

CableFAX Daily™

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What the Industry Reads First

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Home Fires: HGTV, DIY Marketing Head Talks Synergies, Timeline and Pinterest

With **Scripps Nets Interactive** announcing plans earlier this month to create a Home division, *Denise Conroy-Galley* is heading up marketing for **HGTV** and **DIY**. The programming and scheduling team will be headed by svp, gm *Kathleen Finch*. We caught up with Conroy-Galley to ask about the change, and what HGTV is doing (and not doing) in the social space. **Scripps' Home category is similar to its Food category, with DIY now falling under your purview. What does that mean for you?** Our notion was to take the programming function for both networks and merge it. And to take the marketing function for both networks and merge it. Scheduling has been merged for HGTV and DIY for a while now. I have responsibility for marketing, creative services, PR, media strategies and research for both networks. **Are positions being eliminated as part of that merger—is there efficiency there?** There certainly is an efficiency. To be fair, we're still nailing down the nuts and bolts. We just made the announcement... The point of it truly was not to eliminate positions. It was more about creating efficiencies, trying to get some of the great brain power on the DIY side to augment the HGTV folks and vice versa. **So, what cross-marketing opportunities are available?** One of the things we talk about a lot is life stages. You rent a home, then you buy a home. Then you move into the next life stage of 'now that I've got this home, what do I do with this home? Do I want to pay someone or do it myself?' We feel like we've covered all the life stages really well. Between HGTV and DIY, you have a natural synergy. DIY is hands-on for the person who wants to get their hands dirty. I think it's a really nice complement to what HGTV offers. **Given the housing collapse, does it change your focus?** From my perspective, home never goes out of style regardless of what the housing market is doing. Consumers are always interested in making their home a more enjoyable place to live. People's feelings toward their homes, that might change a little bit. But I think that's where our brands come in—knowing the pulse of the consumer. A great example of that is "Property Brothers." The tagline, "The American Dream Remodeled," is kind of where we're at in America right now. Times are getting tougher so maybe the definition of your "dream home" changes. **What has and hasn't worked on social media?** In 2008, we started out by launching an HGTV **Facebook** page. Like a lot of marketers, we were testing the waters and finding our way in that space. A lot of trial and error. We figured out social media is all about viewer engagement. It really is about amplifying something that has already taken off. At first, we said social media is a way to

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increase reach. What we've found time and time again is that it's not a reach play, but more of a frequency/length of tune play. It's all been about amplification on Facebook. For **Twitter**, it's about amplification tool as well, but we see Twitter more as a talent vehicle. **Have you thought a lot about the switch to Facebook's Timeline?** We're very measured in our approach to social, to new platforms and even to new iterations within existing platforms. **Pinterest** is this one everyone is talking about. There was a lot of early exuberance internally. We knew we needed to be there, but we really like to take a measured wait-and-see approach. What's the most natural, organic way for us to play in this space. We're on Pinterest now, and we're getting to a point where we're about to blow it out. You might see Pinboards from some of our top talent, but it took us a little while to get there because it's the wild, wild West. You want to see how it shakes out.

Spat: **AMC Nets** and **Suddenlink's** programming dispute erupted over the weekend and continued Mon. "The owners of AMC Network want a near 50% increase over what they were paid last year, and a greater than 100% increase in annual payments by the end of their new proposed contract," the MSO told customers on its Website. In Dec, AMC Nets CEO **Josh Sapan** said that AMC's rate card is out of whack and that it deserves at least 75 cents/sub (**Cfax**, 12/7). "Unfortunately, Suddenlink's proposal does not adequately acknowledge AMC's position as a top tier network, with some of the most popular shows on television," AMC Nets said, adding that it's had a "terrific" relationship with the MSO for many years and hopeful a deal will be reached. Both sides were still talking Mon. Suddenlink stands to lose AMC, **WE**, **IFC** and **Sundance** if a deal is not reached by midnight Wed. The big headline there is the potential loss of AMC before Sun's "Walking Dead" season finale and the Mar 25 premiere of "Mad Men." At www.keepamc.com, AMC Nets is warning about the potential programming disruption and urging customers to call Suddenlink. AMC ramped up social media efforts during Sun's "Walking Dead" ep.

Cablevision Hire: Just over a month after **Yvette Kanouff** left her post as pres of **SeaChange**, she's joined **Cablevision** as evp, engineering, software design. CVC said she'll play a critical role in the development of new consumer-facing technologies and the facilitation of their entry into the market for customers. Kanouff reports to **Wilt Hildenbrand**, sr adviser, engineering and tech and **James Blackley**, evp, corp engineering and tech. "She is no stranger to our business, as Yvette has been the driving force behind many of the industry's most important technological advances," the two said.

