

CableFAX Daily™

Friday — March 23, 2012

What the Industry Reads First

Volume 23 / No. 056

The Political Economy: Fox Business Takes on Election with Gusto

Under normal circumstances, *Gary Schreier* might be happy covering financial news uncluttered by politics. But these aren't normal circumstances. This is an election year. And the nation's financial health is front and center. "This election, more than any other election I can remember, is about the economy," says Schreier, an exec producer at **Fox Business Network**. "If you look at any data we've seen throughout the primaries, that bears that out." FBN's take is a bit unique. While both **Bloomberg** and **CNBC** have aired live specials analyzing primary results and featured the perspectives of prominent business leaders, Fox Business has upped the ante with live, play-by-play coverage that can often go well past midnight on primary nights. It's a risky proposition: Fox Business is after all supposed to be about... business. And there's always the risk that diving too deeply into politics could tread into sister net **Fox News'** territory. But Schreier cites exit poll data from the Super Tuesday primaries suggesting that 2 of the 3 most important issues to voters are the deficit and the economy. "That alone tells us exactly what people are voting on: pocketbook issues," he said. "We are in a time with high employment, soaring gas and oil prices, a ballooning deficit and a record number of Americans on food stamps." FBN's extensive primary coverage comes during a transition period for the 4 1/2-year-old net, which last month announced a major revamp of its entire primetime schedule (*Cfax*, 2/13) amid continued ratings challenges. Still, FBN hopes to create a unique place where politics and the economy intersect. Throughout the season's coverage of the GOP primaries, FBN's on-air guests have presented the obligatory political take, but others like ex-**Verizon** CEO *Denny Strigl* and **Sun Microsystems** co-founder *Scott McNealy* have brought a business perspective as well. For Schreier, covering the election live is a no-brainer, whether that entails reporting on gas prices state-by-state, tailoring exit poll questions to bring economic issues to the forefront or reporting on the Asian market's real-time reaction to election results. On primary nights, Schreier acts as command central as he eyes dozens of TV screens in the control room (including "competition monitors" tuned in to other business nets' coverage). And he's also in anchor *Neil Cavuto's* ear dictating results from Fox's decision team, the network's number crunchers calling the states and alerting the producer of their findings simultaneously. How the night plays out depends on which precincts report data—and when. On Super Tuesday, for example, Schreier alerted Cavuto when *Mitt Romney* began to edge out *Rick Santorum* in the Ohio primary, around 11pm. "By and large, I'm overseeing," said Schreier. "As far as declaring winners, I never want to jump the gun. I'd rather be last and correct than first and wrong." Still in its early years, FBN seems determined to be different. And that may at some point pay dividends as it fights to carve out its own niche in the competitive battle for viewers. Time will tell...

At the Portals: The **FCC** Media Bureau extended the deadline for comments in **Comcast's** petition to receive peer programming deal info from online video distributors seeking carriage of **NBCU** programming (*Cfax*, 3/14). It proposed a new protective order under which disclosure of confidential materials would not be limited to outside counsel and experts only,



Best Advice/Motto Series



"The key to inspiration is getting started..."

Peter Stern
EVP, Chief Strategy Officer
Time Warner Cable

Sponsored By:



Empowering you to deliver more.

www.motorola.com/videosolutions
Check out the best advice from our CableFAX 100 honorees at cablefax.com/cablefaxmag

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 818.945.5309, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Contributor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

but also to Comcast-NBCU exec mgmt. with negotiating responsibilities. FCC granted a request by **CBS, News Corp, Sony Pictures Ent, Time Warner, Viacom** and **Disney** for more time to comment, but didn't giving them as long of an extension as they wanted. Comments are now due Apr 3 (instead of Mar 27), with replies due Apr 17. This all comes after start-up **Project Concord** said it intended to request arbitration with Comcast-NBCU via the merger condition. **Public Knowledge** cried foul in a letter last week, saying the MSO has redacted portions of its commercial agreement with **Verizon Wireless** and noting "Comcast's radically different approach when it is on the other side of the disclosure."

Adults Only: Manwin announced it has made a proposal to **New Frontier Media's** board to acquire the company for a cash consideration of \$1.50/share of outstanding common stock—a 32% premium over the adult programmer's Mar 8 closing price. Manwin said it believes NOOF has been undervalued because of its size and market capitalization. Late last year, Manwin took over management of **Playboy's** online assets and acquired its non-branded adult TV and online assets. Earlier this month, New Frontier confirmed it had received an unsolicited, non-binding conditional acquisition proposal from **Longkloof**, an investment holding company. A special committee of independent dirs was formed to consider its proposal of \$1.35 cash for each share not held by Longkloof.

