

CableFAX Daily™

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What the Industry Reads First

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Going South: More Cable Firms Looking to Tap SXSW Energy

Cable's finding **SXSW** hard to resist, with several cable nets participating this year for the 1st time when it kicks off Fri. First-timer **NatGeo** is going '80s to celebrate its new series "The '80s: The Decade That Made Us" (spring premiere) with a Sun party featuring performance by **Girl Talk**, in addition to various street team activations, including iconic cars from the '80s, said *Hayes Tauber*, the net's new svp of marketing. He called the decade "an era of innovation and revolution" with "profound influence" on technology, entertainment and other aspects of the society. **SXSW**, which started as a small music and film conference, has become a major marketing and networking event, he said: "It's a great branding opportunity." **Time Warner Cable Media** COO *Joan Gillman*, another 1st-timer, said **SXSW** has become "the event where decision makers in digital are attending." **TWC** will launch its brand campaign "That's How," aimed to give local businesses more exposure to influencers and media. Meanwhile, hip pop music/culture channel **MTV James** will invade the festival for the 1st time with its **MTV James** stage, hosting emerging hip-hop acts. Returning net **IFC** will host live comedy showcases with "Comedy Bang! Bang!," and present notable faces like *Marc Maron* and *Chris Gethard*, *Blake Callaway*, svp, marketing, told us. The net will host on-air and online coverage "slightly off" 6th St with *Gethard*, who will invite celebrity guests to hang out in the backyard of his trailer home and participate in offbeat activities. **Bravo** svp, marketing *Ellen Stone* said the net will bring its "most interactive show"—late-night talk show "Watch What Happens Live"—to the festival for 5 shows. The net's also upping its social media game at the festival (See more details at cablefax.com). **HGTV** will return to the pop culture event, providing a "home away from home" with WiFi benches, "Art on the Side" wall, and a **HGTV** Home studio designed VIP lounge. **Showtime** created the **SXSW Go** mobile app for attendees to view, plan and share their schedule, network, and navigate. With regard to **SXSW** survival tips, everyone's on the same page: Hydration, hydration, hydration.

Cablevision-Viacom: A redacted version of **Cablevision's** antitrust complaint against **Viacom** was finally made public Thurs, and it claims the programmer tried to extract a 10-figure "penalty" for carrying just its most popular nets. The MSO claims **Viacom** strong-armed it into carrying its "suite" nets by threatening to impose a near \$[redacted] billion penalty if **CVC** licensed only the nets it wanted. That redacted figure "exceeds **Cablevision's** entire 2013 programming budget," and the MSO believes it exceeds **Viacom's** ad revenues from **Cablevision's** carriage of the suite nets, the complaint said. Key to **CVC's** case will be proving that **Viacom** has market power and that nets such as **Nick** and **MTV** are vital to its business. **Cablevision** identifies **Nick**, **Comedy Central**, **BET** and **MTV** as the "tying networks," the nets **CVC** most wants. **Viacom** calls those nets along with **VH1**, **TV Land**, **MTV2** and **Spike**, its "core" networks and refers to the others as "suite networks" (**CMT**, **CMT Pure Country**, **Logo**, **MTV Hits**, **MTV Jams**, **Nick Jr**, **Nick 2**, **Nicktoons**, **Palladia**, **Teen Nick**, **Tr3s**, **VH1 Classic** and **VH1 Soul**), according to the complaint. If the suite nets weren't tied, **Cablevision** said it would be more likely to launch (or sooner launch) indie nets such as **Ovation**, **RLTV**, **GMC**, **Me-TV** and **ASPiRE**. Other nets mentioned as more likely to be considered include **Lifetime Movie**, **Outside TV**, **Justice Central**, **TheBlaze** and additional music

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channels, as well as more HD. Cablevision's suit not surprisingly notes ratings declines Nick and other Viacom nets such as Comedy Central have experienced, even as their rates have increased. It also says set-top data shows MTV Hits declined 72% from its yearly set-top avg of 0.29 in '10 to 0.08 last year. Even the most popular suite network Nick Jr dropped from 1.68 to 0.71, the suit said. Viacom has said it will vigorously defend itself, and that many distributors have long taken advantage of the tying discounts. It calls them "win-win" and "pro-consumer."

