

CableFAX Daily™

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What the Industry Reads First

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Q&A: Talking Change with Nat Geo CEO David Lyle

David Lyle has made a lot changes since joining **National Geographic Channels US** as CEO in August. In November, he replaced pres *Steve Schiffman* with *Howard Owens*, formerly a lead managing dir for **Reveille**. Other changes include the appointment of *Courteney Monroe* to chief marketing officer and the promotion of *Michael Cascio* to evp, programming. The net's greenlighting new programming as well, including "Are You Tougher than a Boy Scout?" and a movie based on *Bill O'Reilly's* book "Killing Lincoln." We caught up with Lyle to find out how things are going now that he's transplanted himself to Nat Geo's DC HQ. **You have made a lot of changes to senior management. What are you hoping to achieve there?** With some people inside who have been elevated and a few people outside, I'm hoping to grow on the success the channel has had and have an energetic and fresh way of approaching what we do. **Do you feel like Nat Geo is a serious competitor right now to Discovery and History?** I feel like we should be a serious blip on their radar screen. I don't really fixate about this channel or that channel. I fixate on getting more people watching our channel... I'd love to double the ratings in 3 years. **National Geographic is a well-established brand. But do you think the brand connotation hinders you at all as a network?** No. I think we can make popular, compelling programs using contemporary storytelling and be in the subject matter that National Geographic excels in. **And you want to be more character driven?** Certainly, that's part of it. I do want to have more characters, more involvement, more relatable situations of people, even if they're in extraordinarily different worlds than what we're used to. I think that's always been part of National Geographic's theme. That it will take you to unpredictable places... And in our storytelling, you'll find that they're strangely relatable. **You've announced several greenlighted projects. What are you especially excited about?** It's the beginning of a series on what we're calling American outliers—groups in the US that are amongst us, but you might not know how their world works. The one I'm most excited about at the moment is "Wicked Tuna." It's a big, brash show about fishermen as they battle in 10 weeks, which is their season, to try and make their annual income. At the same time, we believe it will draw an audience that will be involved in the fishing of tuna in the Atlantic, which is very much an issue that the National Geographic Society is trying to involve the public in. **Have you heard comparisons of it to "Deadliest Catch" or**

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* Source: Experian Simmons Multi-Media Engagement Study: Spring 2011, Past 7 days Viewing. Top 2 box data based on 7 "Other" category statements. Base: Adults 25-54; measured among 77 national, ad-supported networks (excluding Hispanic, children and non-Nielsen-rated networks). Ranking based on a competitive set of networks.

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“Swamp People”? I have heard Deadliest Catch. These people are a long way from Swamp People. It's rod and reel fishing, so it's not that sort of gray, dark Deadliest Catch. And these are just a group of individuals as they go hard during those 10 weeks. Deadliest Catch? Guys working on boats. I get that. Swamp People? I think that would be drawing a long bow. **Do you feel like the new shows are a huge departure?** No, not at all. Statistically, we're moving more toward series than a reliance on one-off specials. But within those series, they're not a huge departure. Some here and there are unusual, but it's probably just freshening up a contemporary way of storytelling that is more of an addition to the way things were done previously. **We like to be a little cheeky sometimes with our last question. So, given your past heading Fox Reality Channel, have you seen much difference between reality TV stars and wild animals?** Wild animals are better behaved in that they behave themselves perfectly until they try to kill you. Whereas with reality stars, their behavior is appalling to the point you want to kill them.

Full Stream Ahead: Time Warner Cable's live TV streaming app has moved beyond the iPod and iPhone, with the MSO announcing Mon a beta version of **TWC TV** available on any computer belonging to a TWC sub (only when the computer's in the home). And just like with the **Apple** versions, there are no **Viacom** channels available. In addition to live TV, TWC TV offers a guide with up to 7 days of listings, DVR management, a “Watch on TV” button to tune an MDN/ODN set top directly to the channel and a “Watch on PC” button to tune PC directly to the channel.

Carriage: Crown Media Family Nets renewed its affil agreement with **DISH** covering **Hallmark Channel** and **Hallmark Movie Channel**, which receive additional carriage as part of the DBS op's new **Heartland TV** package. The \$5/month offering also includes **GMC TV**, **RFD-TV**, **PixL** and soon **Rural TV**.

Gotham OTT: No doubt the media industry's legal eagles will emerge with objections to **Aereo** (formerly Bamboom Labs), but **IAC** chmn **Barry Diller** has expressed confidence in the IPTV solution by leading a \$20.5mIn financing round through IAC and joining the Aereo board. Starting in the NY DMA, Aereo will offer a remote antenna and DVR allowing consumers to access **CBS**, **NBC**, **ABC**, **Fox**, **CW**, **PBS** and other local channels via Web-enabled devices including smartphones and tablets and Internet TV plays such as **Apple TV** and **Roku**. Access is limited to the local broadcast area and includes storage of up to 40 hours of content. Aereo goes live for the public on Mar 14, when members will receive a 30-day trial of the \$12/month service. **BTIG's Richard Greenfield** called Aereo “disruption at its finest”—if it's deemed legal.

Ratings: **BET** scored its highest-rated and most-watched “BET Honors” telecast ever Mon night with 2.6mIn viewers and a 2.2 coverage rating among 2mIn homes.