In the Courts: Microsoft and **TiVo** are dropping all their litigation against each other. Word came in a terse SEC filing Thurs. Microsoft sued the DVR maker in '10, alleging patent infringement. TiVo countersued. In the filing, TiVo said no patent rights were granted to Microsoft by TiVo. In Jan, **AT&T** agreed to settle patent litigation with TiVo, paying at least \$215mln for TiVo tech into '18.

Cybersecurity: Major ISPs, including **AT&T, Comcast, Cox, Time Warner Cable** and **Verizon**, have committed to implementing a set of voluntary cybersecurity recommendations. The suggestions came out of the **FCC's** Communications, Security, Reliability, and Interoperability Council, which is made of ISPs and others. The recommendations include an Anti-Bot Code of Conduct, where ISPs provide user education on bot infections, detection of bots, notification of potential bot infections and more. The CSRIC also recommended ISPs take the 1st steps to full DNSSEC implementation that will allow Web users to validate that the destination they are trying to reach is authentic and not spoofed Website. The group also recommended the development of an industry framework to prevent Internet route hijacking.

Launch Pad: Disney Junior was set to go live as a 24/7 linear channel at midnight ET Fri. Inaugural launch partners include **Comcast, Time Warner Cable, Cablevision, Bright House** and **Verizon**. Also on Fri, DisneyJunior.com debuts a new look. Later this year, Comcast subs will have access to TVE service WATCH Disney Junior across multiple platforms. Disney Jr replaces SOAPnet, which will remain available for an undetermined period of time in most places as additional Jr carriage deals are finalized. SOAP is still for sale in the upfront, and "Veronica Mars" will start airing on it next month.

Deals: Scripps Nets Interactive will pay \$103mln for UK-based **Travel Channel Intl Limited**, which distributes its Travel Channel brand in 20 languages in Europe, Africa, Middle East and Asia Pacific. **Miller Tabak** removed its \$48 short-term target on the stock but kept its \$51 long-term target. The deal is expected to be completed in 2Q.

In the States: Bloomberg TV laid off up to 30 staffers Thurs, including producers and reporters. The net loss of jobs will be about 15 because it's adding some 13 new positions and creating a Digital Video Desk for Web platforms.

Ratings: "Real Housewives of Orange County" started it all, and **Bravo** says that Season 7 is on pace to be the most-



For info www.t-howard.org or call
Maria Ducheine at (212) 997-0100 ext.214

Wednesday, March 28, 2012

HONORING

CORPORATE LEADERSHIP AWARD RECIPIENT

ESPN, INC., Accepted by **GEORGE BODENHEIMER**

EXECUTIVE LEADERSHIP AWARD RECIPIENT

CESAR CONDE, UNIVISION

CHAMPION AWARD RECIPIENT

BRIDGET BAKER, NBCUniversal

GUEST EMCEE
ESPN Anchor
STUART SCOTT

NEW VENUE
Cipriani Wall Street
55 Wall Street, NYC

BUSINESS & FINANCE

watched ever of the OC series. It's averaging nearly 2mln total viewers, up 10% from last season.

Programming: MTV announced 4 new series: "The Heights," a docu-drama about a group of friends in Washington Heights, NY; "Epic Fail," embarrassing moments half-hour panel show; hidden camera series "Totally Clueless" (wt), and "MTV's This is How I Made It," featuring 1st person lessons from celebs. -- **Outdoor Channel's** 2Q schedule launches Mon, and includes 5 new shows: "Major League Fishing," a newly formed league by Outdoor and 24 professional bass anglers (Mar 29, 9pm); "All Star Cast," celebrity guests fishing; "Stihl Timbersports," lumberjack competition series, "MidwayUSA's Choose Your Weapon" and "4 Wheeler Off-Road Ultimate Adventure."

People: *Princell Hair* was upped to svp, news and talent for the **NBC Sports Group**. Hair had been svp, news ops, **Comcast Sports Group**. He will oversee all talent recruitment, negotiation and development for the NBC Sports Group, including **NBC Sports, NBC Sports Net, Golf** and the 11 RSNs, while also consulting with **NBC Sports Digital**. In addition, Hair will oversee the NBC Sports Group's news ops and news strategy. -- **Animal Planet** upped *Charlie Foley* to svp, dev. *Kurt Tondorf* and *Andy Berg* become vps of dev, reporting to Foley. -- *Graig Hale* was upped to vp, biz dev at **Sportsman Channel**.

