

CableFAX Daily™

Tuesday — March 20, 2012

What the Industry Reads First

Volume 23 / No. 053

C-SPAN Changes: March Goes Out Without a Lamb

The succession planning started years ago, but when someone like *Brian Lamb* steps down from a job, it'll always be big news. Even the politicians his network has covered for more than 3 decades had to get their 2 cents in on Mon. "I have had the privilege of knowing Brian for many years, and there are many people across the country who still believe we were separated at birth!" joked Sen *John McCain* (R-AZ) on their physical resemblance. "More seriously, Brian's unquestioned integrity and profound commitment to making government accountable to the people have made a lasting contribution to our democracy. The American people owe Brian Lamb a debt of gratitude and we wish him all the best in this new chapter of his remarkable career." **NCTA's Michael Powell** summed it up succinctly, saying Lamb's extraordinary impact on cable and the American democracy can't be understated. Come Apr 1, C-SPAN co-presidents *Rob Kennedy* and *Susan Swain* will become co-CEOs, with Lamb, who has served as CEO since the company's founding in '78, moving on to exec chmn of the C-SPAN board. The board took the somewhat unusual move of naming the pair co-presidents in 2006, and kept the 2 together as CEOs. "Our board took the responsibility of assessing it very seriously," Swain told us Mon. "They recognized that they weren't setting up a competition. Right from the get-go, they didn't say, 'And one of you will ultimately be chosen.' That's really been a fundamental part of our working relationship. We're great friends to begin with, but the structure put in place—knowing that we really could be partners for the long term—has been really important." Swain's key focus is programming and programming operations, while Kennedy's primary areas are finance, engineering and technology, and affil relations. The board voted unanimously for Swain and Kennedy in Sept, and decided to make the change effective with C-SPAN's new fiscal year (Apr 1). The day of the announcement marked C-SPAN's 33rd anniversary. "Rob and Susan really have a wonderful relationship—a proven partnership with a long track record of sharing responsibility of oversight for C-SPAN's operations," said **Bright House CEO Steve Miron**, who replaced his father *Bob Miron* on the C-SPAN board last year. "Brian, Rob, Susan and the board have been working through a lengthy succession planning process that should make the transition pretty seamless." While Lamb is giving up day-to-day oversight of C-SPAN operations, he'll continue to be engaged in "overall direction-setting" and hosting his weekly interview program "Q and A." His departure, however, will mean that Swain and Kennedy will step up to take on the role of becoming the public face for the net. "I think that's one of the main things that changes on Apr 1. Now the buck really stops with us. Both internally and externally we will take on these roles," Kennedy said. That will mean testifying on the Hill, liaisons with the board, answering press calls, and perhaps more on-air calls. "One thing I keep thinking about is that those callers who have a gripe to pick with C-SPAN, certainly know where to go!" said Swain.

Retrans: **Morgan Murphy Media** stations in WI and WA went dark on **DISH** briefly Sat, but were restored within 24 hours thanks to a new, multi-year retrans consent pact (**Cfax**, 3/19). The impacted stations were **ABC** affils **KVEW** and **KXLY** in Yakima and Spokane, WA, and **CBS** affils **WKBT** and **WISC** in La Crosse and Madison, WI. -- The **FCC** Media Bureau

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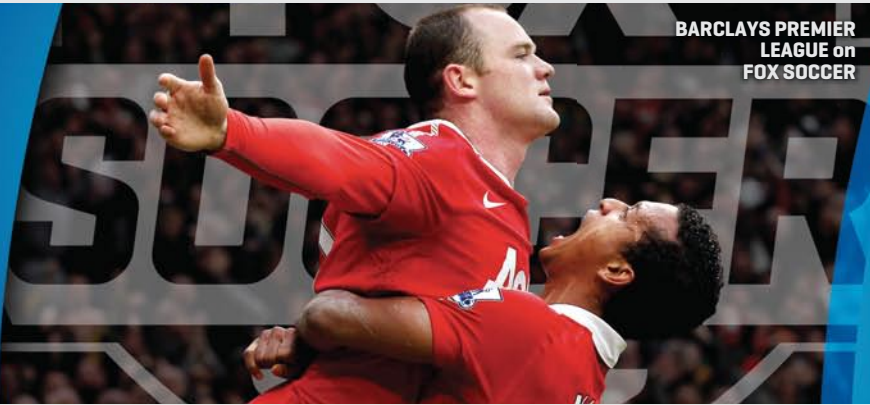
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found that **Bailey Cable TV** violated the Communications Act by retransmitting the signals of Baton Rouge broadcast stations **WVLA** and **WGMB** without permission. It was found liable for 2 separate forfeitures of \$15K each. That's significantly less than the 2 separate \$255K base forfeitures for which it was eligible by carrying the stations without contracts for 34 days (\$7500/day). The Bureau reduced the fines to avoid extreme hardship for the op. **White Knight Broadcasting** and **ComCorp** filed the complaints against Bailey, saying it continued to carry the stations after their contracts expired on Dec 31. Bailey told the FCC that it faced a dramatic increase in retrans consent fees, adding that it gets the signals via antenna rather than satellite or Internet. On Feb 3, following a phone conference with FCC staff, the 2 bcstrs and Bailey executed an deal extending retrans. The Bureau said it doesn't matter that it receives the signals free over the air to antenna receivers.

