.29	(0.21)	SPRINT NEXTEL:	5.79	0.02
SHAW COMM:	23.63	0.03	TIVO:	13.07	(0.14)
TIME WARNER CABLE:	87.94	(0.91)	UNIVERSAL ELEC:	19.10	0.28
VIRGIN MEDIA:	45.88	0.09	VONAGE:	2.41	(0.03)
WASH POST:	399.05	0.37	YAHOO:	20.90	0.40
PROGRAMMING					
AMC NETWORKS:	57.94	(0.17)	TELCOS		
CBS:	42.28	(0.55)	AT&T:	35.23	(0.04)
CROWN:	1.97	0.02	VERIZON:	44.32	(0.03)
DISCOVERY:	70.95	(0.52)	MARKET INDICES		
GRUPO TELEVISA:	28.08	0.19	DOW:	13971.24	(21.73)
HSN:	59.26	(0.69)	NASDAQ:	3192.00	(1.87)
INTERACTIVE CORP:	43.50	(0.22)	S&P 500:	1517.01	(0.92)
LIONSGATE:	19.74	0.61			
OUTDOOR:	7.63	0.12			
SCRIPPS INT:	61.01	0.87			
TIME WARNER:	52.13	(0.44)			
VALUEVISION:	2.81	(0.07)			
VIACOM:	62.16	(0.01)			
WWE:	8.56	0.08			
TECHNOLOGY					
ADVANTAGE:	2.15	0.10			
ALCATEL LUCENT:	1.65	(0.01)			
AMDOCS:	35.79	(0.09)			
AMPHENOL:	70.41	(0.03)			
AOL:	36.23	2.51			
APPLE:	479.93	4.95			
ARRIS GROUP:	16.50	0.07			
AVID TECH:	7.87	0.34			
BLNDER TONGUE:	1.40	0.00			
BROADCOM:	33.40	0.16			
CISCO:	21.27	0.11			
CLEARWIRE:	3.19	(0.01)			
CONCURRENT:	7.62	(0.35)			
CONVERGYS:	16.26	0.23			

The CableFAXIES awards

DEADLINE: MARCH 1, 2013

ENTER AT: www.CableFaxiesAwards.com

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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.