CableFAX Daily Stockwatch

Company	03/22 Close	1-Day Ch	Company	03/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	48.03	(0.27)	CLEARWIRE:	2.33	(0.13)
DISH:	32.90	0.55	CONCURRENT:	3.62	0.02
DISNEY:	43.29	0.02	CONVERGYS:	14.02	1.31
GE:	19.85	(0.22)	CSG SYSTEMS:	15.62	(0.02)
NEWS CORP:	19.98	(0.23)	ECHOSTAR:	28.36	(0.19)
MSOS					
CABLEVISION:	14.73	(0.01)	GOOGLE:	646.05	6.07
CHARTER:	64.63	0.62	HARMONIC:	5.48	(0.07)
COMCAST:	29.89	0.18	INTEL:	27.89	0.12
COMCAST SPCL:	29.48	0.18	JDSU:	13.77	(0.38)
GCI:	9.57	(0.43)	LEVEL 3:	26.63	(0.73)
KNOLLOGY:	18.19	(0.06)	MICROSOFT:	32.00	0.09
LIBERTY GLOBAL:	49.89	(0.38)	MOTOROLA MOBILITY:	39.27	(0.05)
LIBERTY INT:	19.23	(0.04)	RENTRAK:	21.22	0.21
SHAW COMM:	20.94	(0.17)	SEACHANGE:	8.20	0.07
TIME WARNER CABLE:	80.18	(0.54)	SONY:	20.55	(0.17)
VIRGIN MEDIA:	24.13	(0.17)	SPRINT NEXTEL:	2.74	(0.04)
WASH POST:	385.80	(2.14)	THOMAS & BETTS:	71.70	(0.15)
PROGRAMMING					
AMC NETWORKS:	44.75	(0.51)	TIVO:	11.89	0.33
CBS:	31.43	(0.13)	UNIVERSAL ELEC:	19.52	(0.21)
CROWN:	1.55	0.03	VONAGE:	2.22	(0.05)
DISCOVERY:	48.18	(0.15)	YAHOO:	15.48	(0.03)
GRUPO TELEVISA:	20.94	0.05	TELCOS		
HSN:	37.71	(0.3)	AT&T:	31.71	(0.13)
INTERACTIVE CORP:	49.10	(0.41)	VERIZON:	39.66	(0.12)
LIONSGATE:	14.55	(1.13)	MARKET INDICES		
LODGENET:	3.68	0.28	DOW:	13046.14	(78.48)
NEW FRONTIER:	1.23	(0.07)	NASDAQ:	3063.32	(12)
OUTDOOR:	7.66	0.06	S&P 500:	1392.78	(10.11)
SCRIPPS INT:	48.40	0.12			
TIME WARNER:	35.76	UNCH			
VALUEVISION:	2.31	(0.13)			
VIACOM:	52.25	(0.72)			
WWE:	8.76	(0.02)			
TECHNOLOGY					
ADDVANTAGE:	2.40	(0.06)			
ALCATEL LUCENT:	2.30	(0.02)			
AMDOCS:	31.05	(0.09)			
AMPHENOL:	56.85	(0.02)			
AOL:	17.77	(0.31)			
APPLE:	599.34	(3.16)			
ARRIS GROUP:	10.95	(0.11)			
AVID TECH:	10.89	(0.31)			
BLNDER TONGUE:	1.25	(0.07)			
BROADCOM:	38.09	(0.53)			
CISCO:	20.38	(0.12)			