Programming: **Disney Junior** picked up a 3rd season of “Jake and the Neverland Pirates,” its top series. -- **Comedy Central** renewed sketch series “Key & Peele” for a 2nd season to premiere in the fall. -- **YES** celebrates its 10th anniv with 2-hour special, “10 Years of Yes,” Mar 13, 10:30pm ET. -- **Encore** will remember **Whitney Houston** Fri with back-to-back features of “Waiting To Exhale” (8pm) and “The Preacher's Wife” (10:05pm).

On the Circuit: **USA** is busy gearing up for its big “Characters Unite” storytelling event set for Wed night in L.A. and supported locally by **Time Warner Cable**. Several stars including **The Help's Octavia Spencer** and **Milk** scribe **Dustin Lance Black** will tell stories of “prejudice and power,” followed by a musical performance by **John Legend**. Then at a re-

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BUSINESS & FINANCE

lated event on Fri, students at an L.A. high school assembly will recount their own tales of facing bullying, hate or discrimination. -- **Time Warner Cable** CTO *Mike LaJoie* will keynote the 2-day **SCTE Canadian Summit's** Mar 27 opening session.

Oh, Henry: Leave it to I.D. chief *Henry Schleiff* to grab the attention of America's top attention-grabbers (ie, ad agencies) with a Valentine to promote I.D.'s "Red Hot Saturdays" programming block, which just added new series "Deadly Sins" (Mar 3) to the lineup. The gift? A 5-inch red stiletto, along with some red hots and a card noting I.D.'s ascension to #16 in W25-54 total day. "If the shoe fits, buy it," reads the card. Some offices no doubt got multiples, so we'll leave it up to recipients to assemble the shoes into wearable pairs...

People: **Bravo** upped *Maria Laino DeLuca* to vp, trade marketing. -- *Shari Kaufman* was named vp, talent relations and special events for **Showtime Nets**. *Kate Meyer* was promoted to vp, awards and film festivals.

Business/Finance: The DoJ approved **Google's** \$12.5bn acquisition of **Motorola Mobility**, as did EU regulators. In a tacit OK of the tech industry's patent grab, the DoJ also gave the nod to **Apple's** purchase of patents formerly owned by **Novell** and an Apple-led consortium's patent pick up from bankrupt **Nortel Networks**.

CableFAX Daily Stockwatch

Company	02/14 Close	1-Day Ch	Company	02/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	45.85	0.17	CLEARWIRE:	2.29	0.02
DISH:	28.36	0.01	CONCURRENT:	3.93	0.03
DISNEY:	41.60	(0.19)	CONVERGYS:	12.95	(0.1)
GE:	18.94	(0.13)	CSG SYSTEMS:	15.91	(0.1)
NEWS CORP:	19.91	(0.2)	ECHOSTAR:	31.66	0.04
MSOS					
CABLEVISION:	14.55	(0.11)	GOOGLE:	609.76	(2.44)
CHARTER:	60.02	0.05	HARMONIC:	6.33	(0.18)
COMCAST:	27.25	(0.16)	INTEL:	26.78	0.08
COMCAST SPCL:	26.15	(0.1)	JDSU:	14.02	(0.06)
GCI:	10.86	(0.14)	LEVEL 3:	21.11	(0.05)
KNOLOGY:	15.99	0.10	MICROSOFT:	30.25	(0.13)
LIBERTY GLOBAL:	49.05	(0.27)	MOTOROLA MOBILITY:	39.68	0.05
LIBERTY INT:	18.26	(0.09)	RENTRAK:	21.76	0.12
SHAW COMM:	19.68	(0.05)	SEACHANGE:	7.18	(0.17)
TIME WARNER CABLE:	75.92	0.12	SONY:	19.13	(0.35)
VIRGIN MEDIA:	25.93	0.29	SPRINT NEXTEL:	2.31	UNCH
WASH POST:	383.75	(4.52)	THOMAS & BETTS:	71.95	UNCH
PROGRAMMING					
AMC NETWORKS:	43.01	0.37	TIVO:	12.10	(0.04)
CBS:	29.79	(0.42)	UNIVERSAL ELEC:	19.40	(0.52)
CROWN:	1.18	(0.01)	VONAGE:	2.73	(0.21)
DISCOVERY:	45.20	0.04	YAHOO:	15.37	(0.76)
GRUPO TELEVISIA:	20.22	0.31	TELCOS		
HSN:	37.16	0.77	AT&T:	30.07	0.03
INTERACTIVE CORP:	44.30	(0.51)	VERIZON:	38.04	(0.09)
LIONSGATE:	11.34	(0.08)	MARKET INDICES		
LODGENET:	3.37	(0.07)	DOW:	12878.28	4.24
NEW FRONTIER:	1.16	UNCH	NASDAQ:	2931.83	0.44
OUTDOOR:	7.15	(0.09)	S&P 500:	1350.50	(1.27)
SCRIPPS INT:	43.24	(0.02)	TECHNOLOGY		
TIME WARNER:	37.84	(0.04)	ADDVANTAGE:	2.21	(0.14)
VALUEVISION:	1.64	(0.02)	ALCATEL LUCENT:	2.30	0.11
VIACOM:	54.63	(0.79)	AMDOCS:	30.48	0.13
WWE:	9.81	0.06	AMPHENOL:	55.06	(0.09)
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			S&P 500:	1350.50	(1.27)

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