Customer Service: **Charter** launched nationwide its All In Customer Guarantee, consistent of 4 principle commitments: a 30-day money-back guarantee hinged on complete satisfaction with the Charter experience; provision of a \$20 credit if techs don't arrive within an appointment window and complete the service call during the 1st visit; another \$20 credit if a Charter service is out for more than 24 hrs; and a commitment to innovation. See charter.com/guarantee for more.

Multiplatform: **Carlos Slim Helu**, the world's wealthiest person, is backing **Ora.tv**, a new content creation venture that will feature an interview show with **Larry King**. Slated to launch this year, the on demand streaming play's aiming for digital distribution. Former **News Corp** exec **Jon Housman** will lead Ora.tv.

Ratings: **OWN** scored its best-ever show with 3.5mln total viewers for Sun's "Oprah's Next Chapter" featuring Oprah's interview **Whitney Houston's** daughter **Bobbi Kristina** and her family.

Advertising: Cable's ad rev growth slowed in 4Q to +2.4% YOY, according to **Kantar Media**, which said a reduction in demand from consumer packaged goods offset increased interest from restaurants and retailers. Cable notched a 7.7%



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full-yr gain. Broadcast fell 2% in '11 but delivered a 7.7% increase in 4Q owing to strong football pricing, a 7-game World Series and "The X Factor." Spanish-language TV posted full-yr (+8.3%) and 4Q (+19.1%) growth.

Upfronts: Disney's upfront week includes a bevy of shows and a newly-designed **DisneyChannel.com**, which launched Mon targeting kids and tweens and plans to add a tween lifestyle section in the coming months. New shows for Disney Channel include "Teen Beach Musical" and "Code 9," an unscripted practical joke show for kids and families. **Disney XD's** touting a Marvel Universe programming block launching Apr 1 and featuring new show "Ultimate Spider Man." Also on tap: futuristic animated series "Motorcity" and the 2D/3D-animated "Tron: Uprising." Officially launching March 23, **Disney Junior's** forthcoming slate includes and animated TV movie "Sofia the First."

Business/Finance: DISH closed its acquisitions of **DBSD North America** and substantially all of the assets of **TerreStar Networks**, and said it remains committed to using the acquired spectrum to help the Obama Administration and FCC solve America's spectrum crunch. -- **New Frontier Media's** board formed a special cmte to review an unsolicited acquisition proposal from **Longloof**, which would pay \$1.35 each for all the company's outstanding shares it doesn't own.

CableFAX Daily Stockwatch

Company	03/12 Close	1-Day Ch	Company	03/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	46.82	(0.33)	CLEARWIRE:	2.07	(0.04)
DISH:	31.10	(0.36)	CONCURRENT:	3.60	(0.01)
DISNEY:	42.34	0.10	CONVERGYS:	12.43	(0.09)
GE:	19.13	0.09	CSG SYSTEMS:	15.99	(0.01)
NEWS CORP:	19.80	(0.24)	ECHOSTAR:	28.31	(0.33)
MSOS					
CABLEVISION:	14.56	0.15	GOOGLE:	605.15	4.90
CHARTER:	62.47	1.38	HARMONIC:	5.74	(0.08)
COMCAST:	29.61	(0.23)	INTEL:	26.98	(0.09)
COMCAST SPCL:	29.08	(0.25)	JDSU:	13.35	(0.17)
GCI:	10.27	0.02	LEVEL 3:	23.78	(0.28)
KNOWLOGY:	18.26	(0.08)	MICROSOFT:	32.04	0.05
LIBERTY GLOBAL:	50.30	0.03	MOTOROLA MOBILITY:	39.76	0.01
LIBERTY INT:	18.75	0.07	RENTRAK:	20.07	0.05
SHAW COMM:	20.55	0.13	SEACHANGE:	7.35	0.39
TIME WARNER CABLE:	79.93	0.25	SONY:	20.85	(0.41)
VIRGIN MEDIA:	24.81	(0.12)	SPRINT NEXTEL:	2.72	(0.06)
WASH POST:	390.25	3.67	THOMAS & BETTS:	72.06	(0.15)
PROGRAMMING					
AMC NETWORKS:	45.62	(0.07)	TIVO:	11.13	(0.15)
CBS:	30.56	(0.25)	UNIVERSAL ELEC:	19.45	0.15
CROWN:	1.26	0.03	VONAGE:	2.16	(0.03)
DISCOVERY:	46.71	(0.47)	YAHOO:	14.49	(0.14)
GRUPO TELEVISIA:	20.63	(0.14)	TELCOS		
HSN:	37.77	(0.01)	AT&T:	31.44	0.26
INTERACTIVE CORP:	48.24	(0.41)	VERIZON:	39.32	0.22
LIONSGATE:	13.69	0.15	MARKET INDICES		
LODGENET:	3.44	0.04	DOW:	12959.71	37.69
NEW FRONTIER:	1.29	(0.03)	NASDAQ:	2983.66	(4.68)
OUTDOOR:	7.61	(0.22)	S&P 500:	1371.09	0.22
SCRIPPS INT:	44.98	(0.26)			
TIME WARNER:	36.18	(0.54)			
VALUEVISION:	1.83	0.16			
VIACOM:	53.52	(0.54)			
WWE:	9.01	(0.01)			
TECHNOLOGY					
ADDVANTAGE:	2.14	(0.01)			
ALCATEL LUCENT:	2.33	(0.05)			
AMDOCS:	30.66	(0.07)			
AMPHENOL:	56.71	(0.01)			
AOL:	17.56	(0.14)			
APPLE:	552.00	6.83			
ARRIS GROUP:	11.20	(0.08)			
AVID TECH:	10.58	(0.38)			
BLNDER TONGUE:	1.35	UNCH			
BROADCOM:	35.94	(0.44)			
CISCO:	19.83	0.03			



