

CableFAX Daily™

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What the Industry Reads First

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Mad, Mad World: AMC Nets COO Carroll Dishes on Distribution

With "Mad Men's" 17-month hiatus coming to an end Sun, we sat down with one of the men behind not just AMC but all of the AMC Networks. COO Ed Carroll discussed the premiere, AMC's recent carriage dispute with Suddenlink (a black-out was averted shortly before the contract expired) and AMC's sibling nets. **After a few fireworks with Suddenlink, how is it going overall with affiliates? You've been public about trying to reset the rate card for AMC.** You have renewals coming up all the time. We're glad we got the Suddenlink renewal completed with minimum disruption. They're a great affiliate. Generally, consistent in all our affiliate conversations is the fact that AMC is a top-tier service. The investment in our programming and its success more than justifies our 75-cent rate card. Those are the conversations we've been having. And they are proving to be productive. **Can you say what percentage of deals you have left to do?** I can't do that. **Should we take Suddenlink as a sign that there might be more flare-ups to come?** I don't think particularly. Every negotiation is its own thing. We have great relationships with our affiliates. I really do have to say, there is acknowledgement of what AMC has accomplished. In the history of basic cable, you'd be hard-pressed to find a network that has had the success ratio that we've evidenced. Our distributors understand that because they've benefited from it too. **What's the brand identity for AMC? You have very different shows. Is it just that content needs to have a cinematic feel to it?** Great stories and great storytelling. You identified a cinematic approach, which we do think is important. When we got into originals 5 years ago, the watch word was distinction. We wanted to do programming that had a different feel and different look than dramas you commonly see on broadcast or even many of the cable channels. Now in our development process, we're looking for great stories that we think are very well told and in a distinctive manner. **Will the Mad Men love still be there?** I certainly think so. Since I've been at AMC Networks/Rainbow, the 2 most-anticipated programming events happen to be occurring within 1 week of each other. [In our chat, 3 days before "The Walking Dead's" Season 2 finale, Carroll correctly predicted it would be "among the highest-rated dramatic episodes ever on basic cable, if not the highest, among adults 18-49."] **Don Draper** is definitely back in all his paradoxical glory. **How is it going in getting the entire family of nets to see AMC-like success?** In 2012, the original hours on **WE** grow by about 25%. "Braxton Family Values" happens to be #1 on Thurs night among all the women's nets. We build on that momentum. **IFC** seems to have

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hit a bit of a sweet spot among men 18-34 with a show called "Portlandia." We have a number of new series that builds on that pipeline. We are laying some big bets on **Sundance Channel**. Like we did 5 years ago with AMC, we're exploring scripted and we're in pre-production for a series called "Rectify," which is about a guy released from prison after spending years on death row... We feel it will set a new plateau for Sundance. We love the brand and have found it has great appeal to top artists. **Where are you with TV Everywhere?** We're a big supporter. We think it's vital. And it's important we realize value on any platform that we're distributed on. We're in various stages of conversations, but we're not set to announce anything just yet. **Talk about a long hiatus. When are you going to do a sequel to your "Mad Men" parody video in which you played a 1960s cable salesman?** If *Jon Hamm* has his way, never. (Missed the video when it debuted at CTAM Summit in '08? We have it for you here: <http://www.cablefax.com/video/32574.html>)

Competition: Verizon FiOS will raise the price of the basic DVR by \$1 as of May 6, bringing it to \$16.99. In NY, Northern NJ and CT, as of April 23, the SD and HD set-top box price will change by \$1, from \$5.99 to \$6.99. Verizon said it's the 1st price change to its set-top boxes and DVRs since '08, adding that it's working to offer consumers more features, including more HD.

Carriage: Cablevision added **The Israeli Network** to its intl programming lineup (\$15/mo). It delivers news, entertainment and sports programming in Hebrew with English subtitles.

Inside the Beltway: Rep *Lee Terry* (R-NE) has made it clear that he doesn't think the **Dept of Homeland Security** is the right entity to monitor cybersecurity. When asked the question on **C-SPAN's** "The Communicators," he responded with "Hell no." DHS is featured in 2 cybersecurity bills currently in the Senate. "The industry has to be nimble," he continued. "If they have to communicate through Homeland Security or with the permission of Homeland Security, you've defeated the whole purpose of making them nimble." More from Terry and Rep *Jim Langevin* (D-RI), who is supportive of DHS oversight, in this week's "Communicators" (premieres at 6:30pm ET, Sat on C-SPAN. Encores on **C-SPAN2** Mon at 8am and 8pm).

At the Portals: Is **AT&T** still bitter over **T-Mobile**? We'd say yes, based on a blog post by evp, external and legislative affairs *Jim Cicconi*. He points to T-Mobile's announcement that it will close 7 call centers and lay off thousands with more job cuts possible. "Normally, we'd not comment on something like this. But I feel this is an exception for one big reason—only a few months ago AT&T promised to preserve these very same call centers and jobs if our merger was approved. We also predicted that if the merger failed, T-Mobile would be forced into major layoffs," Cicconi wrote. He said the **FCC** rejected AT&T's promises and argued the merger would cost jobs. "It is a reminder that in government, as in life, decisions have consequences," he concluded. "One must approach them not as an exercise of power but instead of responsibility, because, as I learned in my years of public service, the price of a bad decision is too often paid by someone else."

In the Courts: Next week's health care Supreme Court oral arguments won't be televised, but Americans think they should be. **C-SPAN**, whose request to televise the proceeding was denied, said a recent poll of 1K adults found that 86% believe the court should have allowed cameras for the case. The poll found 74% strongly/somewhat agree there should be TV coverage of all oral arguments. That's 10% more than a Dec poll. Same-day audio for the health care oral arguments will air on **C-SPAN3**, **C-SPAN Radio** and **C-SPAN.org** as soon as the Court releases the audio (approx. 1pm ET).