Great Outdoors: Outdoor Channel's board determined Kroenke Sports & Ent's all-cash offer of \$8.75/share is superior to its Nov merger agreement with Sportsman Channel parent InterMedia. If Outdoor goes with the Kroenke bid, it's on the hook for a \$6.5mln break-up fee to be paid to InterMedia. Outdoor has notified InterMedia of its intention to terminate the deal. InterMedia has until Tues to propose changes to the merger deal. If Outdoor still feels Kroenke, which owns the Denver Nuggets and CO Avalanche, has the better offer, it expects to terminate the deal and pay the break-up fee. In citing the positives of the Kroenke deal, Outdoor said the proposal is not subject to any financing contingency, does not limit Outdoor Channel's recovery to a reverse breakup fee in the event KSE fails to finance the transaction and includes a break-up fee equal to \$1mln (vs \$6.5mln) that becomes payable by Outdoor Channel in the event that the merger agreement is terminated under certain circumstances. In addition, Stanley Kroenke has agreed to personally guarantee the obligations of KSE if the KSE merger agreement is executed. InterMedia, which was founded by cable vet Leo Hindery in '88, had offered \$8/share in a cash and stock deal valued at about \$208mln.

Deals: Turner has signed 1 of the first of many renewals to come, announcing a multi-year distribution pact Thurs with NCTC. The company has said most of its distribution deals are up for renewal between in the '13-'16 timeframe—and it will seek more money, particularly for sports-heavy TNT. Mediacom wrapped a deal with Turner at the end of last year. The NCTC deal is for the Turner portfolio of nets, including CNN, TNT, TBS, Cartoon and truTV.

At the Portals: FCC commish Ajit Pai called on the FCC to move forward with an All-IP Pilot Program, likening it to the Wilmington, NC, test for the analog-to-digital TV transition. Speaking at the Hudson Institute in DC Thurs, he said the program should be voluntary and reach many locales. NCTA, AT&T, Verizon and others have endorsed having a pilot.

Roku: Who said cable ops and OTT players can't be friends? Time Warner Cable launched TWC TV channel on Roku players, offering up to 300 channels of live programming through the Roku device for subs for free. The op plans to add On Demand content to the offering later this year. TWC ID and password are required.

Programming: IFC greenlit original scripted comedy "The Spoils of Babylon" produced by Funny or Die. It's a TV adaptation of a best-selling epic novel by fictional famous author Eric Jonros (played by exec prod Will Ferrell). Six eps will premiere late this year. The net also greenlit "The Birthday Boys," exec prod by Ben Stiller and Bob Odenkirk. It features a L.A. comedy group of the same name along with Odenkirk. -- Esquire Net licensed the exclusive rights to both seasons of Starz' original comedy series "Party Down." It will debut on the net beginning in Apr.

People: DISH evp/COO Bernie Han's role will expand to include oversight of all direct and indirect sales and distribution. Dave Shull was upped to evp and chief commercial officer and will also oversee product mgmt, marketing and ad sales. -- Murali Nemani is leaving Cisco to join ActiveVideo as svp, chief marketing officer. At Cisco, he directed the launch of Videoscape solutions. In his new post, he'll focus on Active's CloudTV. -- Discovery Comm tapped Leslie Grandy as svp,

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product & dev within the company's digital media division. She had been T-Mobile's vp, product and system dev. -- **Cablevision** CEO *Jim Dolan* and wife *Kristin Dolan*, sr evp of product management and marketing, have separated, reported the *NY Post's* Page Six. A joint statement from the 2 said, "We have been in a trial separation since the holidays. It is completely amicable and we ask that people respect our privacy at this time." The couple wed in '02.

Obit: Cable Pioneer and ex-**Cardinal Comm** CEO *Jim Ackerman* passed away Sat. He was 88. IN-based Cardinal was sold in '93, at which time it was the 70th largest cable operation in the US, *The Indianapolis Star* reported. In '84, he became vice chmn of media brokerage firm **Communication Equity Assoc.**

On the Circuit: **NAMIC Mid-Atlantic** has a general membership meeting planned for Mar 28 from 6pm-9pm at **Sirius XM's** office in DC. For more info, contact *Pam Ford*, 202-222-2356/ pford@ncta.com

Oops! A story in our Mar 6 issue said that the **National Advertising Div** found a **Frontier** radio ad was unlikely to mislead consumers about whether **Suddenlink** had local managers and a 100% US-based workforce. However, **NARB**, the appellate unit of the ad industry's self-regulation, effectively overturned that ruling. It recommended that Frontier discontinue the claims after finding they were unsupported.

