

# CableFAX Daily™

Wednesday — March 27, 2013

What the Industry Reads First

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## It's Official: CBS Buys 50% of TVGN, Rebranding on the Way

CBS and Lionsgate confirmed Tues that they have entered into a 50/50 partnership for TVGN and the website TVGuide.com. The move came a little over a month after the net, formerly **TV Guide Network**, announced it will change its name to TVGN as part of its mission to shift fully away from the channel scroll and into an entertainment net. Currently in 80mln homes, the net will continue to be entertainment-focused, with rebranding and a new programming strategy coming. The venture will combine CBS' programming, production and marketing assets with Lionsgate's resources in digital content, TV and motion pictures. Under the deal, CBS will acquire the ownership interest currently held by **One Equity Partners**, the private equity investment arm of **JPMorgan Chase**. The deal closed at signing Tues. "This is a strategic way for CBS to use its content brands and gain access to a highly distributed basic cable network that has a lot of upside," said *Les Moonves*, CBS pres/CEO. "We couldn't be in business with a better blue-chip strategic partner than CBS or a more visionary CEO than our friend Les Moonves," said Lionsgate CEO *Jon Feltheimer* and vice chmn *Michael Burns* in a joint statement. **Moelis & Company** and **Wachtell, Lipton, Rosen and Katz** advised TVGN on the transaction. *TV Guide* magazine isn't part of the deal. The reported price tag is just under \$100mln. Lionsgate bought TV Guide for about \$255mln in '09 and sold One Equity a 49% stake later that year for about \$120mln. Since the purchase, Lionsgate has worked on beefing up the net by adding original programming such as "Nail Files" and "Hollywood Girls Night."

**McDowell Successor:** We are not sure which one is easier: predicting the winner of the **NCAA** tournament or the **FCC's** new leadership. Less than a week after commish *Robert McDowell's* departure announcement, no one appeared to stand out as candidate for the GOP slot. On the other hand, *Tom Wheeler*, a veteran telecom policy expert and entrepreneur, is still seen as the frontrunner for Julius Genachowski's chmn spot. For the Republican seat, some names had been mentioned more often than others. Senate support could give potential candidates like *Michael O'Rielly*, a staffer with Senate majority whip *John Cornyn* (R-TX), and *Doug Schwartz*, staff dir of the Senate Republican Conference Committee, advantages over others, several Washington observers said. It is believed that Cornyn and Sen *John Thune* (R-SD), a ranking member of the **Commerce Committee**, will have major say in the selection. Meanwhile, potential candidates on the House side will have a shot if the Senate decides to let it pick this time around (Senate Majority Leader *Mitch McConnell* is believed to have backed commish *Ajit Pai*). So far, the names of *Ray Baum*, sr policy adviser to Rep *Greg Walden* (OR) and *Neil Fried*, chief counsel for the **House Communications & Tech** subcommittee, have come up a few times. Among outsiders, we're hearing mention of *AB Cruz*. The former chief legal officer at **Scripps Networks Interactive** (for 8 years) and ex-**BET** exec was key in establishing Scripps' Washington presence and has worked on affiliate negotiations, said a seasoned industry exec who has worked with Cruz. "A man of integrity," Cruz "listens to all points of view before

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Best Advice/Motto Series



*"What I tell my kids about success in life: Enjoy it when you have it. Don't envy others when you don't. If you work hard, it is a recurring theme. What goes around comes around."*

**Melinda Witmer**  
EVP/Chief Video & Content Officer  
Time Warner Cable

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making a decision,” the exec said, saying Cruz has “all the good qualities for an FCC commissioner.” However, with no apparent backers on the Hill, he might be a long shot, one observer said. While there have been delays in the past in the approval process of new FCC commissioners, there is speculation that the confirmation process can move forward without significant delay, broadcast attorney *David Oxenford* with **Wilkinson Baker** said in a recent blog post. In the interim, the FCC can continue to do business with 3 commissioners should the replacements not be confirmed before the departures. The good news is Republican lawmakers are motivated to move the process forward in a timely manner because they want to see the spectrum incentive auction succeed and to do that, a new team is needed asap, FCC watchers said. It is speculated that the new leadership will be in place before the summer recess (the week of July 1).

**TV Everywhere:** **NCAA** March Madness Live has had a record-breaking first week, with more than 36m live video streams. That's double the 18.3m live video streams for the entire tourney last year. Not surprisingly, hoops fever made the app the top sports app in the App Store and Google Play for the opening week of the NCAA Tournament. Across broadband, 4.2m unique visitors watched live video, an increase of 161% versus 2012 (1.6m). The mobile app had 2.6m unique visitors watch live video, up 121% over 2012 (1.2m). In partnership between the **NCAA**, **Turner Sports** and **CBS Sports**, NCAA March Madness Live is launched from [www.ncaa.com/marchmadness](http://www.ncaa.com/marchmadness), [www.cbssports.com](http://www.cbssports.com) and [www.bleacherreport.com](http://www.bleacherreport.com), and is available via the App Store and Google Play.

**Business Service:** **Comcast Business** tapped celebrity chef *Robert Irvine* to educate hoteliers and restaurant and bar owners on the importance of integrating technology into their operations. The multimedia partnership will include print, online and digital assets. In addition, businesses can interact with Irvine directly in a series of in-person and online experiential events that will “bring to life the connection between technology, business efficiency and customer satisfaction.”