CALL FOR ENTRIES



Honoring Top Sports Programs, Campaigns, and People

www.cynopsis.com/sportsawards

Late Submission Deadline: March 30

PROGRAMMER'S PAGE

Feel the Magic

Here's the pitch: Don Draper and Tony Soprano go to the beach. Perhaps a bit simplistic, but the "Mad Men"-meets-"The Sopranos" analogy holds up relatively well when assessing **Starz's** upcoming series "Magic City" (premieres Apr 6) set against the deceptively glamorous backdrop of 1950s Miami. Consider the opening credits: A naked woman swims seductively underwater until we discover she's in a shark tank. In this supposed paradise, danger lurks everywhere as hotel owner Ike Evans (*Jeffrey Dean Morgan*) spends a hectic day preparing for a News Years Eve party at his swanky Miramar Playa hotel. Even more stressful is that *Frank Sinatra's* headlining. Union problems become mob solutions—and the audience soon understands that Ike will do anything to keep his hotel in the black. Starz seems confident in the series, with Starz pres/CEO *Chris Albrecht* on Tues riskily renewing it for a 2nd season even before the 1st season airs. At the premiere in L.A. Tues night, Albrecht told us he based his decision on the strength of episodes in the bag. "When it looks good, you just know," he said. To be sure, the series boasts a distinctively filmic look, which Glazer told premiere attendees was part of a "cinematic" take on the iconic era. *Bill Murray*, who Glazer directed in last year's film "Passion Play," also came to the screening and later gave Glazer a big bear hug in the lobby to congratulate him for finally getting his own passion play on the air. To be sure, Glazer's Miami roots do bring a certain amount of authenticity. And it's a slow burn. Much of the premiere ep involves introducing a rather large cast of characters, but Starz execs are banking that audiences will get increasingly sucked in as the 1st season unfolds. At the packed after-party at Chateau Marmont on Sunset (organized by the always fabulous *Theano Apostolou*), we caught up with Glazer for a few moments. No spoilers on season 2, but he said he's happy to get more resources after he pretty much wrote the entire 1st season himself. "I have five writers now, so that helps," he said. Interestingly, the party also included a bit of intrigue as we distinctly spotted *Damian Lewis*, who plays a soldier-turned-terrorist on **Showtime's** "Homeland," weaving his way through the crowded room of revelers. Danger. It lurks everywhere in Magic City. *MG*

Reviews: "Mad Men," Season 5 premiere, 9pm, Sun, **AMC**. Among the best moments in Seasons 1-4 of "Mad Men" were its subtexts and the resulting subtle glances between Pete (*Vincent Kartheiser*) and Peggy (*Elisabeth Moss*), between Pete and Don (*Jon Hamm*) and between Pete and, OK, just about everybody. Still, creator *Matt Weiner's* genius in this 2-hr return after a nearly 2-year hiatus is the episode's accessibility. New viewers will need tutoring, but only a bit. For a complicated 4-year-old series, that's remarkable. And for the few fans who didn't spend weeks re-watching seasons 1-4 as a warm-up for Sun (we'll admit, we did), they will be eased back in to the life of enigmatic 60's ad man Don Draper/Dick Whitman. We've been asked to keep plot details quiet, yet we'll say these eps sizzle subtly, are historically accurate and filled with excessive smoking, drinking, bigotry and chauvinism. "Mad Men" hasn't lost a thing.

Basic Cable Rankings			
(3/12/12-3/18/12)			
Mon-Sun Prime			
1	USA	2.4	2427
2	TBSC	1.7	1670
3	DSNY	1.6	1574
3	HIST	1.6	1567
5	TNT	1.4	1411
5	FOXN	1.4	1366
7	ESPN	1.1	1101
7	A&E	1.1	1080
9	HGTV	1	1020
9	AMC	1	995
9	FX	1	986
9	FOOD	1	967
9	DISC	1	958
9	FAM	1	948
9	NKJR	1	717
9	DSE	1	73
17	ADSM	0.9	938
17	LIFE	0.9	886
17	TRU	0.9	859
17	SYFY	0.9	834
21	CMDY	0.8	741
22	TVLD	0.7	698
22	MTV	0.7	697
22	MSNB	0.7	690
22	TLC	0.7	649
22	BRAV	0.7	645
27	NAN	0.6	645
27	SPK	0.6	623
27	BET	0.6	577
27	APL	0.6	559
27	HALL	0.6	523
27	LMN	0.6	508
27	ID	0.6	478
34	CNN	0.5	455
34	VH1	0.5	449
36	EN	0.4	389
36	TRAV	0.4	357
36	NGC	0.4	351
36	OXYG	0.4	337
36	DXD	0.4	303
36	OWN	0.4	295
36	H2	0.4	285
36	NKTN	0.4	258
44	HLN	0.3	324
44	CMT	0.3	281
44	ESP2	0.3	271

*Nielsen data supplied by ABC/Disney



CableFAX Webinar

MONETIZING SOCIAL TV: BOLSTERING RETURNS IN REAL-TIME

Wednesday, March 28, 2012
1:30 - 3:00 p.m. ET

REGISTER TODAY AT
www.cablefax.com/cfp/webinars