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EYE ON ADVERTISING

Upfront and Center: What's Exciting This Year?

The Upfronts are coming, the Upfronts are coming! As we edge closer to our industry's version of April Madness, we thought we'd survey some of the top decision-makers to see what they're most looking forward to this year. Cathy Applefeld Olson gets the scoop from a smattering of media-minded executives.

"Advertisers are continuing to move from the broadcast market into cable for efficiency. The current Upfront market for 2011-12 was a record year for the cable industry, and early indications are that this will be another robust Upfront. At Scripps Networks Interactive, in particular, we're seeing advertisers honing in on a new metric: discretionary spending. When upscale viewers are highly engaged with the content they're watching, the data show they actually spend more on products and services they see advertised."

-- **Steve Gigliotti** - *pres, ad sales, Scripps Networks Interactive*

"Coming off Style's record-breaking growth with W18-49, we are seizing the momentum and investing on all fronts: a dedicated sales, research, marketing and communications team, an increased investment in original programming and a rebrand coming this summer that will enhance our brand promise of connecting viewers to stylish living across all platforms."

-- **Salaam Coleman Smith** - *pres, The Style Network*

"For this year's Upfront I am looking forward to high volume for our network Investigation Discovery. I am also hoping for more of a shift of money from broadcasting to cable."

-- **Joe Abruzzese** - *pres, advertising sales, Discovery Communications*

"It's going to be an exciting Upfront with lots of buzz surrounding Aspire, GMC and Sportsman Channel. Aspire

has been met with great enthusiasm in our initial meetings, and it's a real plus for us to be able to go to market with two properties—Aspire and GMC, one of cable's fastest-growing networks—that offer positive entertainment and reach a general market as well as a heavy concentration of African-Americans. And at Sportsman Channel, we will be making a major push for non-endemic advertising dollars in categories such as automotive, financial, personal care, retail and beverages."

-- **MJ Cavanagh** - *EVP, ad sales, Sportsman Channel, GMC, Aspire*

"I'm most looking forward to seeing how advertisers and agencies 'redefine' the Upfront this year. For RLTV this means being able to close significant

Upfront deals based on a number of factors: agency and client recognition of the importance of Generation 50+... this is the demo that has the means and the money to spend, and no one reaches them like RLTV; appreciation of the quality programming and talent found on RLTV; and the ability to build long-term strategic partnerships. RLTV enables advertisers to get more than just "spots and dots" for their buys. We are able offer product integration and content creation opportunities that larger networks simply can't do based on the parameters of their networks."

-- **Hanna Grynchwajg** - *svp, ad sales, RLTV*

"I'm excited to help our advertisers move their businesses forward faster by harnessing the power of Igniters, our unique and highly imaginative consumers, and by celebrating the many Syfy shows and initiatives that spark their imagination."

-- **Dave Howe** - *pres, Syfy and Chiller*

"A highlight of all the events will certainly be the Oxygen Upfront party on April 25th at the Dream Hotel, featuring live performances by Oxygen talent and music by DJ Cassidy."

-- **Michael DuPont** - *vp, national ad sales, Oxygen Media*



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