**Ratings:** **Nick** posted double-digit gains with its core demo and closed the week as the top cable net with kids 2-11, helped by solid performance from its 26th Annual Kids' Choice Awards. The award was watched by more than 12m total viewers over the weekend. Quarter to date, the net is up over last year with both 2-11 (2.9/971,000; +7%) and total viewers (1.9 million; +6%). -- **Hallmark Movie Channel's** Mar 23 premiere of “Shadow on the Mesa” scored a 1.1 HH rating with nearly 1.1m unduplicated viewers. The 4th movie in the net's expanded slate of 10 original movies for '13, “Shadow on the Mesa” replaces “Our Wild Hearts” as the 2nd highest-rated and 2nd most-watched original movie in net history among HHs and total viewers.

**Programming:** **CBS Sports** and the soon to be renamed **Big East Conference** signed a new long-term rights deal through the '19-'20 season. CBS Sports will broadcast the top Big East men's basketball games, retaining the right to have the first selections among conference, non-conference and neutral site games. “CBS Sports has been a partner of the Big East for 30 years... As the conference enters into a new and exciting era, we are proud to continue our relationship and showcase the conference's best games,” said *Sean McManus*, chmn of CBS Sports. -- **Syfy** booked a 2nd season of its time traveling police drama “Continuum.” The 13-ep series will premiere June 7 at 10pm. - **MSG** is scheduled to telecast “Walk With Me,” a behind-the-scenes documentary featuring NY Knicks head coach *Mike Woodson*, on Wed at 11pm, following coverage of the Knicks-Grizzlies



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# BUSINESS & FINANCE

game at Madison Square Garden. - **ONE World Sports** will televise its 1st live season home game of the **Yomiuri Giants** on Fri. All 72 Giants' regular season home games will be carried live and exclusively in North America. The Giants are Nippon Professional Baseball's reigning champions. -- **TV One** will premiere the 21st Annual Trumpet Awards, on Easter Sun, Mar 31, at 8pm, with an encore presentation at 11pm.

**People: Food Network** tapped *Todd Weiser* as vp, programming & development and *Mark Levine* as vp, programming & multi-platform. -- **Comcast Business** appointed *Peter March* as regional vp for the Beltway Region. -- **CMT** upped *Cindy McLean Finke* to vp, program publicity and communications, while *Stephanie Molina* joined the net as vp, program publicity for the West Coast office.

**On the Circuit: The Rocky Mountain Cable Assoc's** 7th Annual Cable Apprentice case study competition featuring presentations from student teams from **U of Denver's Daniels College of Business** will take place Apr 26 at 8:30am. **Sandy Cherry's Dan Hillen** is moderator. More info at [RockyMountainCable-Association.com](http://RockyMountainCable-Association.com). -- **MTV** will host its '13 Video Music Awards at Barclays Center on Aug 25, the 30th anniversary of the Moonman event.

## CableFAX Daily Stockwatch

Company	03/26 Close	1-Day Ch	Company	03/26 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	56.86	1.12	CONVERGYS:	17.05	0.02
DISH:	37.96	(0.01)	CSG SYSTEMS:	20.26	0.30
DISNEY:	56.63	0.42	ECHOSTAR:	38.65	(0.17)
GE:	23.12	(0.12)	GOOGLE:	812.42	2.78
NEWS CORP:	30.59	0.15	HARMONIC:	5.77	UNCH
<b>MSOS</b>					
CABLEVISION:	14.86	0.02	INTEL:	21.77	0.61
CHARTER:	102.99	0.55	JDSU:	13.54	(0.1)
COMCAST:	41.47	(0.24)	LEVEL 3:	20.39	(0.03)
COMCAST SPCL:	39.16	(0.26)	MICROSOFT:	28.16	(0.01)
GCI:	8.82	0.03	RENTRAK:	22.01	0.77
LIBERTY GLOBAL:	71.60	2.08	SEACHANGE:	11.96	(0.12)
LIBERTY INT:	21.70	(0.08)	SONY:	17.49	(0.28)
SHAW COMM:	24.54	0.31	SPRINT NEXTEL:	6.05	0.02
TIME WARNER CABLE:	96.04	0.67	TIVO:	12.14	(0.15)
VIRGIN MEDIA:	48.11	0.92	UNIVERSAL ELEC:	24.32	0.52
WASH POST:	449.00	(6.58)	VONAGE:	2.84	0.01
<b>PROGRAMMING</b>					
AMC NETWORKS:	62.68	0.37	YAHOO:	23.59	0.21
CBS:	45.71	0.29	<b>TELCOS</b>		
CROWN:	2.01	(0.02)	AT&T:	36.74	0.35
DISCOVERY:	79.53	0.46	VERIZON:	49.48	0.32
GRUPO TELEVISIA:	26.27	0.20	<b>MARKET INDICES</b>		
HSN:	55.50	0.11	DOW:	14559.65	111.90
INTERACTIVE CORP:	44.32	0.07	NASDAQ:	3252.48	17.18
LIONSGATE:	23.81	0.62	S&P 500:	1563.77	12.08
OUTDOOR:	8.88	0.09			
SCRIPPS INT:	64.13	0.14			
STARZ:	21.62	0.15			
TIME WARNER:	56.91	0.37			
VALUEVISION:	3.39	0.07			
VIACOM:	62.92	(0.28)			
WWE:	8.66	(0.07)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.36	0.00			
ALCATEL LUCENT:	1.35	0.02			
AMDOCS:	35.68	0.29			
AMPHENOL:	73.19	0.59			
AOL:	36.17	0.30			
APPLE:	461.14	(2.44)			
ARRIS GROUP:	17.12	0.01			
AVID TECH:	6.68	(0.02)			
BLNDER TONGUE:	1.38	0.01			
BROADCOM:	34.45	0.27			
CISCO:	20.84	(0.01)			
CLEARWIRE:	3.24	(0.01)			
CONCURRENT:	7.98	0.11			

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