Energy Dept: **CableLabs** estimated that digital set-tops being deployed by US ops this year will offer energy savings of 20% or more when they shift into a new "light sleep" mode. The 6 largest MSOs have committed to deploy a light sleep option for new boxes beginning in Sept. Some deployments are already underway. To further accelerate energy savings in the millions of existing digital set-top boxes, the operators will also begin providing software upgrades this fall to set-tops already in consumer homes to enable light sleep in models capable of the functionality. Last week, the **NCTA** urged the **Dept of Energy** to resist regulations and allow voluntarily efforts to reduce box energy efficiency to take effect (**Cfax**, 3/19).

Ratings: "The Walking Dead" season 2 finale Sun ranked as the highest-rated ep in series history, delivering a 5.8 HH rating and 9mln viewers for **AMC**. The net said it ranks as the #1 drama series in basic cable history for key demos including: Adults and Men 18-34, Adults and Men 18-49, and Adults and Men 25-54. **AMC Nets COO Ed Carroll** has to be smiling. He told us last week that it was projected to be among the highest-rated dramatic episodes ever for 18-49s. -- **GroupM** and **Nielsen** are teaming for a new measurement service that will integrate media planning and measurement across TV and the Net. The 2 will work on developing tools that extend to other platforms. Nielsen Cross-Platform Campaign Ratings will provide clients with total and overlapped reach and frequency of their marketing campaigns. -- **Sportsman Channel** (31mln HHs) will become a Nielsen rated net, reporting data externally effective Mar 26.

In the Courts: **NDS** said **EchoStar** paid it \$18.9mln, bringing to an end a long legal battle. NDS had been accused back in '03 of hacking DISH tech, with the 9th Circuit in '10 awarding NDS the \$18mln and ruling that it had successfully defended itself against the claims. In Jan, the Supreme Court denied a petition to hear a challenge by EchoStar and Kudelski.

Programming: With **Time Warner Cable** gearing up to launch a Spanish-language **Lakers RSN**, **Fox Sports** announced a major Spanish-language production effort for L.A. teams. More than 100 **Angels**, **Dodgers** and **Clipper** games will be televised in Spanish this year—more than 150 telecasts are planned for year 2. -- **Snooki's** pregnancy won't stop **MTV's** "Jersey Shore." Season 6 begins taping this summer, with MTV promoting "fist pumps and baby bumps." -- **Rosie O'Donnell** wasn't the magic salve for **OWN**, with the net announcing that "The Rosie Show" will tape its final show Tues (it airs Mar 30, 7pm). The daily talker was on for 5 months, debuting Oct 10. Said O'Donnell: "It was a great year for me—I wish the show was able to attract more viewers—but it did not. So I am headed back to my home in New York— with gratitude. On we go!"

