

CableFAX Daily™

Wednesday — March 21, 2012

What the Industry Reads First

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Unkempt Opportunity: TV Biz Still Not a Game for Neat Freaks

Guess what? The TV business is still kind of a mess. But if one thing became crystal clear at *Variety's* TV Summit Tues in L.A., the brains of the biz seem more determined than ever to extract money out of an increasingly complex value chain. USA co-pres *Jeff Wachtel* said it's "great news" that **Netflix** and other new platforms bring new money to the table beyond syndication and other traditional non-linear revenue. "Netflix turned out to be a friend," he argued. The explosion of new channels and platforms has also been good for the talent ecosystem, noted **ICM** head of worldwide TV *Ted Chervin*. "What's been exciting from an agency perspective is how much the pot has grown," he said, citing "huge demand and huge opportunity." That's certainly great for agents. But how about those trying to produce shows without breaking the bank? "Those costs can grow exponentially," said **HBO** pres, programming *Michael Lombardo*, who produces perhaps some of TV's most expensive (and arguably best) content. "It takes an enormous amount of executive time to develop projects, so you better be betting on things you really believe in." Meanwhile, new TV habits—such as the integration of social media into live shows—continues to fuel debate. Case in point: While Wachtel pondered whether social engagement is "suppressing the live viewer," **TV Guide Digital** gm/evp *Christy Tanner* earlier argued that "spoiler fear"—people worried they'll find out via social media what happened if they wait to watch—actually increases live viewing. Within the messy TV biz, it's hard to find the definitive answer, but Tanner was quick to make a salient point: It's not about hashtags on the screen or fancy apps. Rather, "it has to do with creating great content," she said. "That's what's keeping the audience engaged." And when it comes to marketing in such a busy environment, even show titles carry much weight, said **Animal Planet** and **Science Channel** pres *Marjorie Kaplan*. Limited marketing money "puts a huge premium on what you name your show," she said, noting the mileage the net gets out of titles like "Whale Wars" and "River Monsters." **Crown Media Family Nets** pres/CEO *Bill Abbott* said **Hallmark Channels** knows what works for its audience, so "as creative types, many struggle with that consistent need to be consistent." He said "critical mass audiences" on cable—like the huge pop **AMC's** "The Walking Dead" just bagged for its season finale—largely stems from cultivating viral activity online. In that vein, **Comedy Central** evp, marketing *Walter Levitt* asked "Is Comedy Central a TV network? The answer is no. Comedy Central is a comedy brand." The net wants to reach "a young guy wherever he is looking for comedy" no matter what the platform: "Over half our budget is spent digitally," he said, noting that some show promo has been almost all digital. **Nielsen** evp, client solutions *Cheryl Idell* perhaps summed up the day's theme best: "The choices are now endless." That can be messy but also profitable—never a tidy proposition.

At the Portals: Reps *Gene Green* (D-TX) and *John Dingell* (D-MI) want to know why the **FCC's** proposed political advertising purchase disclosure rule would apply only to broadcast stations. "This puzzles us because we believe uniform and fair disclosure requirements will best serve the public interest," the lawmakers wrote Tues. The FCC has proposed requiring that broadcast stations post their political files on the Commission's Website. The 2 want to know if the FCC intends to apply sim-

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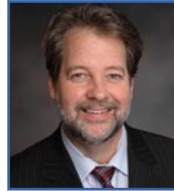
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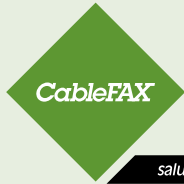
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Comcast Spotlight



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NBCU



Sales Executive
of the Year Awards

saluting cable sales leadership

Pre-Announced Winners

Launch Team of the Year

- Knology of Kansas - The Give and Get of Sales

Out of Box: The Relentless

- Helen Hauser - Ovation

Out of Box: The Renewer

- Mark Romano - Outdoor Channel

Out of Box: The Woo-er

- Chris Ozminkowski - BBC America

Regional Sales Person of the Year

- Allison Clarke - AMC Networks
- Ivan Bagueiras - Discovery Networks Latin America/US Hispanic

Finalists

Affiliate Sales Person of the Year (Below the VP Level)

- Holly Mauer - Crown Media Family Networks
- Sara Timmins - RLTV

Affiliate Sales Person of the Year (VP Level and Above)