CableFAX Daily Stockwatch

Company	03/07 Close	1-Day Ch	Company	03/07 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.24	0.24	CSG SYSTEMS:	19.49	(0.05)
DISH:	34.44	0.25	ECHOSTAR:	38.31	0.14
DISNEY:	56.32	(0.04)	GOOGLE:	832.60	1.22
GE:	23.68	0.01	HARMONIC:	5.78	0.06
NEWS CORP:	30.35	0.01	INTEL:	21.89	0.14
MSOS					
CABLEVISION:	13.98	0.21	JDSU:	15.23	1.08
CHARTER:	89.80	(0.18)	LEVEL 3:	21.37	0.98
COMCAST:	40.62	(0.23)	MICROSOFT:	28.14	0.05
COMCAST SPCL:	38.89	(0.13)	RENTRAK:	21.30	0.18
GCI:	8.15	(0.07)	SEACHANGE:	11.24	0.04
LIBERTY GLOBAL:	70.98	(0.03)	SONY:	15.56	(0.28)
LIBERTY INT:	21.49	0.35	SPRINT NEXTEL:	5.85	(0.02)
SHAW COMM:	23.75	(0.26)	TIVO:	12.56	0.12
TIME WARNER CABLE:	89.32	0.03	UNIVERSAL ELEC:	21.06	0.15
VIRGIN MEDIA:	47.43	0.09	VONAGE:	2.73	0.02
WASH POST:	414.39	7.01	YAHOO:	22.70	(0.1)
PROGRAMMING					
AMC NETWORKS:	58.86	0.16	TELCOS		
CBS:	44.98	0.29	AT&T:	36.39	0.10
CROWN:	2.14	0.09	VERIZON:	47.48	0.20
DISCOVERY:	77.16	1.81	MARKET INDICES		
GRUPO TELEVISA:	26.65	0.23	DOW:	14329.49	33.25
HSN:	54.58	0.68	NASDAQ:	3232.09	9.72
INTERACTIVE CORP:	42.75	0.45	S&P 500:	1544.26	2.80
LIONSGATE:	21.75	(0.43)			
OUTDOOR:	8.83	0.11			
SCRIPPS INT:	63.88	(0.02)			
TIME WARNER:	56.78	1.32			
VALUEVISION:	3.16	0.43			
VIACOM:	63.38	0.47			
WWE:	8.74	(0.04)			
TECHNOLOGY					
ADVANTAGE:	2.26	0.06			
ALCATEL LUCENT:	1.50	0.08			
AMDOCS:	36.06	(0.34)			
AMPHENOL:	72.52	(0.27)			
AOL:	37.15	(0.15)			
APPLE:	430.58	4.92			
ARRIS GROUP:	17.63	(0.08)			
AVID TECH:	6.72	UNCH			
BLNDER TONGUE:	1.28	(0.04)			
BROADCOM:	33.67	0.03			
CISCO:	21.80	0.09			
CLEARWIRE:	3.17	0.01			
CONCURRENT:	7.09	0.17			
CONVERGYS:	16.77	0.06			

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PROGRAMMER'S PAGE

Happy Endings...