Upfronts: **ABC Family** let its behind-the-scenes talent—showrunners from their top series and an upcoming one—do the talking for this year's upfront presentation in NY. The all-female panel—a rarity in this business, noted moderator/**TV Guide** magazine sr writer **Damian Holbrook**—offered a "peek behind the curtain," according to **Laura Nathanson**, evp, ad

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sales for ABC Family, at what drives the family-friendly net's 8th consecutive year of growth. "The Secret Life of the American Teenager" creator/exec prod *Brenda Hampton* revealed that she tried to sell the hit series a number of times before landing a meeting with *Kate Juergens*, evp, original series programming & dev *Lizzy Weiss*, creator/exec prod, "Switched at Birth," noted that even series with wide, family-oriented appeal—not just niche shows—require cable nets to take a risk, and characterized ABC Fam as "ballsy" for taking on a show that features entire scenes in sign language. She said millennials also demand authenticity. "We try not to be PC... and let [the characters] say things that are uncomfortable and own it," said Weiss. Naturally, social media is an integral part of a Millennial-targeted network. But is the idea of accommodating social actually present in the writers' room? *Marlene King*, exec prod, "Pretty Little Liars," said for her part "it's extremely organic to the show," because "it's the world our characters live in." ABC Fam is entering the non-scripted realm this summer with its own version of reality TV, "Beverly Hills Nannies" (July 11). But Juergens insists that it doesn't clash with Millennials' requisite authenticity. "They don't think of it as reality, but comedy."

People: Paramount Network TV's *Rose Catherine Pinkney* has joined TV Land as vp, dev and original programming.

CableFAX Daily Stockwatch

Company	03/19 Close	1-Day Ch	Company	03/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	47.64	0.17	CLEARWIRE:	2.33	0.07
DISH:	31.43	(0.08)	CONCURRENT:	3.68	(0.05)
DISNEY:	43.44	0.25	CONVERGYS:	12.81	(0.04)
GE:	20.21	0.01	CSG SYSTEMS:	16.01	0.10
NEWS CORP:	20.44	0.15	ECHOSTAR:	28.74	(0.03)
MSOS					
CABLEVISION:	14.74	0.09	GOOGLE:	633.98	8.94
CHARTER:	63.97	(0.02)	HARMONIC:	5.51	0.18
COMCAST:	29.86	0.36	INTEL:	27.74	0.01
COMCAST SPCL:	29.34	0.33	JDSU:	14.30	0.09
GCI:	10.37	0.04	LEVEL 3:	27.53	1.03
KNOLLOGY:	18.41	0.09	MICROSOFT:	32.20	(0.4)
LIBERTY GLOBAL:	50.90	0.22	MOTOROLA MOBILITY:	39.34	0.02
LIBERTY INT:	19.50	(0.09)	RENTRAK:	20.13	0.17
SHAW COMM:	21.10	0.39	SEACHANGE:	8.31	0.37
TIME WARNER CABLE:	80.31	1.00	SONY:	21.65	(0.16)
VIRGIN MEDIA:	24.40	0.22	SPRINT NEXTEL:	2.76	(0.13)
WASH POST:	396.00	(4)	THOMAS & BETTS:	71.96	(0.05)
PROGRAMMING					
AMC NETWORKS:	44.41	0.60	TIVO:	11.70	0.15
CBS:	31.82	0.23	UNIVERSAL ELEC:	19.99	0.71
CROWN:	1.37	0.03	VONAGE:	2.29	(0.01)
DISCOVERY:	48.09	0.16	YAHOO:	15.15	(0.03)
GRUPO TELEVISA:	21.17	0.15	TELCOS		
HSN:	37.36	0.25	AT&T:	31.65	0.06
INTERACTIVE CORP:	49.99	0.26	VERIZON:	39.65	0.08
LIONSGATE:	14.25	1.04	MARKET INDICES		
LODGENET:	3.45	(0.04)	DOW:	13239.13	6.51
NEW FRONTIER:	1.30	UNCH	NASDAQ:	3078.32	23.06
OUTDOOR:	7.73	(0.07)	S&P 500:	1409.75	5.58
SCRIPPS INT:	47.94	0.39			
TIME WARNER:	35.94	0.03			
VALUEVISION:	2.24	0.24			
VIACOM:	54.06	1.14			
WWE:	8.82	0.02			
TECHNOLOGY					
ADDVANTAGE:	2.39	0.14			
ALCATEL LUCENT:	2.47	0.04			
AMDOCS:	31.20	0.10			
AMPHENOL:	57.60	(0.13)			
AOL:	18.26	0.16			
APPLE:	601.10	15.53			
ARRIS GROUP:	11.29	0.06			
AVID TECH:	11.13	0.41			
BLNDER TONGUE:	1.30	(0.08)			
BROADCOM:	38.78	0.97			
CISCO:	20.14	0.11			



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