- Deanna Andaverde - Univision Communications Inc
- Bradley Fleisher - NBCUniversal
- Laura J. Lee - Crown Media Family Networks
- Michelle Rice - TV One
- Brent Scott - Scripps Networks Interactive
- Michael Smith - HSN

Affiliate Sales Team of the Year (Emerging and Mid-Size Networks)

- Outdoor Channel
- RLTV
- TV One

Affiliate Sales Team of the Year (Large Networks)

- MLB Network
- TV Guide Network
- Turner Network Sales

Brand Integration Team of the Year

- Discovery's Branded Entertainment Team - Discovery Networks Latin America/US Hispanic

- Scripps Networks Interactive Ad Sales & Marketing Team - Scripps Networks Interactive

Most Creative Program Sold to Client

- Food Network & DoubleTree by Hilton Hotels
- HGTV & Pulte Homes

Most Creative Sales Pitch

- Discovery Communications - Velocity Launch Party in New York City
- GMC - TV 2011 Upfront Presentation
- HGTV & Sears - All-American Handyman

National Sales Person of the Year (Below the VP Level)

- Casey Gould - Crown Media Family Networks
- Graig Hale - Sportsman Channel
- Brian Napolitano - Ovation
- Jeff Rohr - Comcast Media Center

National Sales Person of the Year (VP and Above)

- Ed Georger - Crown Media Family Networks
- Liz Janneman - Ovation
- Greg Regis - Scripps Networks Interactive
- Peter Wright & Melissa Drucker - BBC Worldwide Limited

National Sales Team of the Year

- Ovation
- Crown Media Family Networks
- Discovery Communications

CableFAX Sweet 16

Laura Caraccioli-Davis
Electus

Colleen Milway
Campbell Soup Company

Carolyn Cradts
Cars.com

Brian Johnson
Subaru of America

Tom McGovern
OMD

Michelle Murphy
Media Design Group

Tony Pace
Subway

Miraj Parikh
Spark

Gina Pomponi
Mercury Media

Norris Post
LiquidThread, Starcom MediaVest Group

Richard Quigley
Chase

Mike Rosen
Starcom USA

Marc Menesguen
L'Oreal

Chad Urice
Media Storm

Brian Wieser
Magna/Simulmedia Partnership

Jackie Woodward
MillerCoors

Congratulations to all honorees!

See you on May 1st! To register for the event, visit www.CableFAX.com/events

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ilar requirements to cable and satellite providers in the future. They also question the “misleading” effect that a partial disclosure of candidates’ political advertising purchases. Green and Dingell asked for responses by Mar 30. -- Ahead of Wed’s open meeting, the **FCC** voted to issue a NPRM initiating review of the exclusive contract prohibition of the program access rules. The rule, adopted in ’92, prohibits cable ops from entering into exclusive contracts with cable-affiliated programming vendors that deliver programming via satellite. Unless the FCC extends the ban, it will expire on Oct 5. The NPRM asks whether the prohibition is still needed or instead should only apply to certain “must have” programming, such as RSNs. The NPRM also requests comment on whether the program access rules adequately address potentially discriminatory volume discounts and uniform price increases and, if not, how these rules should be revised to address these concerns.

Cablevision Exodus, Part VII: Cablevision Media Sales head *David Kline* is stepping down to pursue other opportunities, the MSO said Tues in announcing that **AT&T’s** *Gregory McCastle* will serve as pres, Cablevision Media Sales, effective immediately. He was svp, AT&T Services. He’ll report to *Tad Smith*, pres of Cablevision’s Local Media Group. Kline is number 7 in terms of high-profile departures, with CFO *Mike Huseby* kicking off the goodbyes July 1. Then came COO *John Bickham*; CEO *Tom Rutledge*; evp, marketing *Jonathan Hargis*; evp, consumer ops *Kip Mayo*; and evp, corp engineering and tech *James Blackley*. Smith called Kline a pioneer in the “evolving advertising landscape,” saying he played a critical role in establishing the company as an innovator in advanced advertising. As for McCastle, Smith described him as a “veteran of the telecommunications industry, who has pioneered the development of targeted digital advertising.”