On Sun night, **Lifetime** will once again massage viewers with a new season of “The Client List,” which features a certain illegal service offered by certain massage parlors that cater to a discerning (and high-tipping) male clientele. They just want a few “extras.” Is that so wrong? If it sounds a bit trashy and seedy, well... it is. But when I sat down with star and producer *Jennifer Love Hewitt* at L.A.’s famed Mel’s Diner recently, she said it’s also about something deeper. “It really is about a mom who makes mistakes,” she says. “And we all make mistakes. It’s about how one lie can turn into a million, and how to catch up with that. It’s about financially where we find ourselves right now in the world.” To be sure, Hewitt’s character Riley Parks gets pulled into the business as a way to overcome money problems—but part of the show’s tension is that once entrenched she seems to revel in it despite reservations. Make no mistake: The Client List never gets too heavy. This isn’t “Breaking Bad” in a massage parlor. It knows its female audience and gives us plenty of obviously heightened scenes in which well-built dudes with six-pack abs lie on candlelit massage tables, their perfect pecs begging the question: Do these guys really need to pay for it? Probably not, but even Hewitt admits the show examines “fantasy versus reality” and plays with the power dynamics that can shift in these type of situations. (Negotiations must be delicately handled... sorry). So is Riley a conflicted moralist or just a cold realist? “The answer may be that Riley is not as perfect and innocent as we think she is,” says Hewitt. “I definitely believe that there is something in a person who has to go and do this that needs it and wants it somehow. I don’t think that makes her a bad person. I just think it makes her a different person than maybe she even thought she was.” **[Read the full interview with Jennifer Love Hewitt at www.cablefax.com] - Michael Grebb**

Reviews: “In Play with Jimmy Roberts,” premiere, Tues, 10:30p ET, **Golf**. A gorgeously shot magazine show features compelling stories, beginning with a tale about a golf artist who’s never been on a course. His story gets even more interesting. The show closes with a look at golfer *Christina Kim*’s battle with depression. The middle segment is a treat, a visit with Golf Channel co-founder and a pretty fair hitter named *Arnold Palmer*. Seems Palmer has a vast collection of memorabilia from his career, including 10K golf clubs. Closing this wonderfully sentimental tale of Arnie’s ‘army’ of souvenirs, *Jimmy Roberts* provides an apt coda: ‘If you’d had a life as great as Palmer’s, wouldn’t you want to save and remember every bit of it?’ Indeed. -- “Army Wives,” season 7 debut, Sun, 9p, **Lifetime**. Viewers will be reaching for tissues aplenty when W 18+ ratings leader “Army Wives” returns. It’s known that one of Wives’ mainstays is departing, but even loyal fans may wince at this extra-long farewell. Not-nearly-as-sentimental, “The Client List” returns for season 2 (10p, Lifetime), and the life of Riley (*Jennifer Love Hewitt*) gets complicated quickly. -- “Wild Hearts,” Sat, 8p, **Hallmark**. *Ricky and Andrea Schroder* wrote this family-friendly cowboy piece for daughter *Cambrie*. She’s as pretty as the mountainous scenery, but Cambrie’s acting is slightly uneven. - *Seth Arenstein*

Basic Cable Rankings			
(2/25/13-3/03/13)			
Mon-Sun Prime			
1	HIST	2.4	2375
2	USA	2.0	2016
3	DSNY	1.8	1806
4	FOXN	1.6	1533
5	TBSC	1.4	1392
5	ESPN	1.4	1375
5	A&E	1.4	1358
8	TNT	1.1	1091
9	HGTV	1.0	1020
9	FX	1.0	953
9	ADSM	1.0	952
9	DSE	1.0	75
13	DISC	0.9	939
13	AMC	0.9	915
15	FOOD	0.8	809
15	BRAV	0.8	805
15	LIFE	0.8	802
15	FAM	0.8	797
15	NAN	0.8	781
15	TLC	0.8	780
21	SYFY	0.7	708
21	TRU	0.7	653
21	ID	0.7	582
21	LMN	0.7	555
25	SPK	0.6	627
25	MTV	0.6	624
25	MSNB	0.6	612
25	TVLD	0.6	609
25	BET	0.6	520
30	CMDY	0.5	533
30	VH1	0.5	489
30	APL	0.5	473
30	EN	0.5	473
30	HALL	0.5	453
35	HLN	0.4	434
35	CNN	0.4	412
35	TRAV	0.4	389
35	NGC	0.4	380
35	OXYG	0.4	334
35	NKJR	0.4	323
35	DXD	0.4	288
35	GSN	0.4	284
35	H2	0.4	282
35	INSP	0.4	268
35	RLZC	0.4	239
35	HMC	0.4	189

*Nielsen data supplied by ABC/Disney

TheCableFAXIES awards

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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.