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CableFAX Week in Review

Company	Ticker	3/23 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	48.07	1.26%	12.42%
DISH:	DISH	32.80	4.09%	15.17%
DISNEY:	DIS	43.65	1.07%	16.40%
GE:	GE	19.78	2.81%	10.44%
NEWS CORP:	NWS	20.04	(1.23%)	10.23%
MSOS				
CABLEVISION:	CVC	14.70	0.34%	3.38%
CHARTER:	CHTR	64.91	1.44%	14.00%
COMCAST:	CMCSA	29.98	1.64%	26.47%
COMCAST SPCL:	CMCSK	29.57	1.93%	25.51%
GCI:	GNCMA	9.72	(5.91%)	(0.72%)
KNOLOGY:	KNOL	18.10	(1.2%)	27.46%
LIBERTY GLOBAL:	LBTYA	50.27	(0.81%)	22.52%
LIBERTY INT:	LINTA	19.14	(2.27%)	18.03%
SHAW COMM:	SJR	21.17	2.22%	9.29%
TIME WARNER CABLE:	TWC	80.86	1.95%	27.20%
VIRGIN MEDIA:	VMED	23.98	(0.83%)	12.16%
WASH POST:	WPO	385.24	(3.69%)	2.24%
PROGRAMMING				
AMC NETWORKS:	AMCX	44.66	1.96%	18.84%
CBS:	CBS	31.84	0.79%	17.32%
CROWN:	CRWN	1.56	23.81%	28.93%
DISCOVERY:	DISCA	48.40	0.98%	18.14%
GRUPO TELEVISA:	TV	21.15	0.62%	0.43%
HSN:	HSNI	37.95	2.26%	4.66%
INTERACTIVE CORP:	IACI	49.40	(0.66%)	15.96%
LIONSGATE:	LGF	14.53	9.99%	74.64%
LODGENET:	LNET	3.62	3.72%	51.46%
NEW FRONTIER:	NOOF	1.43	10.00%	38.83%
OUTDOOR:	OUTD	7.85	0.64%	5.23%
SCRIPPS INT:	SNI	48.81	2.65%	15.06%
TIME WARNER:	TWX	37.08	3.26%	2.60%
VALUEVISION:	VVTV	2.36	40.48%	25.53%
VIACOM:	VIA	51.94	(3.92%)	(2.61%)
WWE:	WWE	8.79	(0.11%)	(5.69%)
TECHNOLOGY				
ADVANTAGE:	AEY	2.46	7.89%	17.14%
ALCATEL LUCENT:	ALU	2.31	(4.94%)	48.08%
AMDOCS:	DOX	31.06	(0.13%)	8.87%
AMPHENOL:	APH	56.80	(1.61%)	25.14%
AOL:	AOL	18.49	2.15%	22.45%
APPLE:	AAPL	596.05	1.79%	47.17%
ARRIS GROUP:	ARRS	10.94	(2.58%)	1.11%
AVID TECH:	AVID	11.05	3.08%	29.54%
BLNDER TONGUE:	BDR	1.21	(11.36%)	(1.19%)
BROADCOM:	BRCM	38.47	1.75%	31.03%
CISCO:	CSCO	20.53	2.50%	13.55%
CLEARWIRE:	CLWR	2.40	5.51%	23.45%
CONCURRENT:	CCUR	3.60	(3.49%)	(5.01%)
CONVERGYS:	CVG	13.63	8.87%	6.73%
CSG SYSTEMS:	CSGS	15.60	(1.95%)	6.05%
ECHOSTAR:	SATS	28.65	(0.42%)	36.82%
GOOGLE:	GOOG	642.59	2.81%	(0.51%)
HARMONIC:	HLIT	5.44	2.06%	7.94%

Company	Ticker	3/23 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	27.88	0.52%	14.95%
JDSU:	JDSU	13.88	(2.32%)	32.95%
LEVEL 3:	LVLT	26.61	0.42%	56.62%
MICROSOFT:	MSFT	32.01	(1.81%)	23.31%
MOTOROLA MOBILITY:	MMI	39.26	(0.15%)	1.19%
RENTRAK:	RENT	22.09	10.67%	54.69%
SEACHANGE:	SEAC	8.19	3.15%	16.50%
SONY:	SNE	20.32	(6.83%)	12.64%
SPRINT NEXTEL:	S	2.74	(5.19%)	17.09%
THOMAS & BETTS:	TNB	71.65	(0.5%)	31.23%
TIVO:	TIVO	12.09	4.77%	34.78%
UNIVERSAL ELEC:	UEIC	19.99	3.68%	18.49%
VONAGE:	VG	2.22	(3.48%)	(9.39%)
YAHOO:	YHOO	15.38	1.35%	(4.62%)
TELCOS				
AT&T:	T	31.52	(0.22%)	4.23%
VERIZON:	VZ	39.42	(0.38%)	(1.74%)
MARKET INDICES				
DOW:	DJI	13080.73	(1.15%)	7.06%
NASDAQ:	IXIC	3067.92	0.41%	17.76%
S&P 500:	GSPC	1397.11	(0.5%)	11.09%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	2.36	40.48%
2. CROWN:	1.56	23.81%
3. RENTRAK:	22.09	10.67%
4. NEW FRONTIER:	1.43	10.00%
5. LIONSGATE:	14.53	9.99%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.21	(11.36%)
2. SONY:	20.32	(6.83%)
3. GCI:	9.72	(5.91%)
4. SPRINT NEXTEL:	2.74	(5.19%)
5. ALCATEL LUCENT:	2.31	(4.94%)

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