On Deck: On Wed, the **Sen Judiciary’s Antitrust** Subcmte will get an earful on cable and **Verizon Wireless’** spectrum and commercial agreements. In a **Comcast** blog post Tues, evp *David Cohen* summed up his testimony: It’ll provide Comcast with a quick path for wireless, while Verizon Wireless will also have new options for customers. “And a new research and development joint venture will allow the companies to develop new technologies that compete with similar solutions offered not just by **AT&T**, but also by **DISH Network, Google, Apple, Microsoft** and others,” Cohen wrote. Also scheduled to testify are Verizon evp, gen counsel *Randal Milch*, **Columbia Univ’s** *Tim Wu* and **Free Press’** *Joel Kelsey*.

Emmys: **ESPN/ABC** (ESPN, ESPN2, ABC, ESPN 3D and espn.com) led the Sports Emmy nominations, picking up 55. **NBC Sports Group** (NBC, Versus, Golf & nbcsports.com) was a distant 2nd with 26 nominations, while **Turner Sports** (TNT, TBS, NBA, NBA.com & truTV) have 22. The awards will be given out Apr 30 in NYC.

Upfronts: On Tues evening **IFC** celebrated its 1st network upfront as an ad-supported network, following the **AMC Nets** spin-off from **Cablevision** in July. The popular series “Portlandia,” starring *Fred Armisen* and *Carrie Brownstein*, will return for a 3rd season, premiering in Jan, with 2 specials: the 1-hour “Portlandia: The Brunch Special” airing this summer and a half-hour holiday ep. The comedy series “really catapulted our visibility because it became more than just a show,” said IFC evp/gm *Jennifer Caserta*. For the past 18-24 months the net has worked on creating “a succession of building blocks, particularly in the area of what we call alternative or indie comedy,” she told **CableFAX**. The net has added 50 new clients this past year, including advertisers from new categories like QSR, fast food and soft drink and tech. The new slate caters particularly toward the upward end of IFC’s 18-49 mostly male demo, what she terms “responsible rebels,” a group that’s “hard to reach, discerning and influential.” On the originals front, IFC has greenlit 2 scripted comedies: the animated “Out There,” (premieres 2013) created by former “South Park” animation dir *Ryan Quincy*, and “Maron,” (premieres Q3 ’13) starring and based on comedian and podcaster *Marc Maron*. Series premiering this summer include “Comedy Bang! Bang!”



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by Scott Aukerman of "Between Two Ferns with Galifianakis," and comedian game show "Bunk." The IFC team continues to scope out new talent in comedy clubs and festivals, but show development is becoming more of a 2-way street. "Now that we've kind of put a stake in the ground for comedy, more and more, interesting projects are coming to us. We seek it out, that's obviously what we do every single day, but the talent that we're working with tonight now know there's a place for them and their projects." -- Marking its 1st upfront season with **Wonya Lucas** as pres/CEO, **TV One** said it will double its original content during the '12-'13 season. The roster of new series includes "Save My Son," which profiles the struggles of African American families to save their sons who have fallen victim to bad influences and bad choices (3Q12) and "The Ladies of R&B," an hour-long series following *Faith Evans, Nicci Gilbert, Keke Wyatt, Monifah Carter* and *Syleena Johnson*. In development are 3 sitcoms: "The Rickey Smiley Show," based loosely on the comedian and radio personality's life, "Belles," centered on an upscale soul food restaurant operated by widowed patriarch *Big Bill Cooper*, and "Church Folk," in which a prestigious family is forced to leave their newly built mega-church in L.A. and start over back home in their native South. Returning series include "Find Our Missing" and "Unsung," which will be joined by new bio-series "Destined" about African American actors.

CableFAX Daily Stockwatch

Company	03/20 Close	1-Day Ch	Company	03/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	48.07	0.43	CLEARWIRE:	2.38	0.05
DISH:	31.20	(0.23)	CONCURRENT:	3.65	(0.03)
DISNEY:	43.24	(0.2)	CONVERGYS:	12.78	(0.03)
GE:	20.07	(0.14)	CSG SYSTEMS:	15.74	(0.27)
NEWS CORP:	20.12	(0.32)	ECHOSTAR:	28.59	(0.15)
MSOS					
CABLEVISION:	14.64	(0.1)	GOOGLE:	633.49	(0.49)
CHARTER:	63.23	(0.74)	HARMONIC:	5.53	0.02
COMCAST:	29.77	(0.09)	INTEL:	27.75	0.01
COMCAST SPCL:	29.32	(0.02)	JDSU:	14.11	(0.19)
GCI:	10.04	(0.33)	LEVEL 3:	27.38	(0.15)
KNOWLOGY:	18.35	(0.06)	MICROSOFT:	31.99	(0.21)
LIBERTY GLOBAL:	50.73	(0.17)	MOTOROLA MOBILITY:	39.35	0.01
LIBERTY INT:	19.34	(0.16)	RENTRAK:	20.34	0.21
SHAW COMM:	20.68	(0.42)	SEACHANGE:	8.11	(0.2)
TIME WARNER CABLE:	80.04	(0.27)	SONY:	21.38	(0.27)
VIRGIN MEDIA:	24.39	(0.01)	SPRINT NEXTEL:	2.75	(0.01)
WASH POST:	393.05	(2.95)	THOMAS & BETTS:	71.90	(0.06)
PROGRAMMING					
AMC NETWORKS:	43.85	(0.56)	TIVO:	11.43	(0.27)
CBS:	31.70	(0.12)	UNIVERSAL ELEC:	19.68	(0.31)
CROWN:	1.48	0.11	VONAGE:	2.26	(0.03)
DISCOVERY:	47.42	(0.67)	YAHOO:	15.41	0.26
GRUPO TELEVISIA:	20.90	(0.27)	TELCOS		
HSN:	37.80	0.44	AT&T:	31.79	0.14
INTERACTIVE CORP:	49.34	(0.65)	VERIZON:	39.63	(0.02)
LIONSGATE:	15.28	1.03	MARKET INDICES		
LODGENET:	3.45	UNCH	DOW:	13170.19	(68.94)
NEW FRONTIER:	1.23	(0.07)	NASDAQ:	3074.15	(4.17)
OUTDOOR:	7.62	(0.11)	S&P 500:	1405.52	(4.23)
SCRIPPS INT:	47.63	(0.31)	TECHNOLOGY		
TIME WARNER:	35.68	(0.26)	ADVANTAGE:	2.51	0.12
VALUEVISION:	2.43	0.19	ALCATEL LUCENT:	2.43	(0.04)
VIACOM:	52.99	(1.07)	AMDOCS:	31.11	(0.09)
WWE:	8.72	(0.1)	AMPHENOL:	56.62	(0.98)
MARKET INDICES					
			AOL:	17.99	(0.27)
			APPLE:	605.96	4.86
			ARRIS GROUP:	11.09	(0.2)
			AVID TECH:	11.12	(0.01)
			BLNDER TONGUE:	1.30	UNCH
			BROADCOM:	38.39	(0.39)
			CISCO:	20.57	0.43

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OTT Musings: Stakeholders Debate Evolving Content Delivery at CES

With the Comcast/Disney distribution deal a harbinger for TV Everywhere and Fox's move last summer to put select content behind a pay wall, panelists mulled the ins and outs of over-the-top delivery at an OTT panel at CES. "The tablet, the device, is going to control the TV experience at U-verse," said Jeff Weber, AT&T VP, product and strategy, noting the company's drive into tablet apps and model of providing APIs for developers to send content from device to television. But discernment is critical, panelists agreed. While AT&T has an approval process in place, YouTube abandoned its API-based partnership model two years ago "because we ended up with different apps on different TV, and performance differed," said Francisco Valera, dir/global head of platform and games partnerships. Touting YouTube's deals with Samsung, LG and its new Xbox partnership, "if we can't control the app, and update features quickly, it's a lost cause," he said. YouTube's recent-day model of investment in original content will stretch the company's presence in specific categories such as "niche cooking and unique travel" channels. "We don't see ourselves becoming a large studio, but we're more than dogs on skateboards," Valera quipped. "We want to bring in proven providers of broadcast quality content that's not sustainable in the cable universe." Valera said YouTube is working on its fourth UI, and moving toward the HTML 5 standard. Noting that unlike other video distributors YouTube always owns its TV and mobile content rights, "Can we bring our content to an AT&T, Cox or Comcast? We can, and that's where we are excited," he said. Initial deals with distributors are rolling out in Europe and Asia, he said. At Cox, focus remains on the UI. "It's important to get the user interface right, especially as more content is added in," said Lisa Pickelsimer, executive director, video product development. Integrated search, recommendations and social media will become more key, Pickelsimer said, noting the bigger role of metadata and the need